



**Statistical Data Analysis of Suggestions,
Complaints and Objections of the services
provided by Macau Government Tourist Office**

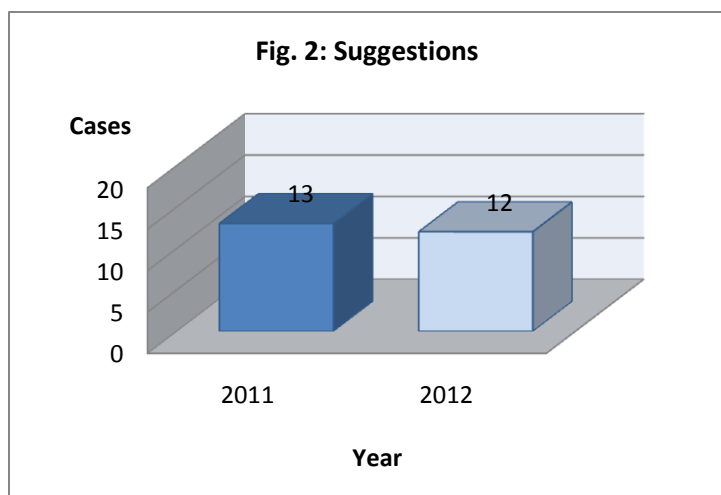
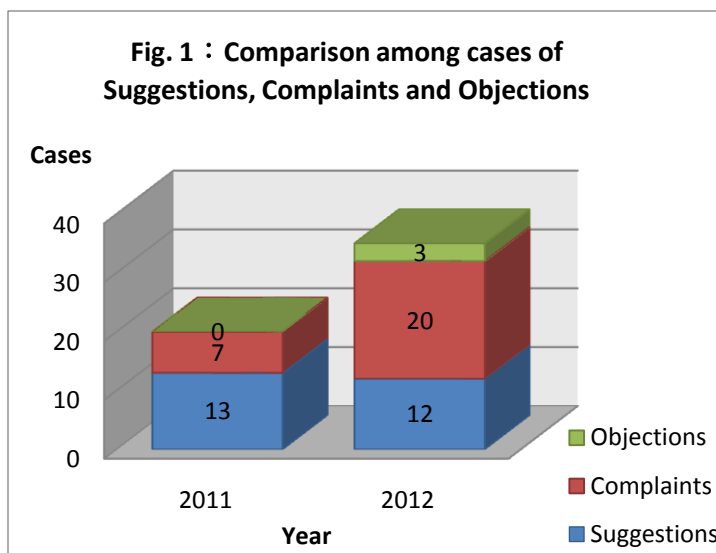


MACAU GOVERNMENT TOURIST OFFICE

Statistical Data Analysis of Suggestions, Complaints & Objections of the services provided by MGTO (2012)

1. Statistics

MGTO had totally received 35 cases of suggestions, complaints and objections regarding the service provided during 2012, which included 12 suggestions, 20 complaints and 3 objections. Comparing with 20 cases in 2011, an increase of 75% was registered.

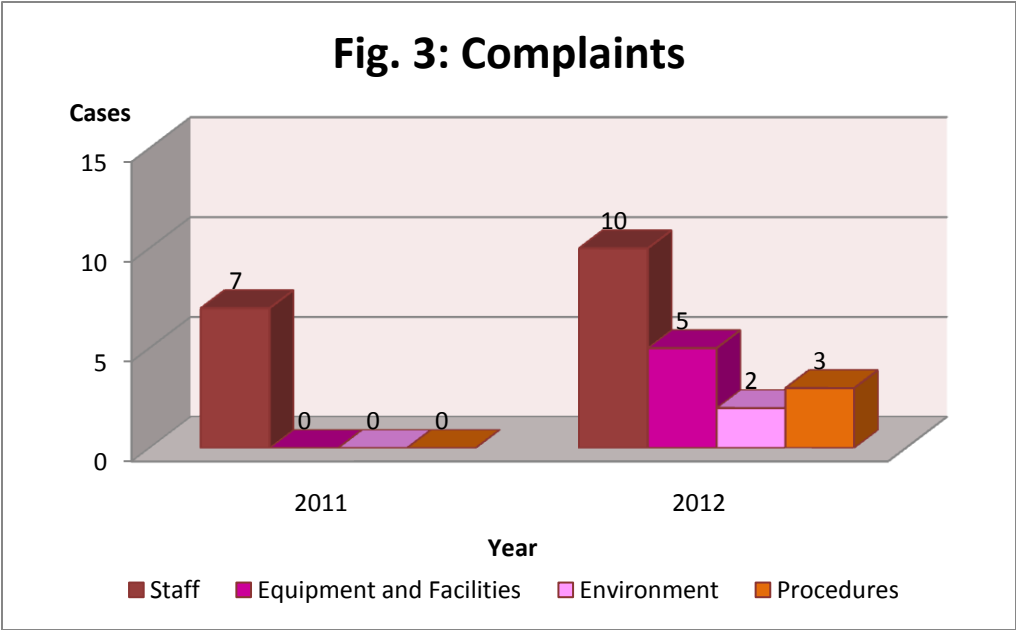


2. Suggestions

MGTO had received 12 cases of suggestions in 2012; there had been a decrease of 1 case comparing with 2011.

3. Complaints

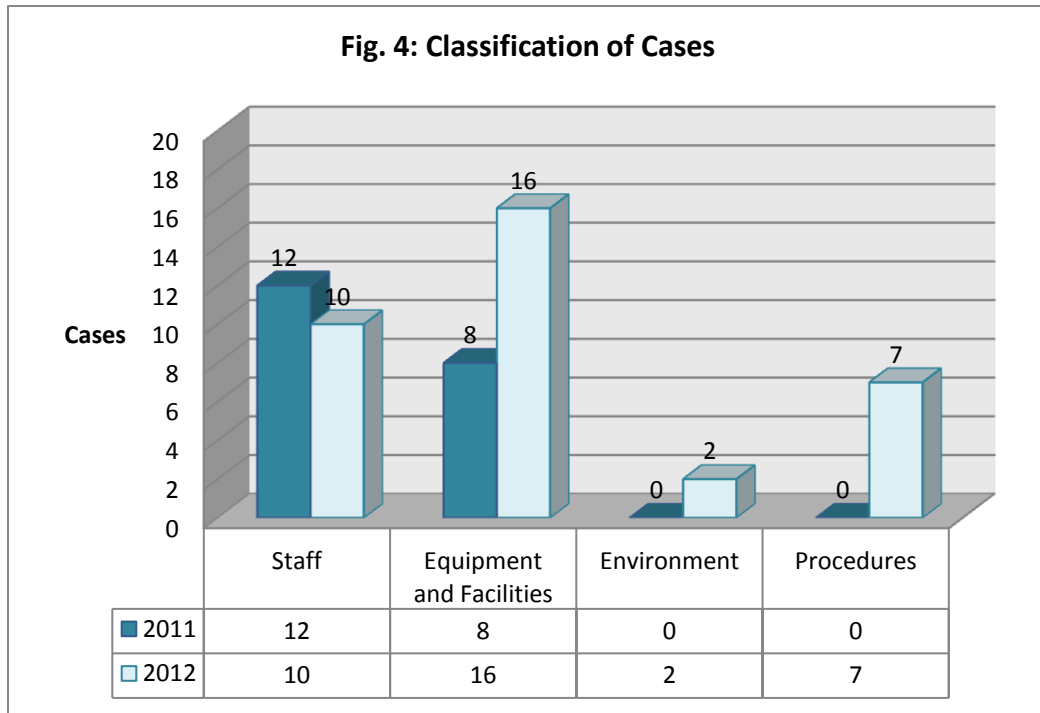
MGTO had received 20 cases of complaints in 2012; there had been an increase of 13 cases comparing with 2011 and among which, 3 cases was about Staff, 5 Equipment and Facilities, 2 Environment and 3 Procedures.



4. Classification of Cases

There are mainly 4 classifications of the cases: staff, equipment & facilities, environment, and procedures. The distribution was as following:

- Staff — 28.5%
- Equipment and Facilities — 45.5%
- Environment — 6%
- Procedures — 20%



Comparing with 2011, the cases about Staff was decreased by 2, however a respective increase of 8, 2 and 7 cases were recorded for Equipment and Facilities, Environment, and Procedures.

Moreover, among the cases received by MGTO in 2012, 19 cases were identified and 16 cases were anonymous.

For the progress of handling cases in 2012, 34 cases (97%) were completed and filed within the statutory time limit (45 days), and the remaining one case was completed and filed beyond 45 days due to the complexity of case which took more time for analysis.

5. Conclusion

In concluding the suggestions, complaints and objections received by MGTO in 2012, they are mainly attributed to the equipment and facilities, followed by the staff. Concerning the complaints and suggestions received from the public, MGTO has immediately looked into these matters and followed up accordingly. Meanwhile, MGTO has determined a number of improvement measures in time, such as amendment and correction on printed matters and online information to ensure the accuracy of travel information and publication to be displayed to tourists, strengthen training on service attitude of front-line staff, strict compliance with designated procedures, and minimizing noise and the effect on the citizens during cultural performance after further discussion with performance groups.

In the future, MGTO will continue to welcome all suggestions and objections from the public so as to provide quality public services. In addition, MGTO will consider seriously on the feasibility of relevant opinions and use them as reference in future work formulation.

Meanwhile, in terms of continuous improvement and in order to meet public expectations on our services with high efficiency, MGTO will ensure the proper update and maintenance of relevant equipment and facilities, and also to organize training courses for MGTO front-line staff to attend so that they can be well-equipped with adequate skills on customer service and handling of complaints. Ultimately, they are capable of delivering excellent services to the public.