

# 經營成果 Our Well Recognized Efforts

真誠服務，榮獲消費者與各界的肯定！

Unanimous applause will come to those serving the public with a sincere heart!



30年來，7-ELEVEN的創新服務，改變了台灣民眾的生活品質，成為影響民眾生活最大的變革者。自1995年起，即連續每年獲得天下雜誌標竿企業聲望調查百貨批發零售業第一名的殊榮，7-ELEVEN不僅是台灣企業的模範生，更與台灣民眾的生活緊密相連，成為民眾享受便利生活不可或缺的夥伴。

統一超商企業聲望始終維持在高峰，在服務層面也深受消費者肯定，2007年突破雜誌公佈7-ELEVEN在便利商店業是「消費者心目中第一名的理想品牌」；也連續五年獲得壹周刊舉辦的「服務第壹大獎」的連鎖商店類別服務第一，並以最高票蟬連服務業龍頭，獲得「最佳服務企業金獎」；另外在遠見雜誌十大服務業評鑑中蟬聯「傑出服務」二連霸，這些都是消費者對7-ELEVEN真誠服務的肯定。

統一超商推廣環境保育、社會公益等善盡企業社會責任的行動也不遺餘力，自2005年起陸續獲得天下雜誌「企業公民獎」、遠見雜誌「企業社會責任獎」、行政院頒發的「企業永續發展獎」、經濟部的「綠色會計獎」、數位時代雜誌的「綠色品牌」首獎。

For more than 30 years, 7-ELEVEN's innovative services have enhanced living standards in Taiwan, and become the most influential reformer affecting people's lifestyle. Since 1995, PCSC has been continuously ranked No.1 among wholesalers and retailers at Commonwealth Magazine's annual survey. 7-ELEVEN is not only the role model amongst corporations in Taiwan, but also an indispensable partner providing the public with convenient services, playing an integral part in people's daily life.

PCSC has sustained its reputation and leadership at the top, and its services have been widely affirmed by consumers. In 2007, 7-ELEVEN received the distinguished acknowledgement in the convenience store industry - Consumers' Favorite and Ideal Brand. For five consecutive years, 7-ELEVEN has continuously won Next Magazine's Top Service Award for services in the convenience store sector, and also has been awarded as the Best Enterprise Service Golden Award. Additionally, 7-ELEVEN received the Outstanding Service Award for two consecutive years in the Top 10 Service Industries Review conducted by Global Views Magazine. All these are affirmations from the public to 7-ELEVEN's genuine services.

PCSC makes every endeavor to fulfill corporate social responsibility by supporting and promoting environmental protection and philanthropy. Since 2005, PCSC has consecutively won numerous awards which include the Corporate Social Responsibility Award from Common Wealth Magazine, the Corporate Social Responsibility Award from Global Views Magazine, Taiwan Sustainable Growth Award from the Executive Yuan, and Green Accounting Award from the Ministry of Economic Affairs.



## 企業聲望面 Corporate Image

年年榮獲天下雜誌「標竿企業」肯定，蟬連百貨及批發零售業第一名  
Consecutively recognized as a Benchmark Company in the annual survey by Commonwealth Magazine, ranking No.1 among wholesalers and retailers

## 經營面 Management

連續多年榮獲行政院「金擘獎」（東山服務區特優獎、清境旅客服務中心特優獎、南科商場優等獎）  
Awarded Executive Yuan's Golden Thumb Prize (for Tungshan Service Center, Chingjing Visitor Center, and Southern Taiwan Science Park Lifestyle Center)

## 服務面 Service Quality

連續多年榮獲壹周刊之服務第壹大獎「最佳服務企業金獎」  
Consecutively winning the Best Enterprises Service Gold Award in Next Magazine's Top Service Award

## 社會責任面 Corporate Social Responsibility

連續多年榮獲天下雜誌「天下企業公民獎」  
Consecutively winning the Common Wealth Corporate Citizen Award from Common Wealth Magazine

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