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CELCOM'S DOUBLE AWARDS SIGNIFY COMMITMENT TOWARDS OPTIMISED CUSTOMER EXPERIENCE AND BUSINESS SOLUTIONS

Triumph displays Celcom's fortitude for heightened customer experience levels and evolvement as a one-stop M2M solutions provider

KUALA LUMPUR, 15 APRIL 2016 – Celcom Axiata Berhad, Malaysia's leading data network provider, showcased excellence at the **2016 Frost & Sullivan Malaysia Excellence Awards** when it clinched for the second time the **Customer Experience for Telecommunications Industry - Overall** and pulled off a hat trick when it bagged the **M2M Service Provider of the Year**.

Both awards greatly signify the company's steadfast brand promise to ensure that the customer experience application is heightened whilst delivering superior end-to-end solutions to meet the needs of and complement businesses in **Celcom Ultrafast 4G Territory**.

Representing the telco to receive the **2016 Frost & Sullivan Malaysia Excellence Awards** were **Tuan Syed Md Najib Syed Md Noor, Chief Customer Service & Touchpoint Operations Officer of Celcom Axiata Berhad** for the **Customer Experience for Telecommunications Industry – Overall**, and **Afizulazha Abdullah, Chief Business Services & Solutions Officer of Celcom Axiata Berhad** for the **M2M Service Provider of the Year**.

Thrilled over bagging both awards, **Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad** noted it was no easy feat.

"Customer expectations are continuously and speedily evolving, and Celcom places its customers' experience and needs as its top priority. Closely managing customer experience, and reorganising service levels results in excelling in customer care and generating customer loyalty. This of course is spearheaded by delivering experiences that are noticed, valued and trusted," he said on the **Customer Experience for Telecommunications Industry – Overall** award, adding Celcom was **committed to provide desirable customer service on its robust and trusted**

platforms whilst **embracing digitalisation** and was always cognisant to offering a sincere and positive customer-centric experience. Celcom had clinched the same award in 2014.

He also noted that the third award for the **M2M Service Provider of the Year** since 2014, was an enormous recognition of Celcom's persistent efforts to adapt and advance with business solutions services that assist customers to implement best-in-class solutions for their operational excellence – with a continuity for innovation – to fulfil the rigorous and rapidly evolving industry's requirements.

“We are euphoric on clinching this prestigious award for the third time! This is a proud moment and an accolade for us, as we continue to move towards gaining excellence in our service delivery capability and in our overall contribution to the industry. This recognition is definitely a booster endorsement of our clear assurance and endeavours to introduce integrated and cutting-edge products on harmonised and seamless network. Celcom remains enthusiastic to infuse innovation into the local industry to deliver optimum mobile internet experience to our customers – that leads to enhanced business productivity and operational efficiency,” he said.

Manish Goyal, Director of Consumer Research of Frost & Sullivan said Celcom has topped the 2016 Frost & Sullivan Malaysia Customer Experience Index for the telecommunications sector. The mobile operator has bounced back from last year to lead in the telecommunications sector by delivering great experience at every customer touch points.

“Celcom's consumers started experiencing better telco services in 2015 after the completion of its IT transformation. This shortened their time to launch new and attractive packages. This also translates in higher retention with more than 65% consumers likely to continue with Celcom, leading to high retention and low churn rates.

“Celcom's consumer's online experience and the experience of dealing with call centre agents were also rated highly by Celcom's consumer, adding to the overall great consumer experience, he said.

Meanwhile, **Avinash Sachdeva Senior Industry Analyst ICT - Telecom Frost & Sullivan, APAC** said ubiquitous data connectivity, secure & reliable platform, large pool of ecosystem partners and best of breed M2M solutions enabled Celcom derives more business value for its customers.

“During the year, the company was able to monetise its M2M platform and grew its revenue and device deployment - by winning several new engagements from both state-owned and

private enterprises. Its remote meter-reading project in the Utilities space was the key business driver. Outpacing the competition, Celcom clinched this title for the 3rd consecutive year," he said.

The Frost & Sullivan Malaysia Excellence Award began as the Malaysia Telecom Awards in 2005 with the aim of showcasing outstanding IT and Telecommunications companies in Malaysia.

The Malaysia Telecom Awards then evolved to become the Malaysia Excellence Awards in 2010, to include other prominent companies in Malaysia from other sectors. The Malaysia Excellence Awards seeks to recognise companies and individuals that have gone above and beyond the boundaries of excellence by beating its competitors and demonstrating outstanding performance.

Award recipients were identified based on in-depth interviews, analysis, and extensive secondary research conducted by Frost & Sullivan's analysts. Companies are typically studied on their revenues, market share, capabilities, and their overall contribution to the industry in order to identify best practices. The findings of the detailed evaluation were presented to a panel of independent judges comprising influential personalities and leaders in Malaysia, to decide the recipient for each category.

Aside from this award, Celcom has received several awards from **Frost & Sullivan** since 2014, namely the **2014 Frost & Sullivan Malaysia Excellence Awards for M2M Service Provider of the Year**, **2014 Frost & Sullivan Malaysia Best Customer Experience in Telecommunications at the inaugural Frost & Sullivan Best Practices in Customer Experience Awards programme** and the **Best Service Provider Overall** category at the **13th PC.com Readers Choice Awards Night 2012/13**.

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