



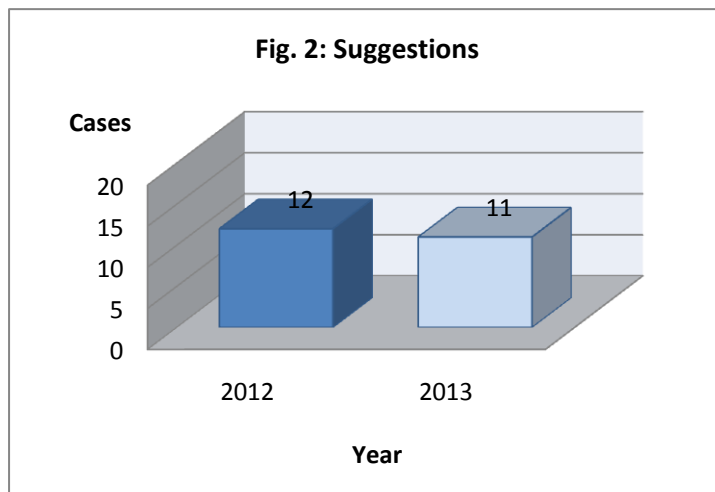
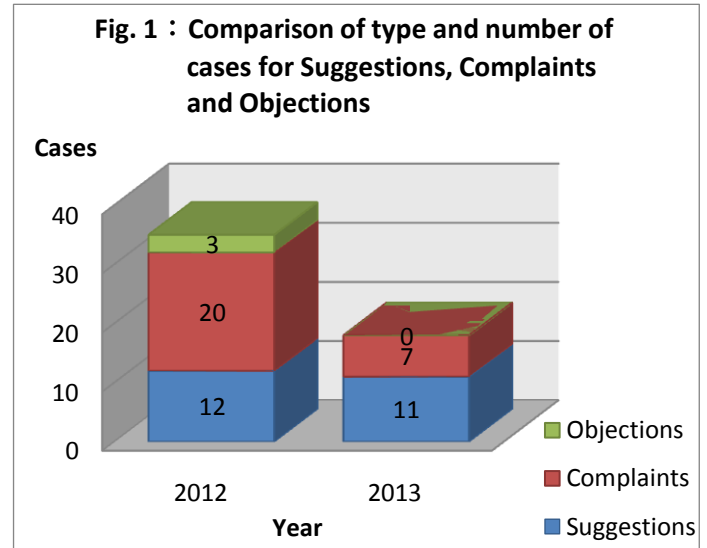
**Statistical Data Analysis of Suggestions,
Complaints and Objections of the services
provided by Macau Government Tourist Office**



MACAU GOVERNMENT TOURIST OFFICE

1. Statistics

MGTO had received a total of 18 cases of suggestions, complaints and objections regarding the service provided during 2013, which included 11 suggestions, 7 complaints and no objections. Comparing with 35 cases received in 2012, a decrease of 49% was registered.

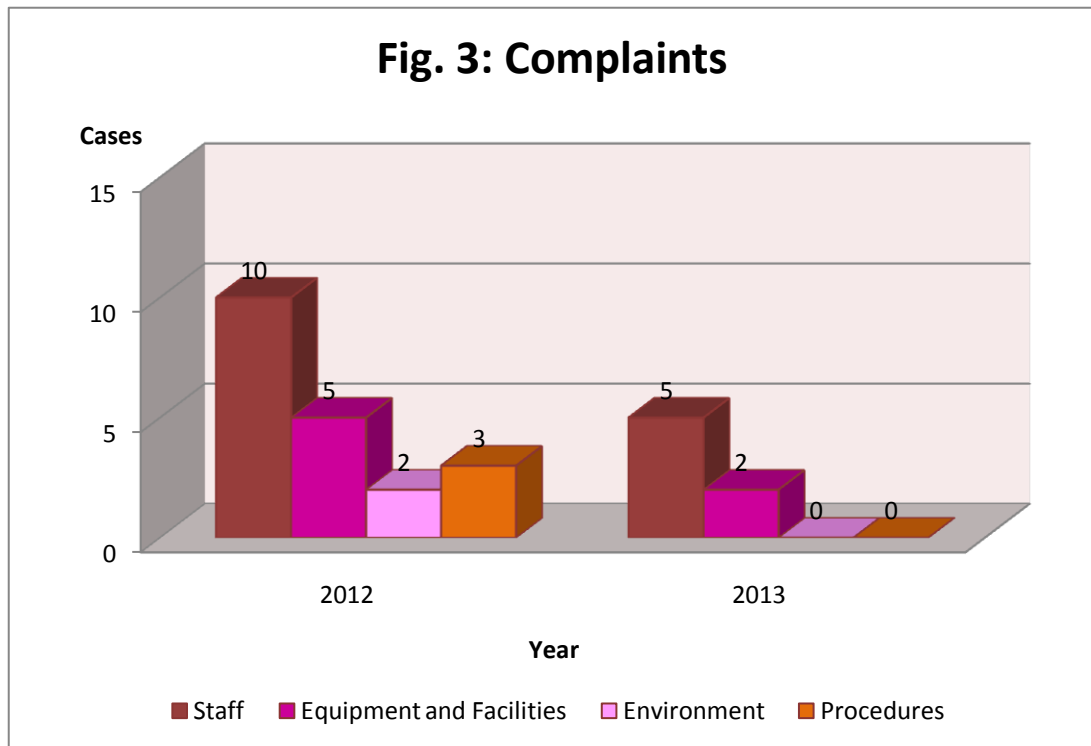


2. Suggestions

MGTO received 11 cases of suggestions in 2013; less 1 case compared to 2012.

3. Complaints

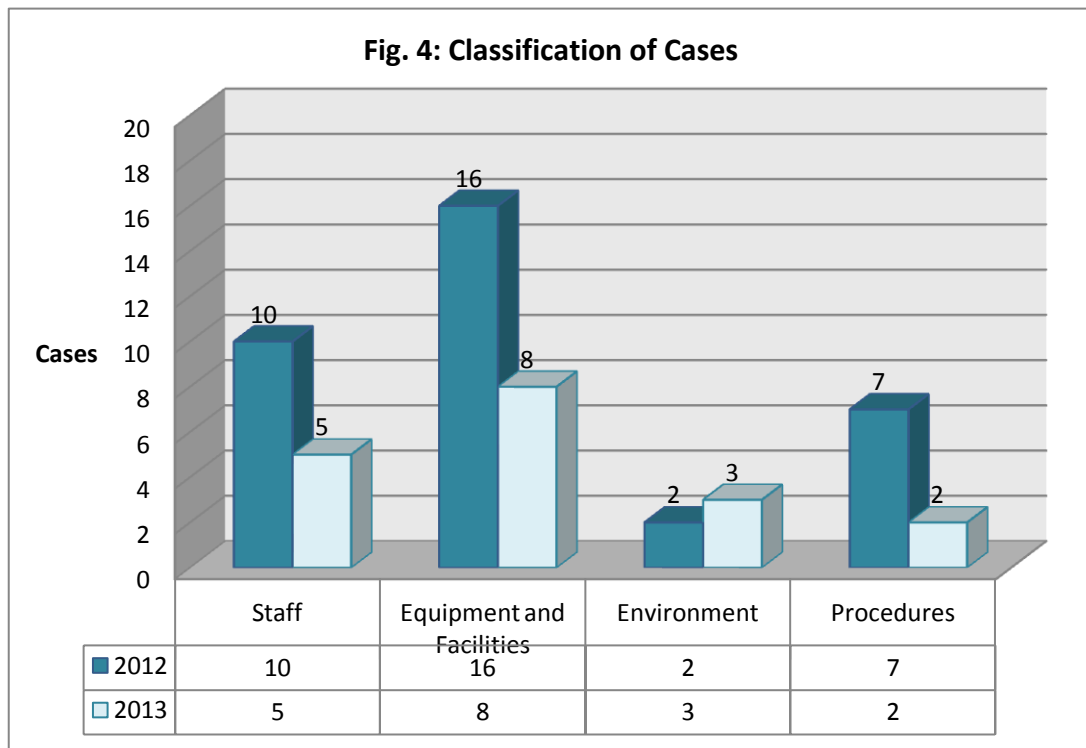
MGTO received 7 cases of complaints in 2013; there had been a decrease of 13 cases comparing with 2012 and among which, 5 cases related to Staff and 2 cases was about Equipment and Facilities.



4. Classification of Cases

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

- Staff — 27.8%
- Equipment and Facilities — 44.4%
- Environment — 16.7%
- Procedures — 11.1%



Comparing with 2012, the cases about Staff was decreased by 5, a decrease of 8 cases was recorded for Equipment and Facilities, a decrease of 5 cases for Environment and an increase of 1 case for Procedures.

Moreover, among the cases received by MGTO in 2013, 15 cases were identified and 3 cases were anonymous.

For the progress of handling cases in 2013, 17 cases (94.4%) were completed and filed within the statutory time limit (45 days), and the remaining 1 case was still under processing, beyond 45 days due to the complexity of the case.

5. Conclusion

In conclusion the suggestions, complaints and objections received by MGTO in 2013, they were mainly attributed to equipment and facilities, followed by the staff, environment and procedures respectively. Concerning the complaints and suggestions received from the public, MGTO has immediately looked into these matters and followed up accordingly.

While handling the complaints on equipment and facilities, in regards to lack of cleanliness of the toilets and bad attitude of the security guard at Ritz Building, MGTO has immediately contacted the related out-sourced service providers to report the situation and requested them to be aware of the importance of maintaining a high level of cleanliness at public facilities, to improve the attitude of the security guards and strengthening their professional skills by training. Regarding another complaint on the service quality of “guided tours at temples in Macau”, MGTO has contacted the organizer to understand the situation and took immediate measures such as necessary amendment on the guided tours and reinforcing the organizer to improve the attitude of the tour guide, aiming to uplift the service performance of these guided tours.

Two cases were registered complaining the staff’s attitude and a lack of English and Mandarin language skills at MGTO tourist information counter located at the airport and at the Macau Food Festival, MGTO took responsive measures in handling the complaints, and replied to the senders within the statutory time limit listed in MGTO Performance Pledge. No further comments were received from the senders.

When handling complaints, MGTO investigates into the incident, analyzes the feedback collected, prioritizes the problems and take appropriate measures in order to improve service performance and takes preventive actions to continuously improve as it will enhance the overall service quality to meet public expectations. MGTO will strengthen the management of relevant equipment and facilities, improvement on coordination in related activities, encouragement for all front line staff to participate in language and customer service training courses, aiming to attain adequate and professional skills on delivering excellent services to the public.