



an axiata company

**NEWS RELEASE
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COMMITTED TO ELEVATE END-TO-END CUSTOMER EXPERIENCE IN CELCOM TERRITORY

- Certification of the prestigious 9001:2008 for provision of credit management services -

KUALA LUMPUR, 20 MAY 2011 - Celcom Axiata Berhad, the country's first and foremost mobile telecommunications provider, proudly announced its recent achievement in being certified with the **ISO 9001:2008 Certification for Provision of the Credit Management Services** by the Certification Panel SIRIM QAS International Sdn. Bhd. The certified billing credit management system (Billing CREMENSYS) is a customised process built on the current billing platform that manages Celcom's postpaid end to end credit life cycle. This process is a total replacement of the previous legacy systems and is built around managing customers' credit experience based on immediate notification and gratification of services, with minimal tolerance for failure.

"This certification represents an incredible achievement for Celcom. This is a testament that Celcom is a high quality and high performance driven company, placing great importance in elevating customers' end-to-end experience when they are in Celcom Territory. With trend moving from voice-centric to data-centric plus the growth of smartphone users in the country, Celcom has already put in place a superior network infrastructure to support this trend shift and to meet customers' demands and expectations. Now with our credit life cycle process certified and benchmarked against world-class standards, our customers can be assured of the best service experience paired with unbeatable network coverage and competitively-priced packages, giving them absolute peace of mind when dealing with Celcom," said **Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad**, adding that with this well defined and consistent credit life treatment, customers can expect accurate and fast

notifications from the company including credit limit notification and call barring notification plus highly efficient credit actions the like of reconnection of services.

"The ultimate objective of this certification is to ensure customer satisfaction in Celcom's credit management. With this certified system in place, our customers' budgets will be well managed with no surprise of sudden spikes in their bills. Furthermore, with these clearly distinctive processes that covers the end to end life cycle of customer credit lifecycle, Celcom is now better able to manage its credit risks and effectively reduces the risk of bad debts. This also helps reduce customer complaints in billing matters," he further added.

To be awarded with this esteemed certification, Celcom met the rigorous standards set by the Billing CREMENSYS Quality Policy, documentation requirements, resource management, product realisation and constant measurement analysis and improvements. Celcom also pledged its commitment to continually improve on its billing credit management processes and to comply with all given requirements that are based on world-class benchmarks.

Previously, Celcom was awarded with the same certification of ISO 9001:2008 for the provision of billing change request lifecycle management. The certification is awarded to recognize organizations that demonstrate highly effective change request lifecycle management process, product development, configurations, problem management, and effective resolution of customer complaints. The objective of the Billing Change Request Lifecycle Management is to create visibility of the product pipeline and to implement strong processes for product launches, beginning from concept, right up to execution.

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