

# OCTOPRESS

八達通快訊

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# Enriching People's Lives with Octopus

## 八達通 - 為你我生活更添姿采



At Octopus Cards Limited (OCL), we aim to live the brand spirit “making everyday life easier” in each aspect of our businesses. Entering the second half of 2015, we are continuing to expand Octopus applications into new arenas of our daily lives.

Usage of our Octopus Online Payment Service (OOP) is growing steadily on Taobao, as more and more customers appreciate the ease and convenience of making e-commerce payments through NFC-enabled mobile devices. And in June, the “Octopus” App recorded a remarkable tally of almost 0.8 million usage, ensuring it remains as one of the most popular applications in Hong Kong. The OOP has also expanded to more online merchants to cover more aspects in our daily life, such as Cinema City Langham Place, HKDay, MCL Cinema, Quality Education Fund Cyber Resource Centre and Ticketflap.

The Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities offered by the Government was smoothly extended to more Green Mini Buses with the seamless cooperation among OCL, Transport Department and Labour and Welfare Bureau. We will soon be launching the new retail reader, which comes with a color LCD display with featured messages, including alerts for incomplete transactions, bringing greater convenience for merchants and cardholders.

More fast food merchants including Café de Coral, Maxim's MX and McDonald's launched self-service kiosks using Octopus payment, bringing greater convenience to customers. We have introduced Octopus payment to 10 meat stalls in the wet markets, which helps increase the efficiency of these stalls. We will further increase Octopus acceptance in the wet markets in the second half of 2015, so stay tuned.

Our ceaseless commitment to providing simple, convenient and diverse payment choices for our customers, in tandem with contributing to the community, has won further public recognition and accolades. The new Web Accessibility Gold Award from the Office of the Government Chief Information Officer and the Equal Opportunities Commission marks another milestone in OCL's efforts in supporting visually impaired groups, contributing to an inclusive society.

We are also delighted to see the encouraging response the Octopus Transportation Subsidy Scheme (ORTSS) has received among low-income wheelchair users and the community at large. By June, the scheme had provided 9,001 point-to-point trips for 3,793 low-income wheelchair users, boosting their mobility around town, as well as enriching their social lives and integration with Hong Kong society.

Moving forward, we will continue exploring new Octopus payment choices for our customers, as we make Hong Kong people's everyday lives even simpler and easier!

八達通卡有限公司(八達通)致力將「令市民生活更輕鬆」的品牌精神引進業務的每個範疇。踏入下半年，我們會繼續把八達通的應用擴展至日常生活的新領域。

「八達通網上付款服務」於淘寶網的使用量穩步增長，說明了越來越多顧客喜歡用便捷而備有近場通訊的流動裝置，進行網上付款。截至六月，「八達通」App智能手機程式已錄得約八十萬使用量，使其持續成為香港最受歡迎的應用程式之一。而「八達通網上付款服務」也拓展至更多網上商戶，涵蓋更多日常生活層面，包括Cinema City朗豪坊、香港地、MCL院線、優質教育基金網上資源中心以及Ticketflap等。

在八達通、運輸署及勞工及福利局的無間合作下，政府的「長者及合資格殘疾人士公共交通票價優惠計劃」得以順利推展至更多綠色專線小巴。此外，我們即將推出嶄新的零售八達通讀寫器，新讀寫器設有彩色液晶顯示屏和訊息提示功能，包括未完成交易的提示訊息等，令商戶和八達通用戶更方便。

越來越多快餐店商戶像大家樂、美心MX及麥當勞等推出自助售賣機，顧客可以八達通進行自助點餐付款，格外快捷。另外，我們也把八達通在濕貨市場的應用引進十個肉食檔，大大提升了這些肉食檔的效益。我們會在2015年的下半年把八達通付費拓展至更多濕貨市場，請留意這方面的最新動向。

八達通竭盡所能，不但為顧客提供便捷而多樣化的付款選擇，也積極回饋社會，我們在這方面的努力也贏得更多殊榮和嘉獎。最近，我們榮獲由政府資訊科技總監辦公室與平等機會委員會攜手合辦的「無障礙網頁嘉許計劃」金獎，標誌著八達通在支援視障社群、推行共融社會方面的工作，獲得新的肯定和嘉許。

同時，我們也喜見「八達通復康交通資助計劃」獲得公眾和低收入輪椅人士的一致好評。截至六月，此計劃已為3,793人次的低收入輪椅使用者，提供了9,001程無障礙點對點交通服務，讓他們能夠更多融入日常生活和社交活動，為生命添上色彩。

未來，我們將繼續為顧客開拓更多新的八達通付款服務，令香港市民的生活更加輕鬆寫意！

# Octopus Speaks at International Conferences

## 八達通在國際會議上演講



OCL CEO Mr Sunny Cheung and other members of the senior management team were recently invited to speak at a variety of regional and international conferences, addressing key industry practitioners.

These exclusive forums included the Ticketing Panel Discussion of Asia Pacific Rail 2015, Cards & Payments Asia 2015, the ACCA Hong Kong's Annual Conference 2015, the Executive Programme of the Hong Kong University of Science and Technology (HKUST), and the "Big Data and Privacy" conference hosted by the Office of the Privacy Commissioner for Personal Data (PCPD).

八達通行政總裁張耀堂先生及一眾管理層近日獲邀擔任多個國際及區域會議的演講嘉賓，與業界交流切磋。會議包括「2015年亞太鐵路會議」票務小組討論、「2015年亞洲智慧卡與支付科技展」、ACCA週年研討會2015、香港科技大學的高級管理人員課程及個人資料私隱專員公署主辦的「大數據與私隱」研討會。



# OCL Engages Media Stakeholders at HKJA's Gala Dinner

八達通於香港記者協會週年晚會與傳媒朋友歡聚



OCL's senior management team gathered together with our key media stakeholders at the Hong Kong Journalists Association 47th Gala Dinner, spending an enjoyable and rewarding evening exchanging ideas and views.

八達通管理層於香港記者協會47週年籌款晚會中，與一眾傳媒好友歡聚一堂，互相分享和交流，度過了一個愉快的晚上。

## Sharing Experiences and Best Practices

### 分享經驗和心得

During the second quarter of this year, OCL warmly received delegations from M-Cash Uganda Limited and Beijing Yikatong, exchanging experiences and sharing best industry practices with our guests.

在今年的第二季，八達通熱情接待了來自烏干達及北京「一卡通」的代表團，除了互相交流經驗之外，也彼此分享了行業的最佳工作實例。



## Think Out Of The Box ISA Expo 2015



At the invitation of the Information Systems Association of The University of Hong Kong, OCL showcased to the students our innovative products in April.

應香港大學資訊系統學會的邀請，八達通於四月向學生們介紹了我們的創新產品。

# Octopus Partner Awards 2014

## 八達通商業夥伴大獎2014

OCL organised the Octopus Partner Awards for the eighth consecutive year, to recognise the outstanding performances and contributions of its key business partners. Congratulations and special thanks to all winners, for their marvellous achievements and continuous support for Octopus!

八達通連續第八年舉辦「商業夥伴大獎」，表揚各商業夥伴的傑出表現以及對公司業務的貢獻。我們在此恭賀所有得獎商戶以及他們取得的驕人成績，並衷心感謝他們對八達通不斷的支持！

<b>OCTOPUS PREMIER AWARD</b> 八達通至尊大獎				
<b>OCTOPUS USAGE GROWTH AWARD</b> 最高用量增長商戶大獎	Car Park 停車場  	Convenience Store 便利店  	Fast Food 快餐店  	Supermarket 超級市場  
<b>USAGE AWARD FOR NEW RETAIL MERCHANTS</b> 最高用量商戶大獎 - 新零售商戶	Champion 冠軍  	First Runner-up 亞軍  	Second Runner-up 季軍  	
<b>USAGE AWARD FOR RETAIL ACQUIRER MERCHANT</b> 最高用量商戶大獎 - 業務拓展夥伴商戶	Champion 冠軍  	First Runner-up 亞軍  	Second Runner-up 季軍  	
<b>RETAIL ACQUIRER AWARD</b> 業務拓展夥伴大獎	Highest Usage 最高用量  		Highest Number of Merchants Acquired 最多新商戶  	
<b>USAGE AWARD IN REWARDS</b> 最高用量商戶大獎 - 日日賞商戶	Champion 冠軍  	First Runner-up 亞軍  	Second Runner-up 季軍  	
<b>REWARDS MEMBERS SIGN-UP AWARD</b> 累積最多日日賞 - 會員申請商戶大獎	Champion 冠軍  			
<b>AAVS CUSTOMER GROWTH AWARD</b> 自動增值服務最高客量增長大獎	Champion 冠軍  	First Runner-up 亞軍  	Second Runner-up 季軍  	

## New Partners as Octopus Acceptance Grows in Hong Kong

### 新的合作夥伴接受八達通付款

Citistore and Shell are among acquirers and merchants that have recently partnered with OCL and now accept Octopus payments, further boosting the acceptance of Octopus across Hong Kong.

八達通在港的使用範圍進一步擴展至千色店和蜆殼油站。兩個商戶近日開始接受八達通付款，正式成為我們新的業務夥伴及商戶。



## Expanding the Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities to Green Minibuses

### 擴展「長者及合資格殘疾人士公共交通票價優惠計劃」至綠色專線小巴

To encourage elderly people and persons with disabilities to participate more in community activities, and thereby building a caring and inclusive society, OCL is supporting the Government's by phased expansion of the Public Transport Fare Concession Scheme for the Elderly and Eligible Persons with Disabilities to Green Minibuses (GMBs), starting in March this year.

Upon implementation of phase two, the scheme will cover around 91% of GMB routes. By using a designated Octopus, people aged 65 or above and eligible persons with disabilities now traveling on GMBs carrying the scheme logo can enjoy HK\$2 concession per trip.

For more details of the scheme, please visit the Labour and Welfare Bureau website at [www.lwb.gov.hk](http://www.lwb.gov.hk).

為了讓長者和合資格殘疾人士多參與社區活動，建立關愛共融的社會，八達通於今年三月開始進一步配合政府的「長者及合資格殘疾人士公共交通票價優惠計劃」。

完成第二階段計劃後，優惠計劃將涵蓋約百分之九十一的綠色專線小巴路線。六十五歲或以上長者和合資格殘疾人士，用指定八達通乘搭貼有優惠計劃標誌的綠色專線小巴，就能享用每程2元的乘車優惠。

想了解更多計劃詳情，請瀏覽勞工及福利局網頁 [www.lwb.gov.hk](http://www.lwb.gov.hk)。





## New Era Special Edition Octopus

### 「新紀元·別注版八達通」

OCL launched the New Era Special Edition Octopus, which has a breakthrough design. Customers can enjoy its stylish look whilst using it for transportation and retail payments.

Available at all MTR Customer Service Centres (except Airport Express, Disney Resort and Racecourse stations) and Octopus Online Shop, the New Era Special Edition Octopus costs HK\$88, with no deposit or initial stored value.

八達通推出全新型格「新紀元·別注版八達通」，以突破傳統的設計，讓市民用它乘車以及作零售消費時，頓覺眼前一亮。

「新紀元·別注版八達通」在全線港鐵客務中心(機場快線迪士尼及馬場站除外)及八達通網上商店發售，每張售價港幣88元，不設按金及儲值額。



## Dr. Slump 3D Octopus Ornament

### 「IQ博士3D八達通」

Dr. Slump 3D Octopus ornament – featuring two uniquely designed Adult Octopus with the two popular characters, Arale and Gacchan – was recently launched. Priced at HK\$188, this popular ornament is available at all 7-Eleven stores and Octopus Online Shop. Visit the Octopus website for more information about this trend-setting product.

八達通近日推出「IQ博士3D八達通」，並備有小雲和小吉兩個款式，造型活潑可愛。「IQ博士3D八達通」在全線7-Eleven便利店和八達通網上商店公開發售，每款只售港幣188元，不設按金及儲值額。欲知更多有關這款潮流產品的詳細資料，請瀏覽八達通網站。



Business Enquiry Hotline 八達通商務查詢熱線 : 2266 2282

Email 電郵 : bizenquiries@octopus.com.hk

Fax 傳真 : 2266 2254

## PROMOTIONS 推廣速遞

## Win Reward\$ By Using Octopus at Taobao® Marketplace

### 於淘寶網®平台使用「八達通網上付款服務」贏取迎新獎賞日日賞\$

OCL launched a new wave of Octopus Online Payment Service Promotion from 1 May to 30 June 2015. During the promotion period, any customer who uses an Octopus to settle an online payment on the Taobao® Marketplace will get a one-off guaranteed incentive: Reward\$30 for the first online payment transaction of HK\$100 or more.

八達通於二零一五年五月一日至六月三十日期間，推出新一浪「八達通網上付款服務」推廣優惠。客戶凡於推廣期內，使用八達通於淘寶網®平台首次進行消費付款滿港幣100元或以上，即可獲贈迎新獎賞日日賞\$30！



## OOP Accepted at CINEMA CITY Langham Place

### CINEMA CITY 朗豪坊戲院已接受八達通網上付款



OCL has expanded the Octopus Online Payment Service (OOP) to CINEMA CITY Langham Place, which is the first cinema in Hong Kong to accept OOP on its mobile app or website. Until the end of August, customers who purchase movie tickets with an Octopus on CINEMA CITY's website ([www.cinemacity.com.hk](http://www.cinemacity.com.hk)) or via its mobile app can get a free soft drink (16oz) for each ticket purchased. In addition, until 16 December 2015, customers can enjoy 10% off regular-priced tickets by paying with Octopus.

CINEMA CITY朗豪坊戲院成為全港首間於流動應用程式或網站均接受八達通網上付款購票的戲院。至八月底，客戶於CINEMA CITY網站[www.cinemacity.com.hk](http://www.cinemacity.com.hk)或流動應用程式使用八達通購票，每張戲票均可獲贈16安士汽水一杯。另外，至十二月十六日，憑八達通購買正價戲票更可享九折優惠！

ENHANCED CUSTOMER EXPERIENCE 提升顧客服務體驗

## New Operating Rules for Service Providers

### 全新服務供應商操作守則

In April, OCL provided the new Service Provider Operating Rules (version 2.0) to all related service providers and system integrators, and advised merchants to adhere to the new guidelines. Service providers who are yet to receive the new guidelines should contact our professional service manager for details.

八達通於四月為八達通商戶和系統承辦商推出全新服務供應商操作守則2.0版，並提醒各商戶須遵守新的守則。若服務供應商仍未收到有關守則，可與我們的商戶專業服務經理聯絡。

## Octopus Transaction Data Upload Notifications For Merchants

### 八達通服務供應商上數通知

To help our merchants avoid overdue settlements during holiday seasons, OCL will email notifications to schools and copier/printer service providers one to two weeks ahead of the long holidays, to remind them about uploading their Octopus transaction data on time.

為協助商戶避免於長假期期間逾期上數，八達通將於假期前一至兩星期，以電郵形式向有關的學校及影印/打印服務供應商發出長假期上數提示通知，提醒他們按時上數。

# OCL to Roll Out Updated Firmware

## 八達通推出升級軟件程式

OCL has upgraded the Octopus Library and Firmware for all service providers, to further enhance their efficiency in processing Octopus transactions.

To facilitate the rollout to different service points, the Octopus services team is working with various parties to conduct tests verifying seamless integration with local applications.

八達通提升了查詢系統和軟件程式，以進一步提高八達通付款交易的效率。為了盡快在不同服務點推出新的查詢系統和軟件程式，八達通的商戶服務團隊會與相關夥伴緊密合作，進行一系列測試，以確保新系統和軟件程式可與本地應用程式無縫兼容。

MERCHANT TIPS 商戶貼士

# Tips on Protecting Customer Data

## 保障客戶個人資料貼士

Protecting customer data is always a core focus for OCL's business, and we have implemented stringent policies and control measures on handling customer data in our daily operations. Here are some tips on how to avoid potential data breaches when handling customer data in daily communications:

1. **Send to the correct recipients:** To mitigate the risk of sending email to a wrong recipient, disable the "auto-fill" function in Microsoft Outlook. When sending letters, use window envelopes, to avoid accidentally swapping documents.
2. **Double check before taking action:** Double check the list of email recipients, email content, attachments and sensitivity level, etc. before clicking the "Send" button. Do not choose "Reply to All" by default, and even then use only if absolutely necessary. Have someone with fresh eyes to check the address and any attachments before sending a letter.
3. **Encryption:** Consider using more secure channels such as secure file transfers for confidential communications. If email is the only communication method, all outgoing emails with confidential information (including personal data) must be properly encrypted.
4. **Notify recipients:** If a recipient requests confidential information be sent by fax, notify him or her and double check the fax number before sending. For encrypted files in emails, verbally inform the recipient of the decryption password, by phone. The password may be agreed with the recipient in advance, so that it is not necessary to notify the recipient every time.

八達通致力保障客戶資料。我們在日常工作中實施嚴謹的政策和監控措施，以保障客戶資料。我們謹在此跟大家分享一些避免個人資料外洩的心得。

1. **確保電郵/信件發送予正確的收件人：**為了減低誤發電郵的風險，我們建議關掉微軟電郵的「自動填寫收件人」功能。在郵寄信件時，應盡量使用窗口式信封，以避免調換函件。
2. **操作前檢查清楚：**於發送電郵前仔細檢查電郵的收件人、內容、附件以及電郵內容的機密程度等。當回覆電郵時，如非必要，不要預設為「回復全部收件人」。在郵寄函件前，應重新檢查地址和附件，以確保資料正確無誤。
3. **加密郵件：**我們應該考慮更安全的渠道進行機密通訊，例如使用保密的文件傳輸。若電郵是唯一的通訊方式，則所有對外發送的電郵(包括個人資料)必須加密。
4. **通知收件人：**如收件人要求透過傳真接收機密資料，應在傳真資料前仔細檢查及核對收件人的傳真號碼。另外，在發送加密電郵時，應先以電話通知收件人電郵的檔案密碼，或選用一個預先雙方同意的密碼，這樣便無需每次都重新通知對方密碼。

# Octopus AAVS TVC a Finalist for the “TVB Most Popular TV Commercial Awards 2015”

八達通自動增值電視廣告入圍2015年度「TVB最受歡迎電視廣告大獎」最後遴選名單



The Octopus Automatic Add Value Service (AAVS) TV commercial has been awarded a Citation for Excellence, and qualified as one of the 40 finalists for the “TVB Most Popular TV Commercial Awards 2015”.

With AAVS, an Octopus cardholder can enjoy greater convenience of hassle-free payment, and no longer needs to worry about running out of Octopus value. The customer can also earn credit card bonus points if the AAVS is linked to a designated credit card, and can be entitled to the Lost Octopus Reporting Service. Customers can call 2266 2338 to enjoy the benefits and convenience of AAVS.

八達通自動增值服務電視廣告「大頭蝦篇」榮獲卓越獎，並入選2015年度「TVB最受歡迎電視廣告大獎」的最終40個候選廣告名單。

客戶使用「八達通自動增值服務」，無須受到八達通餘額不足的限制，亦可連繫「八達通自動增值服務」至指定信用卡戶口以賺取信用卡積分優惠。成功申請「八達通自動增值服務」的客戶更可享受八達通報失服務。請即致電2266 2338申請「八達通自動增值服務」，盡享無拘無束的付款體驗！

‘啱卡至知冇錢，感覺好刺激。’

除非你有唔特別嘅理由，如果唔係，點解唔申請「八達通自動增值」？  
只須完成以下簡單步驟，從此唔使排隊增值咁麻煩，又可以輕鬆鬆鬆賺信用卡積分，而家仲送你超市禮券！

**第1步**  
快啲行，八達通即叫電話  
**2266 2338**  
申請自動增值  
(2014年12月31日截止)

**第2步**  
於八達通網頁或致電  
**2266 2338**  
登記推廣活動  
(2014年12月31日截止)

**第3步**  
完成  
首次自動增值  
(2014年12月31日截止)

即可獲得高達  
**HK\$100** 超市禮券！  
(自動增值金額HK\$500可獲  
HK\$100超市禮券；自動增值  
金額HK\$250 / HK\$150可獲  
HK\$50超市禮券)

www.octopus.com.hk/aavs

## OCL Won Public Recognition

### 八達通獲頒殊榮

In April, OCL received the Gold Award in the Web Accessibility Recognition Scheme jointly organised by the Office of the Government Chief Information Officer and the Equal Opportunities Commission. The award is a further recognition of our efforts in promoting web accessibility and inclusion through accessible corporate website design, addressing the needs of visually impaired customers in Hong Kong.



In addition, Octopus has renewed the "Manpower Developer" status for 2015-17 under the ERB Manpower Developer Award Scheme launched by the Employees Retraining Board (ERB), which recognises our achievements in staff training and development.

八達通在四月份榮獲由政府資訊科技總監辦公室與平等機會委員會攜手合辦的「無障礙網頁嘉許計劃」金獎。這項殊榮肯定了八達通透過無障礙網頁的設計，推廣共融社會，照顧視障人士的需要。

此外，八達通連續第二屆獲得僱員再培訓局頒授「2015-17人才企業」，進一步肯定八達通在人才培訓及發展上的表現。



CORPORATE SOCIAL RESPONSIBILITY 企業社會責任

## ORTSS Helps Meet Needs of Low-income Wheelchair-bound Community

### 「八達通復康交通資助計劃」幫助解決低收入輪椅使用者的交通需要

From its launch in April last year to end of June this year, the "Octopus Rehabilitation Transportation Subsidy Scheme" (ORTSS) has subsidised 9,001 point-to-point trips for 3,793 low-income wheelchair users. The Scheme has received an encouraging response from the community, and reduced pressure on Rehabus by 21%, filling a vital need for ensuring more accessible transportation.

「八達通復康交通資助計劃」自去年四月推出以來至今年六月底為止，已為3,793人次的低收入輪椅使用者提供了9,001程無障礙點對點交通服務。此計劃除了獲得社會上一致好評外，亦大大減輕了復康巴士供不應求的壓力達百分之二十一，有效為輪椅使用者提供更多無障礙的交通支援。



# Caring for the Community

## 關懷社群



OCL supports grassroots students through the Octopus Kids' Nurturing Programme (OKN) and the Octopus Ethnic Minority Children's Nurturing and Inclusion Programme (OEM) – providing them with whole-person development opportunities through fully subsidised extra-curricular activities. The Programmes help the students establish self-confidence and unleash their talents, while enabling children from ethnic minorities to better integrate into the local community. Now in their eighth and third consecutive years, respectively, the OKN and OEM programmes concluded the 2014-2015 classes this summer with a graduation ceremony attended by some 300 guests, including the media, students and parents, teachers and senior management from OCL and St James' Settlement.

OCL organised the "Octopus Kids Fun and Learn Day" in the previous academic year. This was supported by Octopus volunteers, who helped ensure 50 of the two programmes' most outstanding students enjoyed a fun-filled day camp together with their parents.

八達通透過「八達通育苗展才計劃」及「八達通睿苗共融計劃」資助基層學童參加多元化的課外活動，為他們提供全人發展的機會。該兩項計劃幫助學童們建立自信心、發揮所長，也讓少數族裔學童能更快融入社會。

「八達通育苗展才計劃」及「八達通睿苗共融計劃」分別踏入第八年和第三年，兩項計劃均在2014-2015年度的結業禮後圓滿結束。超過三百位來賓出席了結業禮，包括傳媒、參與計劃的學童、家長、老師以及八達通和聖雅各福群會的管理層。

在上學期，八達通為參與計劃而表現最優秀的五十名學童舉辦了「八達通開心理財『童』樂日」日營活動。八達通的義工同事也不遺餘力參與其中，讓學童和家長們度過了愉快的一天。





**OCTOPRESS**  
**八達通快訊**