



09 July 2009


CLP Launches New Value-added Services "Beyond Living Ideas" Brings Brand New Customer Experience

As part of its ongoing commitment to service quality and excellence, CLP enhances its customer services with the theme "**Beyond Living Ideas**". Under the new theme, CLP launches a series of new value-added services to provide customers with inspiring ideas that improve their quality of living.

Mr Chow Tang Fai, CLP's Director of Marketing and Customer Services said, "By promoting the Green Living Ideas, Energy Efficiency Ideas, Hassle-free Ideas and Convenient Living Ideas, we hope to cultivate a better understanding of environmental care and electrical safety at home while encouraging a wider adoption of the green living concept in a safe home environment."

Mr Chow added, "The new value-added services are driven by our commitment to value creation that goes beyond meeting our customers' needs. It is designed to enhance the image and quality of our customer services. We will continue with our quest for service excellence by launching the latest series of initiatives, including the promotion of "Wiring Inspection Service" and green products such as "smart plugs" for mass adoption."

The "Beyond Living Ideas" theme covers the following:

1. Green Living Ideas		<p>Offering green tips and initiatives to encourage environmental protection by using resources more wisely.</p> <p>Use Green Bill and green products to ease the greenhouse effect of global warming for a better environment</p> <p>Visit CLP Eco Home, CLP's first one-stop green living concept store, for a taste of a quality green lifestyle</p> <p>Work out daily carbon footprints and enhance environmental awareness with the Carbon</p>
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		Calculator in www.clponline.com.hk
2. Energy Efficiency Ideas		<p>Helping you save energy costs by providing the latest information on energy efficiency technologies and our diversified products.</p> <p>Understand energy labels, use the Energy Calculator to estimate power consumption and receive practical energy conservation advice</p> <p>Learn about the latest energy efficiency technologies and products</p> <p>Find out how to select and use energy efficient products</p>
3. Hassle-free Ideas		<p>A wide range of professional and reliable services to make life hassle-free.</p> <p>Choose Autopay and SMS Bill for easy management of your electricity account</p> <p>Enjoy complete confidence when you purchase energy efficient products from CLP's Customer Service Centres or Eco Home with our "service quality assurance"</p>
4. Convenient Living Ideas		<p>A comprehensive network providing unrivalled quality and convenience in customer services.</p> <p>CLP Customer Service Centres covering Kowloon, the New Territories and along the MTR lines to meet your needs</p> <p>Located at the heart of Mongkok, Eco Home offers one-stop shopping experience with green home appliances</p> <p>The newly-revamped www.clponline.com.hk provides hottest news</p> <p>CLP INFO-LINE 2678 2678 and 24-hour emergency</p>

		services hotline 2728 8333 are always ready to help
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The launch of the new campaign will also kick start a series of customer engagement activities to promote greater awareness and patronage of its customer services. Two interactive activities will be rolled out shortly. Everyone is invited to participate and share inspiring ideas for a good life.

Beyond Living Ideas Souvenir Specially for You From 10 July 2009 until 31 August 2009, customers can receive a limited edition Beyond Living Ideas souvenir upon taking up a designated service or purchasing an energy efficient appliance at any CLP Customer Service Centre or Eco Home. Enjoy great fun and collect the full set of 2 souvenirs now!

Join “Innovative Living Ideas Competition” to Win Fabulous Prizes From 10 July 2009 until 31 August 2009, we invite new living ideas from the public to help us improve our service quality in the above four main focus areas. The top 5 best entries will be rewarded with fabulous prizes, such as energy efficient appliance cash coupons, Mai Po Eco Tour, etc. Customers can submit their innovative ideas through any Customer Service Centre, Eco Home or www.clponline.com.hk!

Also, customers can visit www.clponline.com.hk to download a personalised “Good Ideas” screensaver and CLP Widget for access anytime, anywhere, to the latest information on energy efficiency.

Appendix:

1. CLP Customer Service Centres:

Kowloon	
Location	Address
Yau Ma Tei	Yau Ma Tei MTR Station Concourse Shop 10 (near Exit A)
Sham Shui Po	G/F, 132 Pei Ho Street, Sham Shui Po
Kwun Tong	Shop 30-32, G/F, Yue Man Centre, 300-302 Ngau Tau Kok Road, Kwun Tong

New Territories	
Po Lam	Po Lam MTR Station POA19
Tai Wai	Tai Wai MTR Station (Paid Concourse) Shop No. 37
Tai Po	G/F, Central Plaza, 51-59, Kwong Fuk Road, Tai Po
Sheung Shui	G/F, 50-52 San Fung Avenue, Sheung Shui
Kwai Fong	Kwai Fong MTR Station Concourse Shop 15 (near Exit A)
Yuen Long	G/F, 13 -17 Fung Nin Road, Yuen Long
Tsuen Wan	Tsuen Wan MTR Station Concourse Shop 3 (near Exit A)
Tuen Mun	Shop No. 18, UG/F, Phase 2, Tuen Mun Town Plaza, 1, Tuen Shun Street, Tuen Mun

2. [CLP Eco Home](#): 188, Sai Yeung Choi Street South, Mongkok

3. CLP INFO-LINE: 2678 2678

4. Website: www.clponline.com.hk

About CLP Power Hong Kong

CLP Power Hong Kong Limited is the largest power utility business in Hong Kong providing services to commercial and residential households covering Kowloon, New Territories, Lantau Island and most of the outlying islands. CLP Power Hong Kong operates a vertically integrated power generation, power transmission and electricity supply business in Hong Kong, and provides a highly reliable supply of electricity and excellent customer services to over 5.5 million people in its supply area.

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