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CELCOM TAKES CUSTOMER EXPERIENCE TO ANOTHER LEVEL

*Celcom undertakes innovative and strategic initiatives
to create a truly memorable customer experience*

KUALA LUMPUR, 23 April 2014 – Celcom Axiata Berhad, the first and foremost mobile telecommunications provider in Malaysia, has shown that delivering **enhanced customer experience** is a simple yet powerful way to win the hearts of its customers and sets it apart from the competition.

The telco clearly demonstrated its commitment towards enhancing customer experience with its **IT transformation project** and success in winning the **2014 Frost & Sullivan Malaysia Best Customer Experience in Telecommunications** at the inaugural Frost & Sullivan Best Practices in Customer Experience Awards programme.

Survey results from the recent Frost & Sullivan Customer Experience Study 2013 on telecom services in Malaysia revealed that Celcom has received positive feedback from customers when it comes to delivering memorable moments when engaging with them across various touch points in the mobile telecommunications market. According to the study, Celcom achieved the highest Customer Experience Index by gaining the top score in three major areas including **general telecom services**, which covers network coverage, affordable pricing and data quality; **in-store telecom services**, in which short waiting time serves as the top priority and **customer support telecom services**, which includes the contact centre as the preferred mode of interaction for service support for customers.

Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata Berhad said, "Our customers' needs are continuously changing and evolving and it's imperative for us to streamline our business processes and improve the way we interact with our customers to serve them better. Thus, we have put many technologies in place as we continue to deliver against benchmarks and best practices in order to give the most satisfying customer experience through a more efficient network of retail outlets and customer service channels.

"As Celcom aims to scale even greater heights in the coming years, we will do our very best to create a unique customer universe that emphasises the importance of understanding our customers' needs and meeting their expectations from the very beginning to the end. This effort can bring tremendous value to our customer experience and hopefully it will attract our customers to keep coming back for more as we move towards becoming a true customer-centric organisation," Dato' Sri Shazalli added.

The investments that Celcom made over the years in deploying telecommunications towers in the smaller towns and remote provinces; and expenditures in business intelligence platforms, business support systems as well as customer relationship management solutions have certainly paid off as customers are now enjoying better network quality.

As part of the company's long term pledge towards improving customers' satisfaction, Celcom has embarked on an **IT transformation project** through an innovative **customer relationship management (CRM) platform** enabled by Accenture and Oracle. The CRM platform provides customer information in a single view which results in faster and accurate service across Celcom's channels of communication including online, call centres, Blue Cube network of retail stores and authorised dealer. This increases Celcom's operations efficiency and reduces operating cost that will enhance its customer experience.

Since the business transformation initiative started in the second half of 2012, Celcom has achieved improved system flow-through capabilities from retail sales to network provisioning. For example, **up to 99% of Celcom's daily prepaid customers can activate services in less than two minutes**, while **Xpax customers** – which represent 50% of Celcom's prepaid customer base – **can activate services in less than 15 seconds**. Customers can also easily **reload their prepaid cards online in just three clicks**. The new platform also allows Celcom to **complete up to 99% of its daily mobile Internet activation in less than 60 seconds**.

Celcom **now runs its call center operations more efficiently**, with **customer information provided on a single screen, instead of the two to five previously** required while representatives at Celcom's Blue Cube outlets can manage various types of customer requirements and complete service requests in an average of four minutes. The new "snap and sign" feature enables live chat capability **for real-time customer engagement** and **faster registration process**. With the new system, Celcom's new **line activation takes two minutes or less compared to up to two hours previously**.

Celcom has also expressed its **continuous commitment to be at the forefront of Long Term Evolution (LTE) advancement** through rapid LTE deployment and maintenance of unparalleled network with unrelenting focus on areas beyond Klang Valley. This was demonstrated by an investment of RM923 million for CAPEX in 2013, the highest in the industry, mainly on network modernisation, LTE and IT transformation, and another RM1 billion this year in CAPEX to **improve network quality** and **capacity for better customer data experience**. Celcom's LTE roll-out is progressing as planned in major populated areas including the Klang Valley, Ipoh, Penang and Johor Bahru with a focus on Sabah and Sarawak. As Celcom continues to enhance its 4G LTE performance, it plans to have 1,200 active sites nationwide by the middle of 2014 and 2,014 by year-end.

Meanwhile, Celcom experienced a **20% decrease in Customer Complaint Rate per Million (CCRM)** from 2011 to 2013 as a result of the company's business transformation initiative. The success could not have been achieved without the hard work and dedication of Celcom employees who went the extra mile to deliver the best customer experience to its customers. As employees are the backbone of the company, Celcom understands the importance of embedding a '**customer-centricity**' culture within its organisation to drive improvements in customer satisfaction. Hence, it has developed various programmes to train and empower its employees to create a desired and meaningful customer experience.

Earlier this year, Celcom launched **Celcom First Elite**, the priority services plan that gives high value customers an **access to exclusive lifestyle experiences** and **top class customer service** at the touch of their fingertips. The priority services plan demonstrates a **360-degree approach to customer experience** to identify customers' needs in order to provide them with highly personalised offerings. This gives customers greater control and convenience to choose experiences that are personalised to their needs.

Celcom also recently launched three loyalty programs, namely **Club Celcom First**, **XClub** and **FRENZ Club** to **enhance the overall customer experience** by providing **instant rewards and more value** to Celcom customers who subscribe to Celcom First, Xpax and Celcom FRENZ plans respectively. All three clubs were designed to recognise and reward Celcom's loyal prepaid and postpaid customers, and enable members to continue enjoying Celcom's services as usual and earn perks along the way. By joining Club Celcom First, XClub and FRENZ Club, customers can take advantage of various **exclusive benefits and promotions**, get **instant rewards** and enjoy an **engaging, interactive and hassle-free experience** on their mobile devices.

These two new programs will play a crucial role in contributing to Celcom's continuous effort to enrich customer experience and are expected to redefine the way customers explore and pursue distinctive experiences and incomparable services whenever and wherever they are within Celcom Territory.

With its continued investments and commitment to truly understanding its customers' needs and providing the best customer experience, Celcom targets to secure customer loyalty, expand customer base, accelerate business growth and create a deeper connection with its customers on a personal level in the years ahead.

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