

# **THE HONG KONG HOUSING AUTHORITY**

## **Memorandum for the Human Resources Committee**

### **Notification of the Change of Chinese Title for the Customer Service Assistant Post**

#### **PURPOSE**

To inform Members of the change of Chinese title for the post Customer Service Assistant (CSA) from ‘住戶服務助理’ to ‘客戶服務助理’.

#### **BACKGROUND**

2. The Customer Service Assistant (CSA) Scheme was first introduced on a trial basis to four public rental estates in March 1994. It is intended to have a dedicated personnel employed solely for receiving and recording complaints and requests from tenants so that cases could be channelled to the responsible officer for prompt action.

3. The trial proved to be a success and the service of CSAs has fostered a better relationship between tenants and HD's management staff. In view of this, the Management and Operations Committee (MOC) endorsed in July 1994 vide Paper No. MOC 75/94 the provision of one contract CSA to each rental estate office and one operational reserve to each management district to man the enquiry counters in rental estates during normal office hours. The Chinese title for CSA (住戶服務助理) was used since then.

4. It is considered that the Chinese title ‘住戶服務助理’ should be more appropriately renamed as ‘客戶服務助理’ as the latter better reflects the ‘customer-focused’ nature of the post. The proposed change was accepted by the Housing Department Staff Suggestions Committee at its meeting in May 1998. Business Director/Management, as the head of CSA grade, endorsed the

proposal in August 1998. The Staff Relations Section and the Grade Management Secretariat then proceeded to consult staff for their feedback. The issue was further brought up at the 39th meeting of the Junior Staff Consultative Committee (JSCC) in November 1998 for comment. Members of the JSCC also agreed to adopt the new Chinese title.

## **THE WAY FORWARD**

5. Management Branch to announce the new Chinese post title of CSA.

## **INFORMATION**

6. This paper is issued for Members' information.

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c.c. Members of the Rental Housing Committee

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