

November 16th, 2022

AEON MALL (CAMBODIA) CO., LTD.

~Aiming to enhance service for customers~ The 7th AEON MALL Cambodia Role Play Contest

AEON MALL (Cambodia) Co., Ltd. (the “Our Company”) will organize the 7th Role Play Contest 2022 (the “Contest”). The final round will take place on November 17th, 2022.

A total of approximately 167 qualifying participants were selected out of the 376 participants on the training round from AEON MALL Phnom Penh and AEON MALL Sen Sok City who participate in the contest. Only 5 contestants will be selected from each MALL and a total of 10 outstanding to participate in the finals round.

This contest is organized every year in order to provide education to tenant staff through training and enhance the customer’s service skills as well as raise awareness of hospitality among employees, based on the belief that the expression, greeting approaching, and customer service of each employee will lead to a pleasant experience of customer service providing that makes customers feel glad when coming to AEON MALL.

Our company will continue its efforts to provide the highest level of service to the people of Cambodia.



[Overview]

The winner, runner-up, and third place will be decided from among the representatives of both malls in Cambodia.

- ❖ **Date** : November 17th, 2022 from 13:00~ 17:30
- ❖ **Location** : AEON MALL SEN SOK CITY for the final round
- ❖ **Program:**
 - 13:00~ Opening, welcome speech by the VIP guest of management
 - 14:35~ Final competition
 - 16:50~ Winner announcement, awarding ceremony

- ❖ **Method** Within the limited time (3 minutes), with a professional role player as customer, the contestant will be asked to perform how to greet and approach the customer
- ❖ **Judgement** : Based on 11 elements such as Appearance, Expression, Behavior, Greetings and Approaching, Wording/ way of talking, Conversation Skills, Being aware of customer needs, Product knowledge, Proposal, and AEON MALL Concept.

❖ The competition will be broadcasted on each mall's Facebook page.

AEON MALL PHNOM PENH: <https://www.facebook.com/aeonmallphnompenh>

AEON MALL SEN SOK CITY: <https://www.facebook.com/aeonmall.sensokcity>

【Reference】

●Scenes from each of the qualifying rounds were conducted in October prior to the final.



Qualifying round at AEON MALL PHNOM PENH



Qualifying round at AEON MALL SEN SOK CITY

●Scenes from the November 5th (FY2021) Role Play Contest



Winner of 2021 Role Pay Contest

Ms. Kheang Kanika

Shop Name: The Body Shop