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CELCOM EMBARKS DIGITAL TRANSFORMATION WITH DIGITAL JAM!

KUALA LUMPUR, 24 NOVEMBER 2017 – Embracing digitalisation to deliver an awesome customer experience is Celcom's sole purpose. The journey began as the telco's staff explored and embraced new digital frontiers via Axiata's Digital Transformation programme - Digital Jam.

Held at Menara Celcom and across the nation on 23 November, Celcom employees from various departments such as legal, network, IT, sales, marketing, including regional teams at Sabah and Sarawak, grouped together to begin their digital journey.

Hundreds of employees engaged and experienced with digital work tools such as BOT interfacing games, website developing, and many more digital learning modules. The employees, together with the management of Celcom engaged with various digital technologies and practices to further explore futuristic digital business capabilities, exposure, understanding and capabilities of a digital mind-set.

The Celcom Digital Jam, part of Axiata's Digital Transformation programme, aims to enhance the development of digital talent within Celcom and drive digital transformation in all organisational units and functional areas.

The Celcom Digital Jam was one of the many digital initiatives that the telco implements to fundamentally change the way its customers' needs will be met with an awesome customer experience in the near future.

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