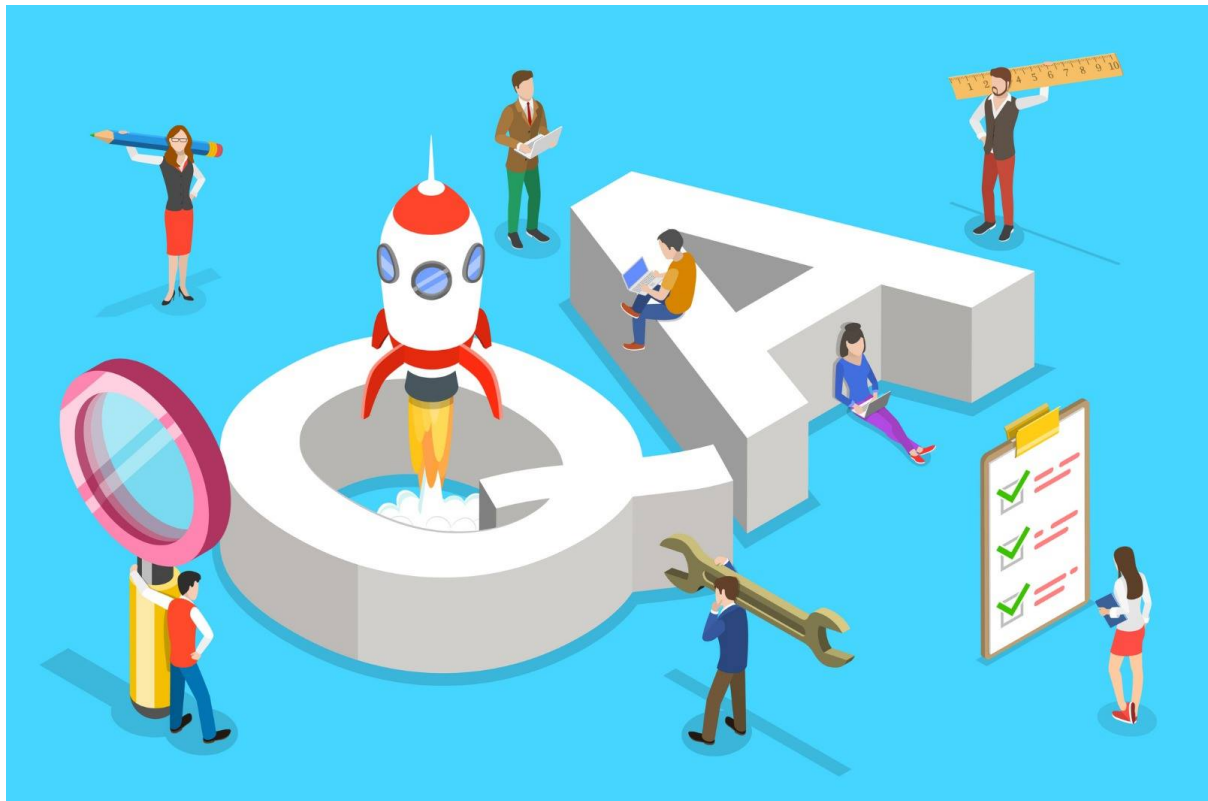




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## 品質監控部門定期抽查質量 保證產品及服務質素和安全

HKTVMall作為一個包羅萬有的網上購物商場，目前和超過5,800間商戶及供應商合作，提供超過600,000款產品及服務選擇。為了建立一個顧客信賴及可長遠發展的網購生態環境，HKTVMall高度重視顧客的網購體驗和產品質素及安全，務求令顧客可以在HKTVMall安心消費。因此，我們對加盟的商戶有嚴格的標準，並設有獨立的品質監控部門（Quality Assurance Team / QA Team），一方面確保商戶及供應商的產品質量，同時監察商戶運送貨品的物流過程，讓我們可以把高質素的產品準時及順利地送到顧客的手上。



HKTVMall QA Team會定期抽查商戶所提供貨品種類、產品質素、產地及功能描述等，確保其符合香港的法例要求。在今年8月，我們發現到的違規個案達到525宗，當中最多違規個案涉及《不良廣告(醫藥)條例》，有多達136宗；其次有133宗涉及《商

品說明條例》，以及55宗涉及《食物及藥物 (成分組合及標籤) 規例》。我們除了將問題商品下架，亦已向有關商戶作出警告及罰款，並會加強覆檢HKTVMall上的產品，以保障顧客的健康和安全。



最後一里的派送服務是經營電子商貿最重要的環節之一，HKTVMall QA Team亦會監察商戶運送貨品的物流過程，確保商品可準備送到客戶手中。在今年8月，商戶因存貨不足、缺貨、錯貨或運送等問題而取消顧客訂單的個案有超過4,700宗，而未有於指定時間內把貨品運送到HKTVMall的中轉倉的個案則有超過1,700宗，我們已向有關商戶提出罰款。HKTVMall對整個網購流程都有嚴格的要求，希望為顧客帶來最佳的網購體驗。



我們明白，以上措施及罰則可能增添商戶的營運壓力，但必須嚴格篩選及保證貨品及服務的質素，方能與客戶建立長遠而互信的關係。未來我們會繼續與商戶通力合作，為香港的網購注入新動力！



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資料來源：  
YouGov BrandIndex

## Quality Assurance Team Reviews & Conducts Sampling Check Regularly To Ensure Quality of Products & Services

As an all-rounded online shopping mall, HKTVMall is currently partnering with over 5,800 merchants and suppliers to offer more than 600,000 product and service choices to customers. To build a trustworthy and sustainable ecosystem for online shopping, customers' shopping experience, product quality, and safety are always our priority for customers to shop with peace of mind at HKTVMall. Therefore, we have strict criteria for selecting merchants with the support from the independent Quality Assurance team (QA Team), to ensure the quality of products of merchants and suppliers, as well as monitoring the logistics process of merchants' parcel delivery, so that we can deliver high-quality products to customers punctually and smoothly.



HKTVMall QA Team conducts sampling check regularly for the types of goods provided from merchants, product quality, origin and product description, etc., to ensure that they comply with the legal requirements of Hong Kong. In August 2021, there were 525 cases of violations with 136 cases involving “Undesirable Medical Advertisements Ordinance”, 133 cases for “Trade Descriptions Ordinance” and 55 cases for “Food and Drugs (Composition and Labelling) Regulations”. Apart from removing the relevant products from our platform, warnings were issued and

penalties were imposed to subject merchants. We will also strengthen the checking of the products on HKTVmall to protect the health and safety of customers.



Last-mile delivery service is one of the most important aspects of the eCommerce business. HKTVmall QA Team monitors the logistics process of merchants' parcel delivery to ensure on-time delivery. In August 2021, fines were imposed for more than 4,700 cases involving order cancellation due to shortage of inventory, missing items, wrong items delivery, or other delivery issues, while over 1,700 cases regarding delivering the products to our Depot Centre within inappropriate in hub period. HKTVmall insists on the strict requirements for the entire online shopping process, aiming to provide the best online shopping experience to customers.



While we understand that the above measures and penalty system may increase operational pressure of our merchants, we have to remain strict in ensuring products and services quality in order to build long term and trusted relationship with customers. In future, we will continue to cooperate with all merchant partners, to unleash online power together!



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香港電視購物網絡有限公司  
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