



CHONG CHI GROUP LTD

Innovation Gives Industry Leader Growth Path

Seizing opportunity to inject fresh ideas made CHONG CHI GROUP LTD a forerunner in the industry. JOANNE CHENG shares its success story.

“Our company was founded in mid-1980s when air con was still considered luxury goods for local households” says Joanne Cheng, general manager of Chong Chi Group Ltd.

“After it grew popular, the air con service industry expanded but the quality varied considerably. With the quality of technicians, aims of utilization and caring service, we firmly established our reputation, and started to cover building service as well. Very encouragingly, we became the recommended contractor by TESLA whose electrical vehicles entered local market in 2014,” Cheng explains.

Quality Matters

Cheng says: “As a medium size company, we have a more direct and caring B2C relationship. We treasure long term relationships and are willing to tailor make product/service for clients. For instance, our clients have very different backgrounds, so our office invests vastly in bridging the communications between our technicians and clients and ensure customer needs and satisfaction are achieved.”

“We received the accredited ISO9001 recognition in 2009 and applied strict quality components across our operations to deliver quality service to our clients. This is what we believe wins in the market and this is also an achievement not matched by ordinary competitors in the industry.”

“Besides,” she adds, “we provide one stop service to customer, i.e. from consultation, design to build and T&C, so clients enjoy peace of mind with our services.”



Joanne Cheng (left): “We treasure long term relationships and are willing to tailor make product/service for clients.”

Growth Assured

According to Cheng, the main obstacles facing the industry in Hong Kong are; labour costs, keen competitions with uneven quality and lack of new comers to work in the industry.

“We encourage our technicians and office staff to grow together, increase their values by further training and lifelong learning. We also provide more opportunities to technicians to grow and see their career paths.”

“For the past 10 years, we expanded our service scope from HVAC to Building Services. We launched our self-designed brand, “AIRGOOD”, dehumidifiers for both commercial and household clients. Two years ago, we participated in the electric vehicle business. We collaborated with the market leader Tesla and develop different solutions for this new market. In the coming 5 years, we will expand our partnership with different stakeholders

in this industry and growth with the market,” concludes Cheng. ■



For additional information, please visit www.chongchi.com.hk