

CUSTOMER INTIMACY

Axiata Analysts and Investors Day 2019

Shanti Jusnita Johari



Customer Intimacy is Key to Our Vision



Celcom Vision

ADVANCING OUR SOCIETIES

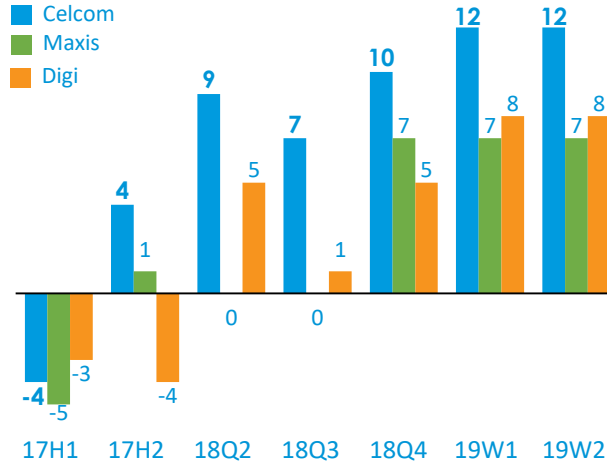
To be the Nation's Most Inspiring Digital Organization by 2022

Our customer experience metrics are strong

RELATIONAL NPS (rNPS)

- Retain #1 position across key operators

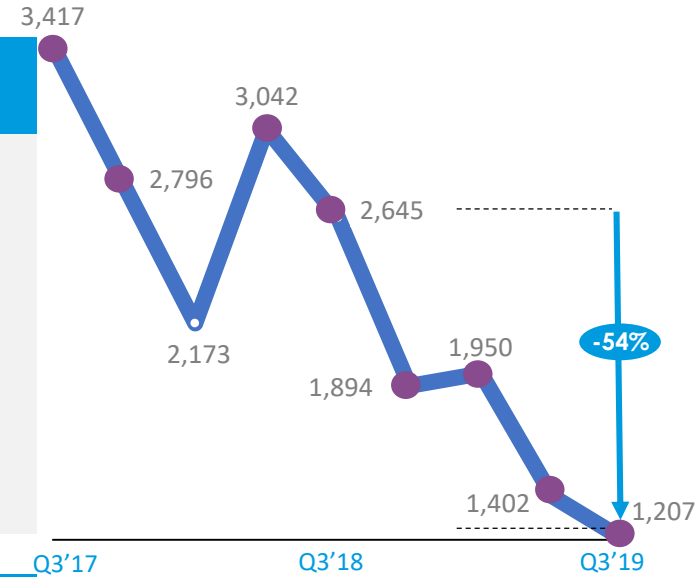
#1



DECREASING COMPLAINTS

- Proactive management and effectiveness of resolution driving trends down

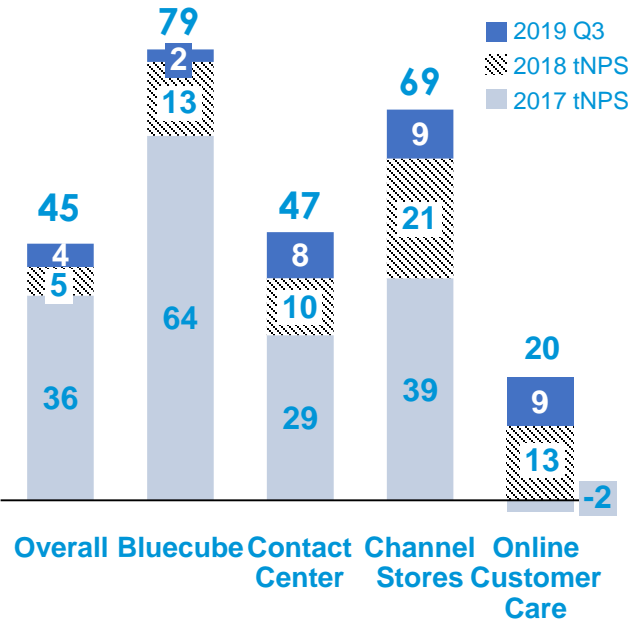
-54%



TOUCHPOINT NPS (tNPS)

- Consistent tNPS growth YoY across all channels
- Increase in blended scores across touchpoints

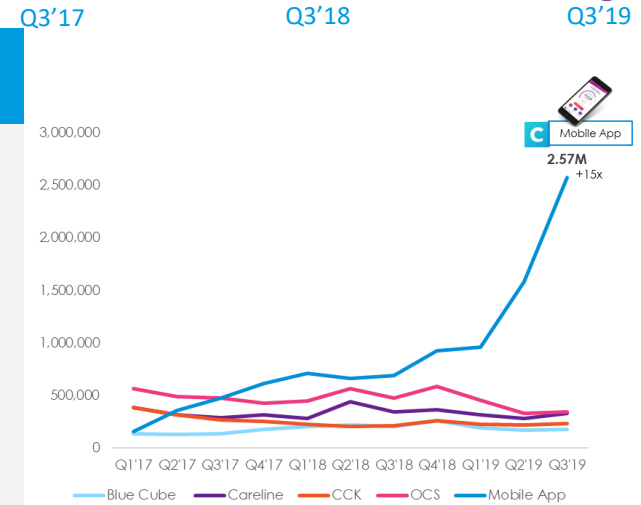
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INCREASE IN DIGITAL TRANSACTIONS

- Healthy growth of digitalization spurred on by increased adoption of Celcom Life App (1.8mil users)

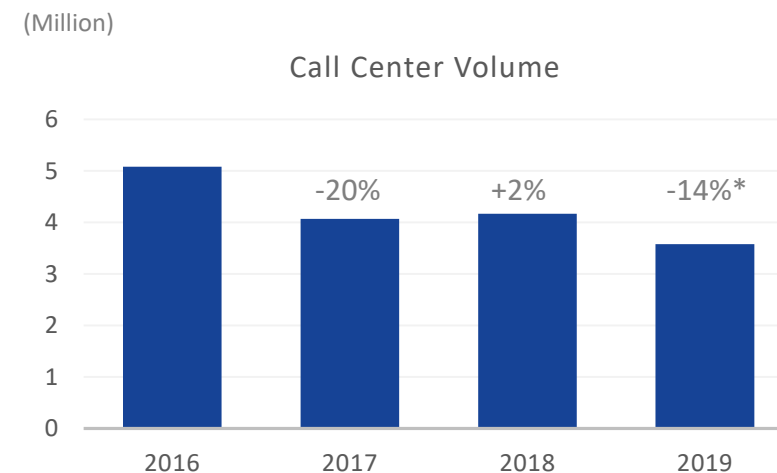
79



*% transactions on digital platforms



Key drivers to improving experience...



NETWORK EXPERIENCE



#1 LATENCY EXPERIENCE

43.2 in ms



#1 4G AVAILABILITY

87.6% of time



#1 VIDEO EXPERIENCE

63.4 in 0-100 points

Open Signal Awards

36+2 BLUECUBE MODERNIZED

- **Sight:** Display of latest products and attractive store interior design
- **Touch:** Customers are able to experience and touch products; e.g. playstation area, 3D printers, devices, accessories & live demos
- **Hear:** Background music based on footfall traffic* to create right atmosphere
- **Taste:** Coffee and water provided for waiting customers
- **Smell:** Celcom scent - Comfortable, welcoming and inviting atmosphere

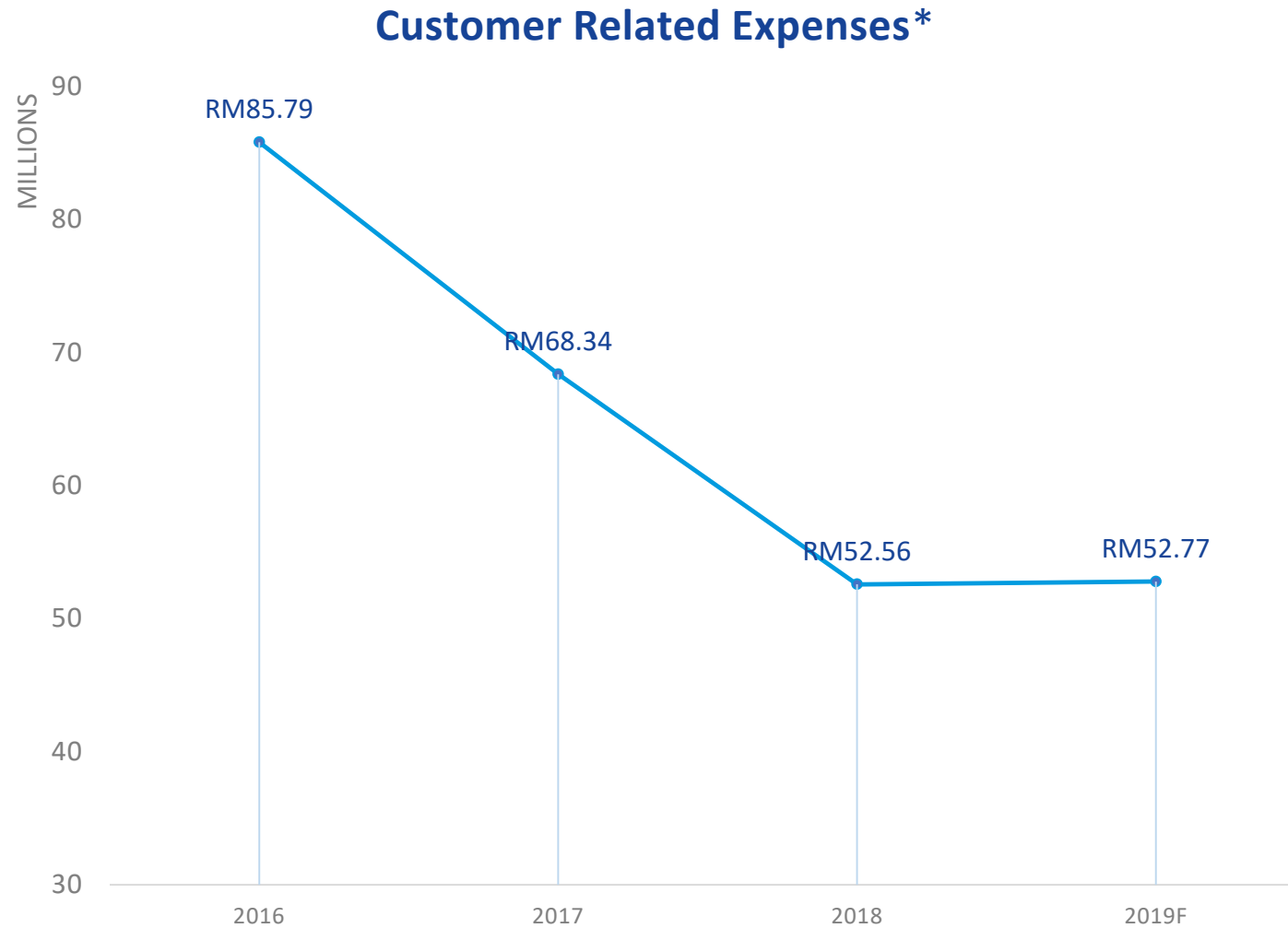
DIGITAL DEFLECTION, REDUCED CALLS

Digital Platforms to support self-service:

- **App:** Drive adoption and frequently used functionalities
- **Click & Pay:** Convenience for customers
- **Self-service Kiosk:** Feature enhancement
- **Contact Center:** Soft & Hard Deflections
- **Chatbot:** Basic enquiries
- **OCS:** Self-service portal

**-28% on simple enquiries and transactions*

Whilst managing customer related expenses..



*Collection Processing, Billing & Mailing, Outsourcing Customer Service, Data Clearing House

Celcom 2020: Operational Excellence in Customer Experience

OPTIMUM CUSTOMER EXPERIENCE THROUGH 'SIMPLE AND DIGITAL'



SIMPLICITY

To create an **optimum experience** that is fit for purpose based on **simple and digital** processes and **customer engagement**



EFFICIENCY

To ensure **first time right interactions** and focus on personal interactions when required while **shifting all other interactions to digital channels**, giving customers' control



PERSONALIZATION

To understand **customers' contexts** and **relevance**, use of **analytics and insights driven** to improve conversion

Retail Experience Transformation

Drive engagement and store profitability



- **Footprint optimization**
- 'FIT for purpose' category stores : **flagship, interactive and transactional**
- Transactional store reformat, profitability metrics and **increasing sales:service ratio** to 60:40



- Increase engagement with new **technology showcase**
- **Digitalisation** within store to encourage self serve and digital app adoption
- Frontliners support complex and/or **high value transactions** (+30% productivity improvement)



- Explore new **store operating models** and **merchandising** partnerships to reduce store OPEX and improve conversion

Improving Digital Engagement & Adoption through Contextual and Relevance to Drive Efficiency



CELCOM LIFE APP 3.0



INCREASE USERS

Enhance features and grow users.
1.8 to 2.5mil users, 36% to 60% of smartphone users



INCREASE VALUE

Personalised 'next best offer'.
5x growth reloads on app



INCREASE ENGAGEMENT

Loyalty benefits and exclusive deals.
4.25 star rating

SEGMENT OF ONE



OMNICHANNEL EXPERIENCE

Multichannel 'next best offer' experience



A.I. POWERED DECISION

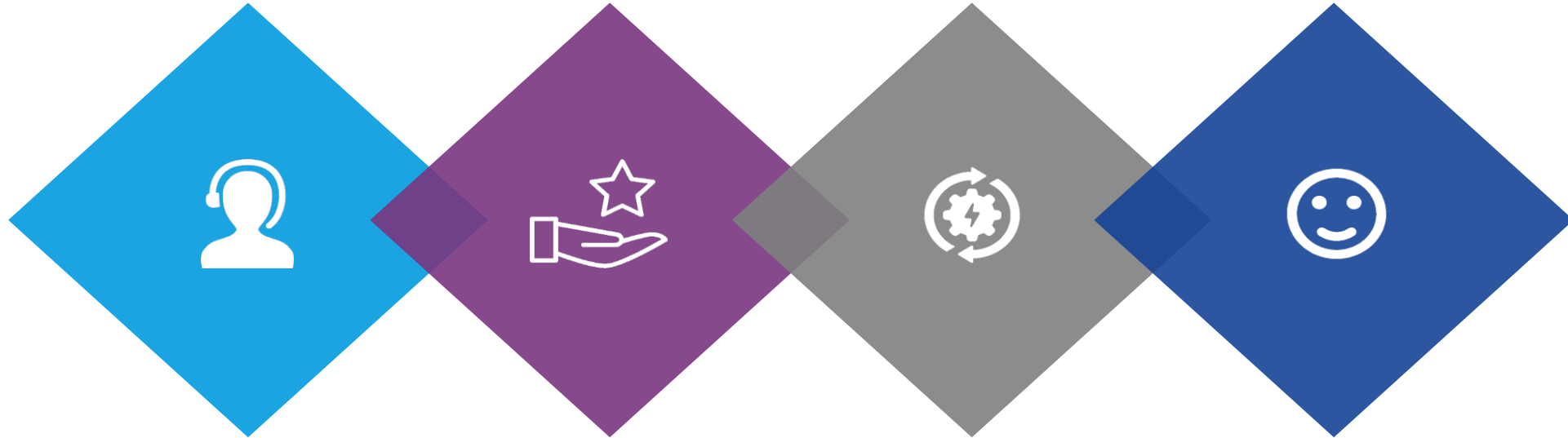
Real time decision making



OPTIMISATION

Tailor made offers

Simple and Efficient ~ optimum service levels, managing cost to serve



CONTACT CENTER DEFLECTION

Enhance digital channels and **drive deflection to self service for enquiries and simple transactions**
Call reduction ~ 35%
YoY Cost -15%

CREATING VALUE THROUGH SERVICE

Cross sell and upsell relevant services to customers beyond service transaction
Revenue/cost: 60%

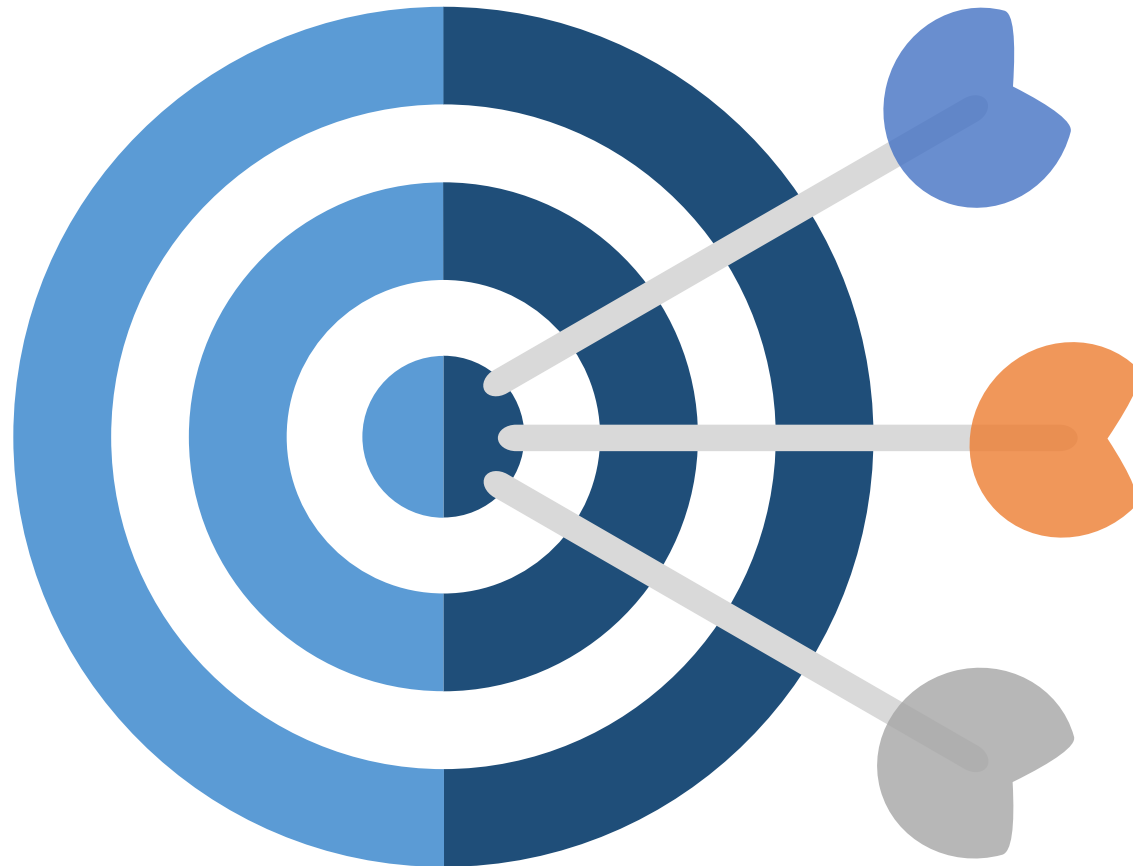
OPTIMIZE CX METRICS

Insights-driven **optimised customer experience metrics** for optimal experience
e.g. waiting time, handling time

INFUSE "CX" IN PRODUCT DEVELOPMENT

'First Time Right' experience

Operational Excellence: Optimum customer experience



#1 rNPS

Retain leadership across 'fit for purpose' network, products and customer service

Digital app: 60% of smartphone users

Drive adoption and reduce cost to serve

50% call volume reduction

Digital deflection of simple enquiries and transactions to drive down outsourcing cost

THANK YOU

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