Telco CX leaders 2022
Asia-Pacific edition

A comprehensive analysis of **CX initiatives**
by leading telcos

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twimbit Asia-Pacific telco CX leaders

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#6.0 Japan — SoftBank

twimbit CX score

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Research Methodology

1 **Shortlisted 80 network service operators** across the Asia-Pacific region

2 **Developed informed perspectives on CX** through company reports, published anecdotes, contemporary CX literature and press releases

3 **Shortlisted top 10 telcos** by screening on 4 pillars of twimbit CX framework

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twimbit CX Framework

Digital experience

- Omni-channel
- Personalization
- Digital Excellence
- Mobile Application
- Security & Privacy

Service experience

- Contact Center
- In-store Experience
- Diversity & Inclusion in Service
- Network Experience
- Customer Engagement

Employee experience

- Learning & Development
- Compensation & Benefits
- Culture
- Employee Empowerment
- Leadership Accessibility

Brand experience

- CX Vision
- Company Branding
- Social Welfare
- Brand Ranking

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CX Recommendations

Key lessons from our category leaders

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Use tech to go from zero to one

Rakuten
Digital experience score

9.0

Champion network automation to delivering real time CX

Rakuten operates world's first end-to-end fully virtualized mobile network without using expensive legacy infrastructure.

Its zero touch, zero defect approach to network automation means no network failures or site downtime resulting into higher value for the customer.

au (KDDI)
Digital experience score

9.0

Integrate communications and life design services

au is strengthening its point of contact with customers by using big data to find entry points into users lifestyle needs.

'**au PAY**' is being positioned as a super app that will become the launchpad for customers daily life activities by integrating services such as hailing taxis and making restaurant reservations.

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A shift from selling to experiencing

NTT Docomo
Service experience score

8.8

Retail stores as brand experience centers

'd garden' stores are proof-of-concept shops that focus on how subscribers can use smartphones more comfortably instead of acquiring new subscribers.

The 7 prototype stores are designed on themes such as a cafe, kids, mobility among others to meet diverse customers needs.

SK Telecom
Service experience score

7.8

Flagship store to showcase tech capability

'T Factory' store has been designed to show SKTs transformation from a telco to an ICT player by seamlessly connecting customers offline and online experiences.

The store displays latest technologies and products developed by SKT and its tech partnerships.

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Happy employees, the secret sauce of great CX

SK Telecom
Employee experience score

9.5

Employees designing their own happiness

SKT actively measures employee happiness using digital tools and its annual 'Employees Happiness Survey' to identify employees perception of work life happiness.

Data derived from happiness tools is used to improve employee policies and processes.

Rakuten
Employee experience score

7.5

Stock options to make employees partner in growth

In addition to the management, Rakuten offers stock options to a wide range of executives, and employees, including junior first year employees.

The stock options aim to motivate employees to improve business performance by making them partners in growth.

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Impact customers' life beyond being a telco

NTT Docomo
Brand experience score

9.4

SK Telecom
Brand experience score

8.8

Tackling societal issues through RPA

To tackle a decline in Japanese workforce, Docomo provides e-learning program for their customers to learn RPA.

As an experiment, Docomo offered the program to 54 persons with different disabilities to help them with employment opportunities.

Donation platforms for helping people in need

SKT manages the 'Happy Credit' program in which customers accumulate points for purchasing goods from social enterprises and SMEs across SKTs platforms.

The customer donations (points) are used to run the AI care service for seniors and the SKTs coding school project for youth with disabilities.

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twimbit top 10 telco CX leaders

Leading CX initiatives of our leaders
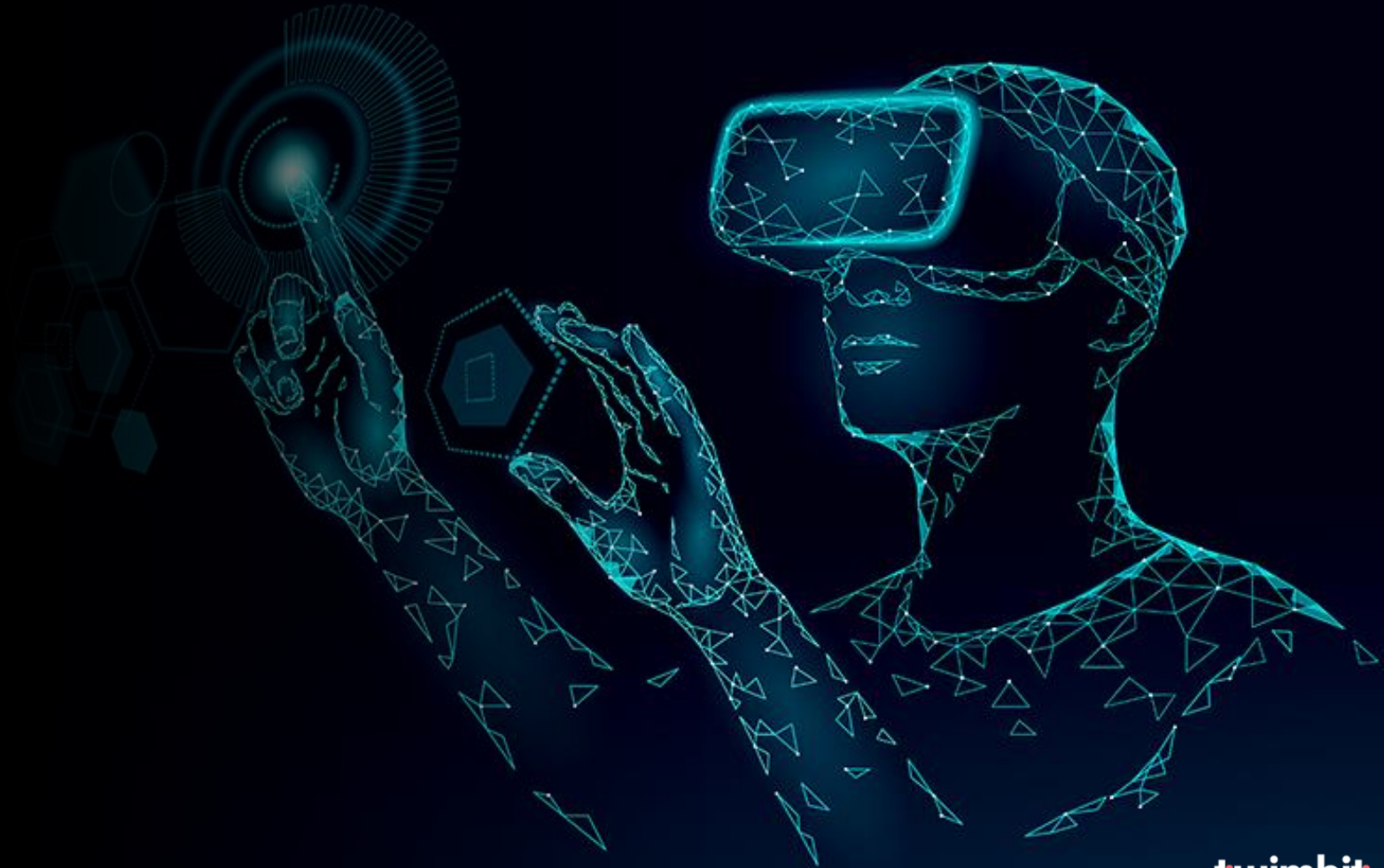
1. SK Telecom

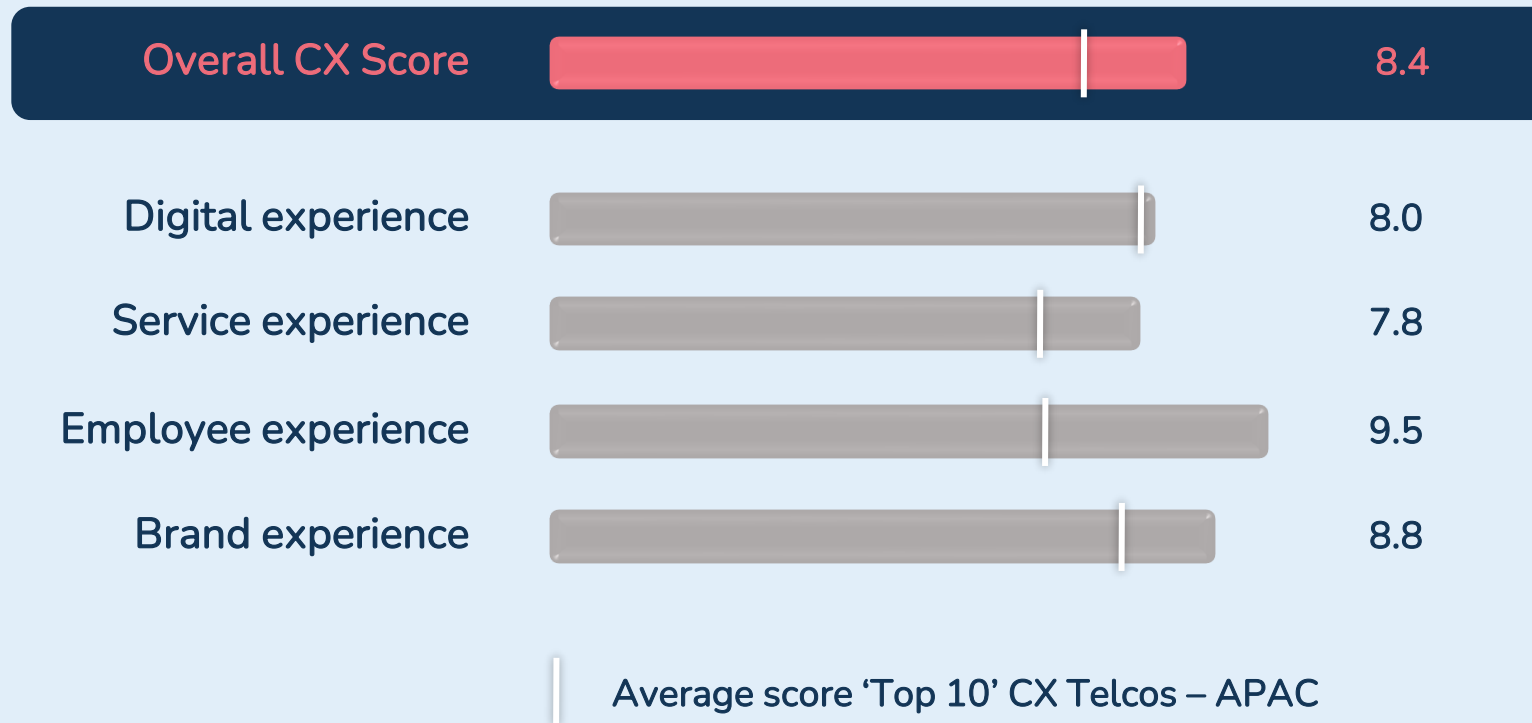## Pioneering digital experience through partnerships

**Ryu Young-sang,
CEO**

" As we open a new chapter in our corporate history, we will strengthen our market leadership by offering customer-centred technologies and services, and make redoubled efforts to become a socially responsible company

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Performance on twimbit CX Framework

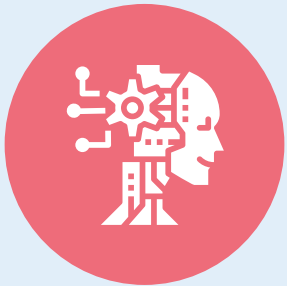*Employee happiness driving results for customers*

SK telecom

Overall CX Score		8.4
Digital experience		8.0
Service experience		7.8
Employee experience		9.5
Brand experience		8.8

| Average score 'Top 10' CX Telcos – APAC

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Top Initiatives

Leading customer programs across our 4 pillars

SK telecom

Digital experience	Service experience	Employee experience	Brand experience
Innovating into an 'AI & Digital Infrastructure Service' company	Pre-emptive customer experience management	Championing employee happiness	AI for Social Impact

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Innovating into an 'AI & Digital Infrastructure Service' company...

SKT AI ecosystem

Leveraging 'AI' to bring daily life activities of users under SKT subscription blanket

Providing innovative service experiences through a collaborative AI ecosystem

Service offerings   Key Partners

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...with a strong privacy governance model

Customer information leakages in 2018, 2019 & 2020: Zero

100% inspection rate of customer information protection in the distribution network.

Chain of Command

Information Protection Organization

BOD — CEO — CPO — CISO

Chief Privacy Officer

Chief Information Security Officer

IT Security

Information Protection and Customer Information Protection

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Pre-emptive CX management

Customer value innovation meeting

The CEO and key employees meet every month to innovate customer value

Advanced data analytics at service centres

Using Big data to customize service experiences by predicting the purpose of customer requests

Internal evaluation division & Junior board system

Employees in their 20s and 30s act like customers to test products and services and identify possible inconveniences
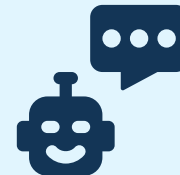
Innovative servicing tools

AI consultation - VoiceBot service for 24-hour consultation
Automatic response system to provide visual aid for seniors

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Active management of employee happiness

Happiness management system

Happiness of employees as a tenet of SKTs Articles of Incorporation

Happiness data

Happy App, to record employee happiness data

Engagement with management

New Normal Shift, a live broadcast where employees engage with the management

Employee as a shareholder

40% SKT employees have opted for the long-term equity incentive plan

Happy Organizational Culture

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AI for Social Impact

'**AI Care Service**' for the elderly who live alone with government support

Usage data of the AI Care Service

95.1% | Listen to music

83.9% | Information search

64.4% | Have a dialogue

43.9% | Listen to radio

- At end of 2020, **9,409 households** in 45 local communities were using the service

- SKT plans to add **~2,300 seniors** to the list of beneficiaries in 2021

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Match up with SKT

Leverage ecosystem partnerships to enhance digital and network experience

- Track and enhance employee happiness to improve customer happiness

- Focus on emerging technologies to build personalized experiences

- Use technology for inclusion of the neglected

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NTT docomo
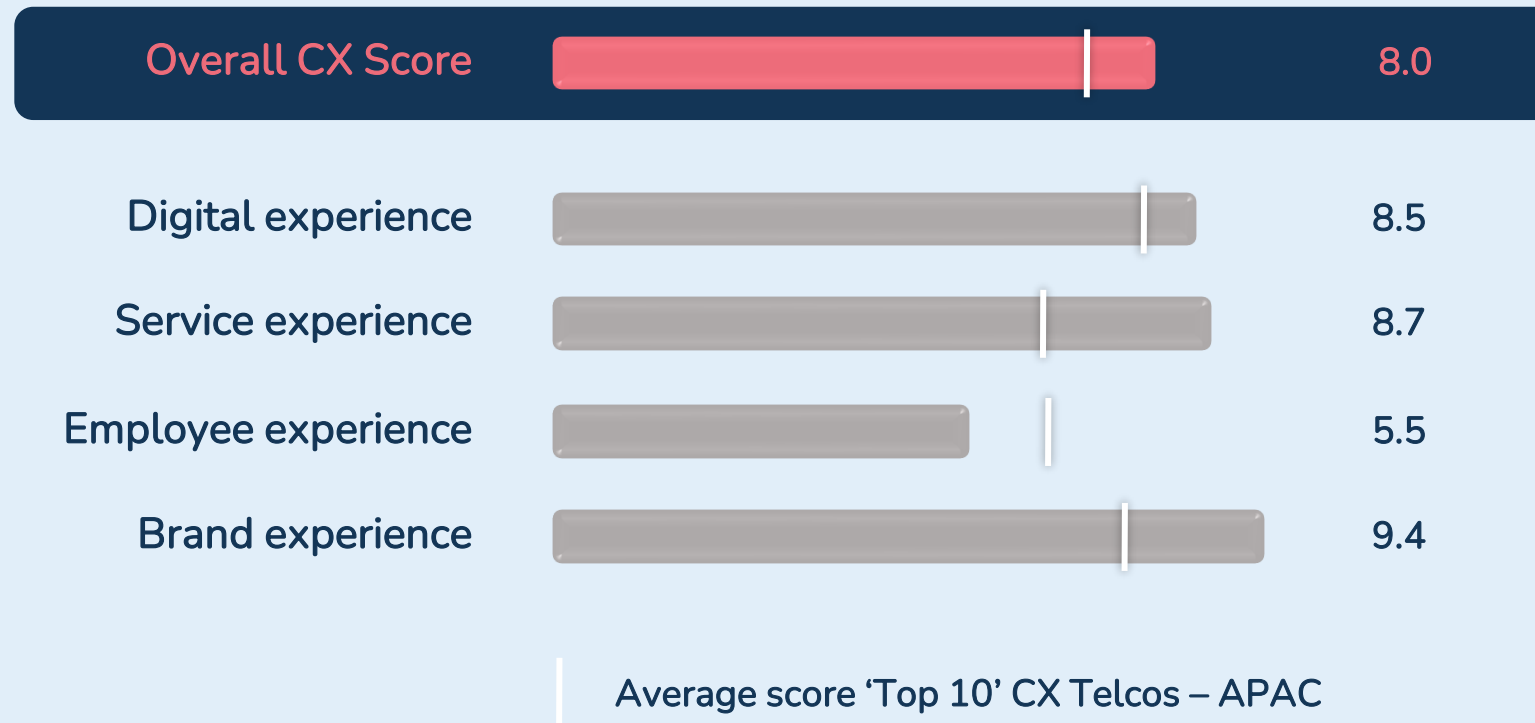
"

DOCOMO has re-defined the meaning of 'customers' as we expand services outside of the telecommunications field... As such, we will shift from a customer base centered on mobile subscription to a customer base centered on members.

Kazuhiro Yoshizawa,
President & CEO

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Performance on twimbit CX Framework

Redesigning customer touchpoints to enhance CX

NTT **docomo**

Overall CX Score	████████████	**8.0**

Digital experience		8.5
Service experience		8.7
Employee experience		5.5
Brand experience		9.4

Average score 'Top 10' CX Telcos – APAC

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Top Initiatives

Leading customer programs across our 4 pillars

NTT docomo

Digital experience	Service experience	Employee experience	Brand experience
Providing sensory experiences via MY NETWORK™	An in-store experience like no other – 'd garden'	Promoting a culture of innovation	Making inclusive products – 'DOCOMO Hearty Style'

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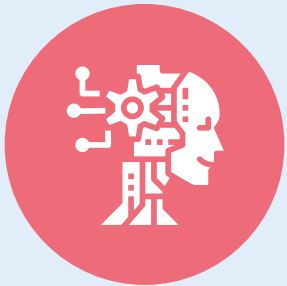
Providing sensory experiences via
MY NETWORK™ Concept

DOCOMO intends to provide a diverse array of peripheral devices such as wearable and XR devices for the 5G era

In June 2020, DOCOMO started **selling wearable headsets** in an alliance with Magic Leap Inc.

XR Glass   **Translation earphone**   **Table Screen**   **Mirror Screen**   **Drink Maker**

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An in-store experience like no other...
'd garden'

A shift from customer acquisition to enhanced Service experience

Welcomes subscribers from all networks

Digital displays for reduced visual noise

Originally composed in-store music that enacts the time of day

Enhanced staff functionality – upgraded work areas & uniforms

Lounges and cafe environment for a personalized shopping experience

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'd garden' prototype stores

1. Showcase

2. School

3. Mobility

4. Entertainment

5. Kids

6. Cafe

7. Office

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Promoting a culture of innovation

Supporting employee ideas to enhance current offerings and to create new sources of revenue

Promoting 'Process Innovation'

Under Top Gun initiative, employees within R&D, Corporate Sales, and Marketing departments innovate together to solve customers' pain point

docomo LAUNCH CHALLENGE

Employees share new business ideas and get a chance to commercialize them in turn creating new revenue flows for NTT

In-House Venture System

NTT shortlists and invests in employee ideas with direct synergies to DOCOMO Group businesses

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Making inclusive products
'DOCOMO Hearty Style'

Based on the universal design concept, DOCOMO designs easy to use products for all customers including the elderly and disabled

Easy touch panel

Voice output function

Easy-to-read screen with large characters

Instruction manual in braille, voice, and text

Usage support at RakuPhone Center

Universal design font

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Match up with DOCOMO

Leverage retail stores as experience centers

- Provide sensory experiences for the 5G era

- Enable employees as engines of innovation

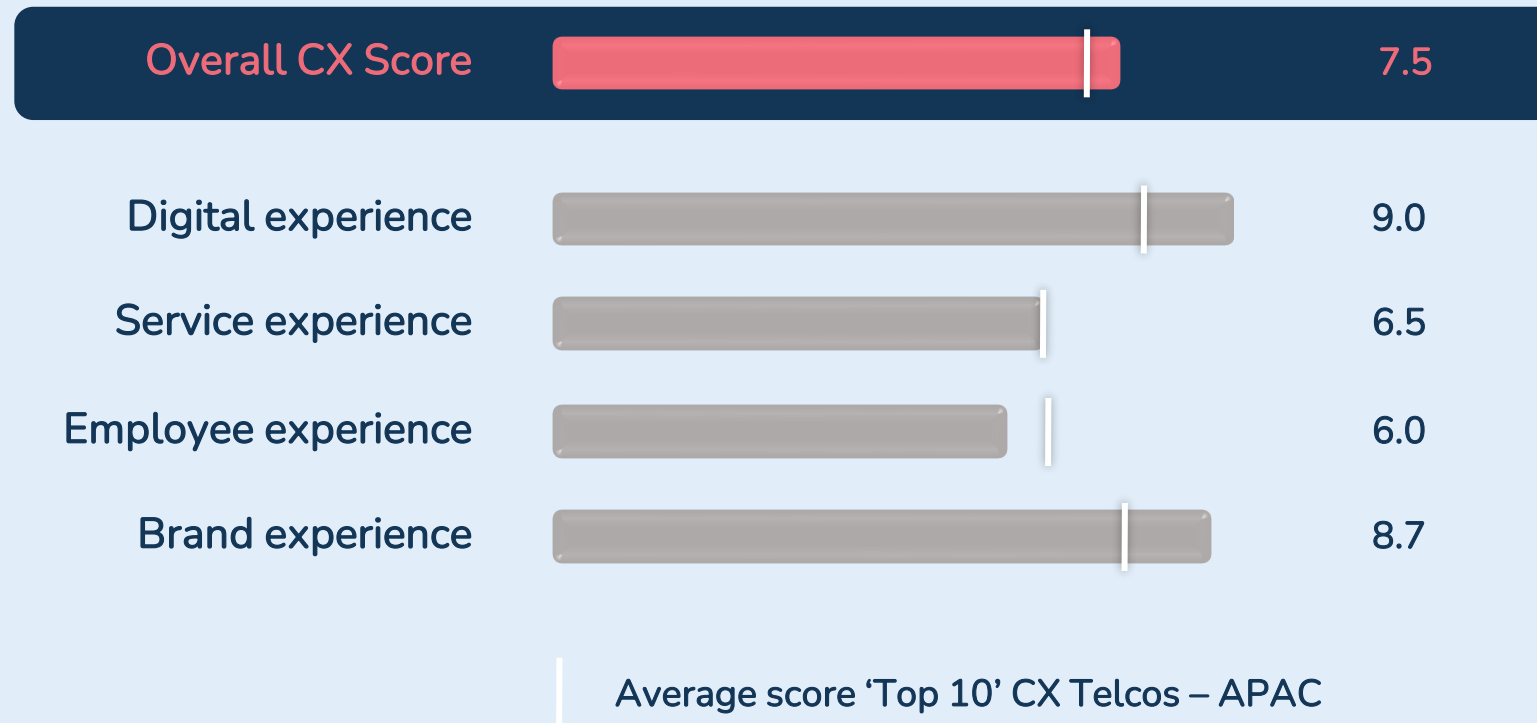- Make inclusive products for all customer segments

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**Makoto Takahashi,
President,
KDDI Corporation**

> To further 'the integration of telecommunications and life design,' KDDI rearranged its four segments into the Personal Services Segment for consumer-facing businesses... the telecommunications business has driven growth to date, but in the future, KDDI aims to expand earnings on a total ARPA basis that integrates telecommunications and life design services.

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Performance on twimbit CX Framework

Offering new solutions to become customer's lifestyle partner

au

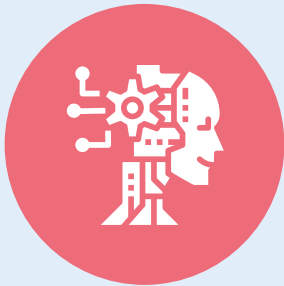|		
Overall CX Score	████████	**7.5**
Digital experience		9.0
Service experience		6.5
Employee experience		6.0
Brand experience		8.7

Average score 'Top 10' CX Telcos – APAC

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Top Initiatives

Leading customer programs across our 4 pillars

au

Digital experience

Expanding life design services using emerging technologies

Service experience

Fulfilling personalized needs responsibly

Employee experience

Diverse work styles to match employee needs

Brand experience

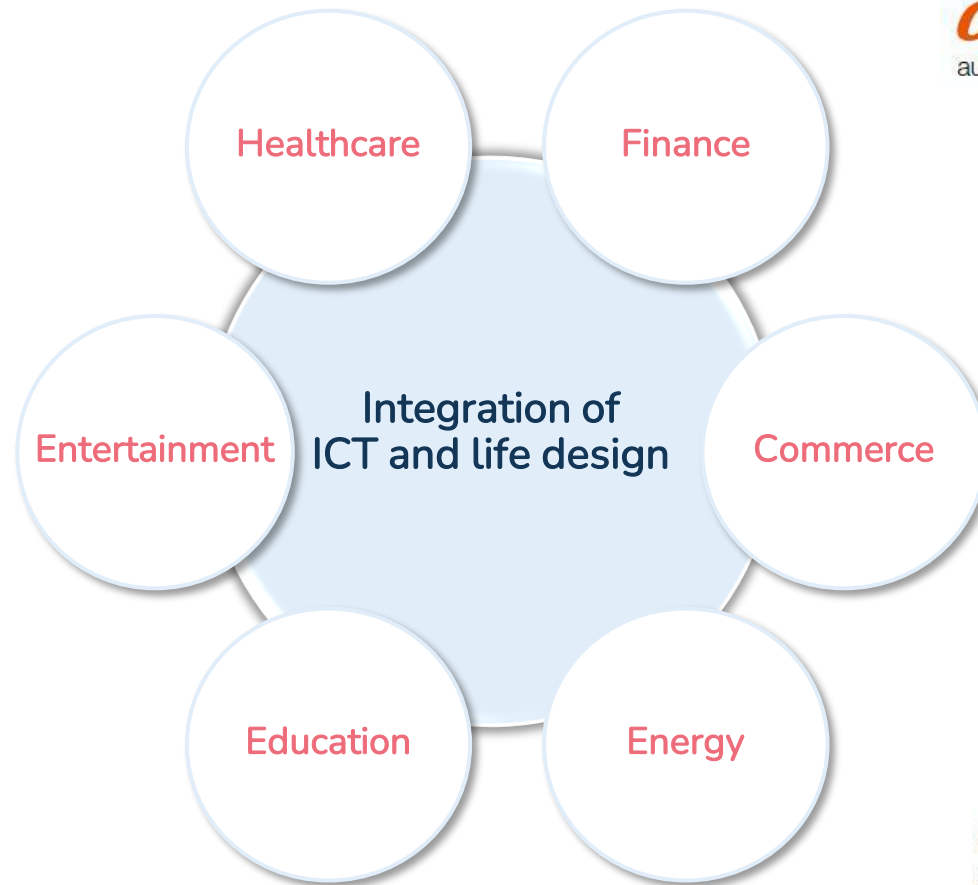Attracting youngsters by sponsoring sporting contests

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Expanding life design services...

A shift from customer acquisition to enhanced service experience

Accelerate 5.0

KDDIs vision where an individual's life and economic development are compatible

Healthcare

Finance

Entertainment

Integration of ICT and life design

Commerce

Education

Energy

au じぶん銀行
au Jibun Bank

au PAY

au でんき
au Electricity
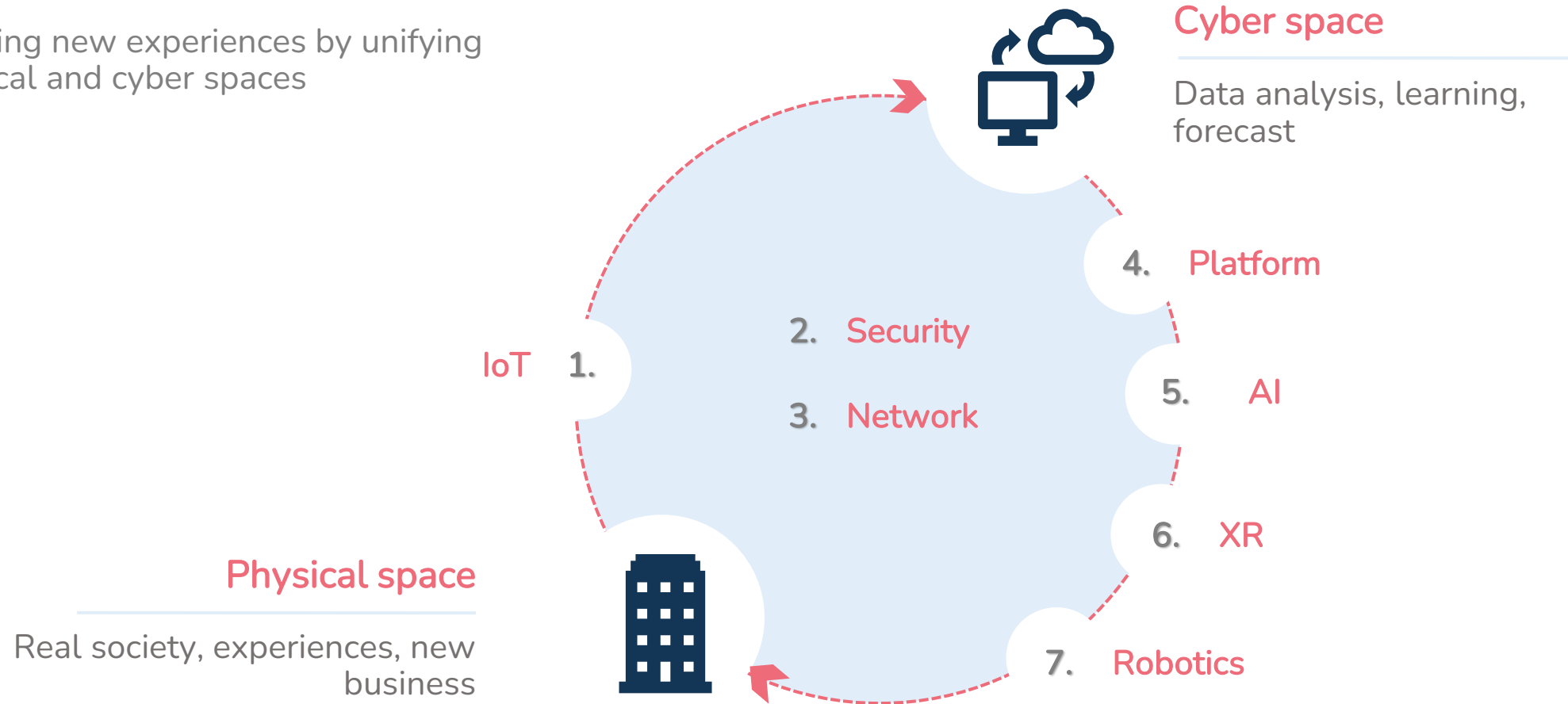
au 損保
au Property Insurance

au スマートパス
au Smart Pass

au 住宅ローン
au Housing Loan

au の生命ほけん
au Life Insurance

au の損害ほけん
au Property Insurance

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...using 7 emerging technologies

Creating new experiences by unifying physical and cyber spaces

Cyber space

Data analysis, learning, forecast

4. Platform

2. Security

IoT **1.**

5. AI

3. Network

6. XR

Physical space

7. Robotics

Real society, experiences, new business

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Fulfilling personalized needs responsibly

Elderly

Large screen, easy to read text, easy-to-use home screen and dedicated buttons for payment and shopping service

BASIO4

Youngsters

Touch-screen mobile phone for kids, with a security alarm and location confirmation feature

mamorino5

Disabled

Text-to-speech function that reads aloud menu, e-mails, and other text for elderly and visually impaired people

Simple Phone
KYF38/KYF41

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Diverse work styles to match employee needs

Flexibility

Work shift interval rule program

Daily work limit set to 9 hours

Variable working hours system

Change working hours monthly

Telework program

Work from home for all employees

Discretionary work system

Focus on high performance in a short time

Lifestyle

Shorter working hours for caregivers

Working hours as per family obligations

Employment within restricted area

For employees with relocation issues

Spouse accompaniment leave program
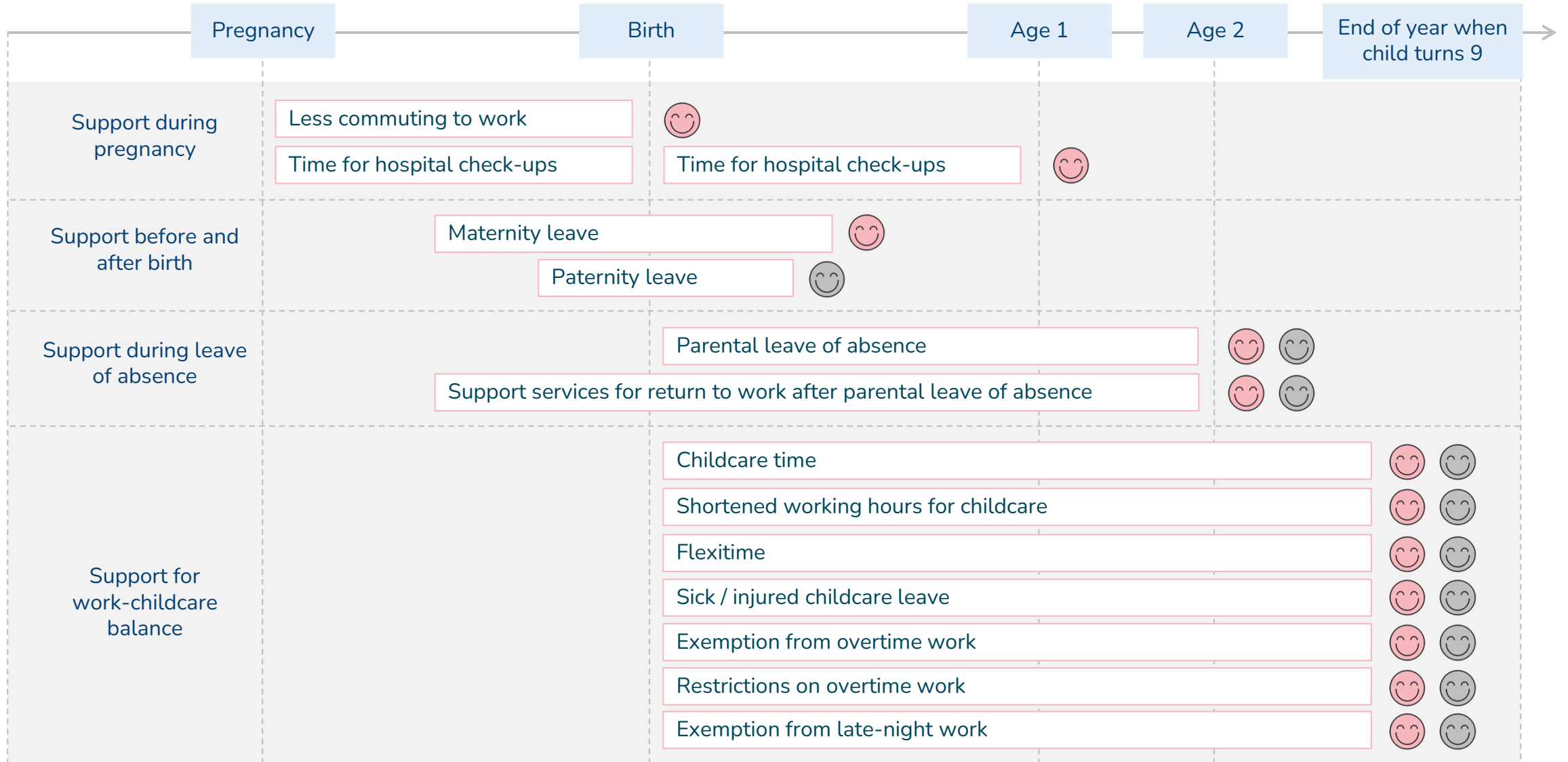
Leave of absence to accompany spouse overseas

Work-Childcare balance initiative

Pre and post child birth program

twimbit

au (KDDI) program for Work-Childcare Balance

For women   For men

	Pregnancy	Birth	Age 1	Age 2	End of year when child turns 9

Support during pregnancy
- Less commuting to work (For women)
- Time for hospital check-ups
- Time for hospital check-ups (For women)

Support before and after birth
- Maternity leave (For women)
- Paternity leave (For men)

Support during leave of absence
- Parental leave of absence (For women / For men)
- Support services for return to work after parental leave of absence (For women / For men)

Support for work-childcare balance
- Childcare time (For women / For men)
- Shortened working hours for childcare (For women / For men)
- Flexitime (For women / For men)
- Sick / injured childcare leave (For women / For men)
- Exemption from overtime work (For women / For men)
- Restrictions on overtime work (For women / For men)
- Exemption from late-night work (For women / For men)

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Attracting youngsters by sponsoring sporting contests

Soccer — Japan's national soccer teams - the Samurai Blues (men's team) and Nadeshiko Japan (women's team)

Baseball — Sponsors of the Yokohama DeNA BayStars

Sport climbing — Sponsor of the sport climbing category of the Japan Mountaineering and Sport Climbing Association

E-Sports — Sponsors of the Japan eSports Union (JeSU) and the pro team DetonatioN Gaming

Motor sports

Sponsors the TGR Team 'au Tom's' in Japan's Super GT

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Match up with au

Build ICT solutions to become a lifestyle partner of customers

- Leverage emerging technologies to build a lifestyle ecosystem for users

- Provide multiple work style options to suit needs of employees

- Combine branding with service offerings

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4. Rakuten Mobile

Rethinking 'mobile network' without legacy infrastructure

Rakuten Mobile

Hiroshi Mikitani,
Chairman and CEO

"
We are also moving forward with the Rakuten Communications Platform (RCP), a cloud-native telco platform that allows operators, governments or enterprises to build secure and open mobile networks... More than ten global customers are already using parts of the platform in their networks. RCP has the exciting potential to generate revenue equal to or even greater than the mobile carrier business.

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Performance on twimbit CX Framework

Pushing network affordability to new limits

Rakuten Mobile

Overall CX Score		7.2
Digital experience		9.0
Service experience		5.7
Employee experience		7.5
Brand experience		6.3

Average score 'Top 10' CX Telcos — APAC

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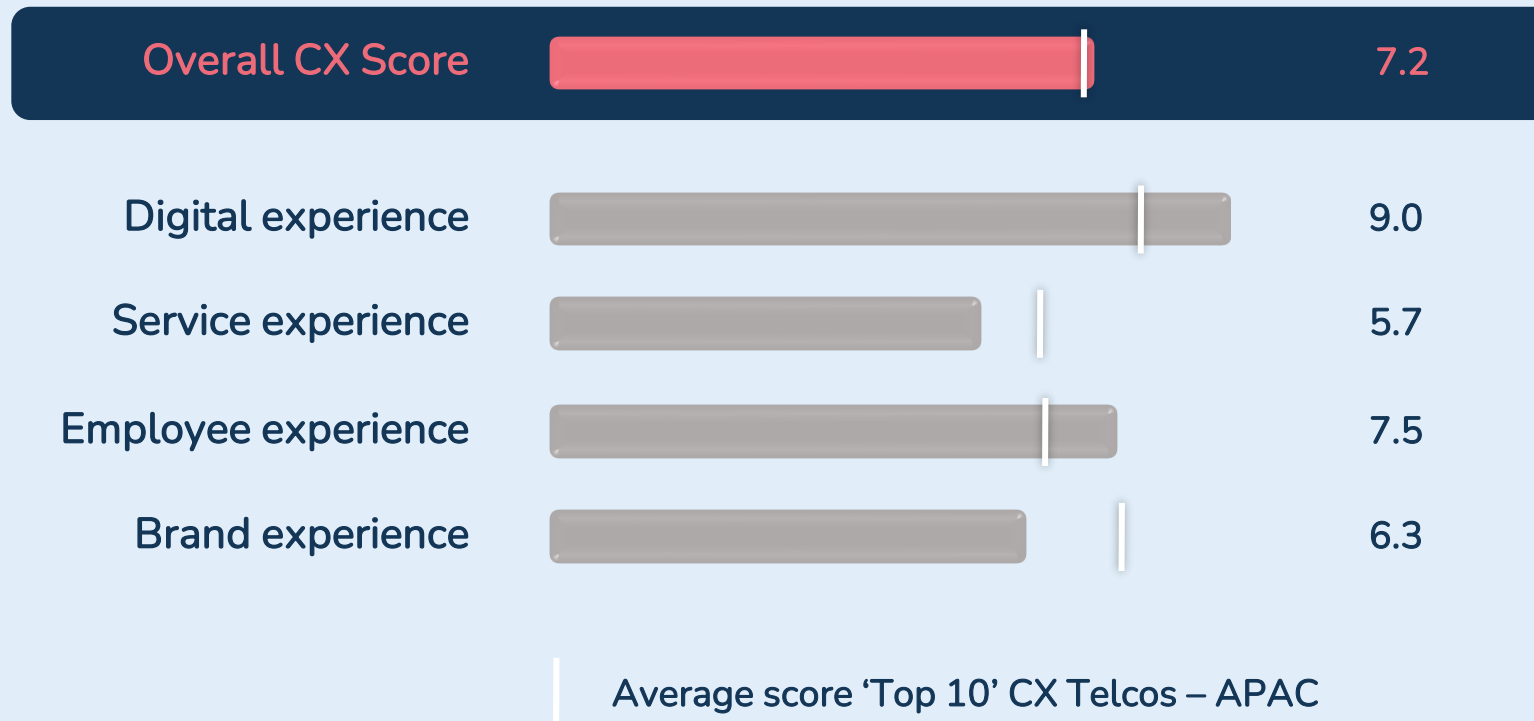
Top Initiatives

Leading customer programs across our 4 pillars

Rakuten Mobile

Digital experience
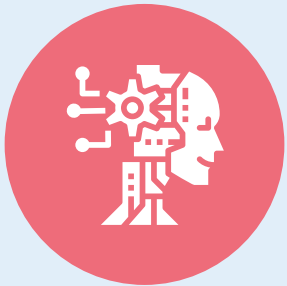
Using tech to offer unparalleled price competitiveness

Service experience

Rakuten Mobile, the cornerstone of the Rakuten Ecosystem

Employee experience

Employee-led, bottom-up quality improvement activities

Brand experience

Supporting Japan's local communities

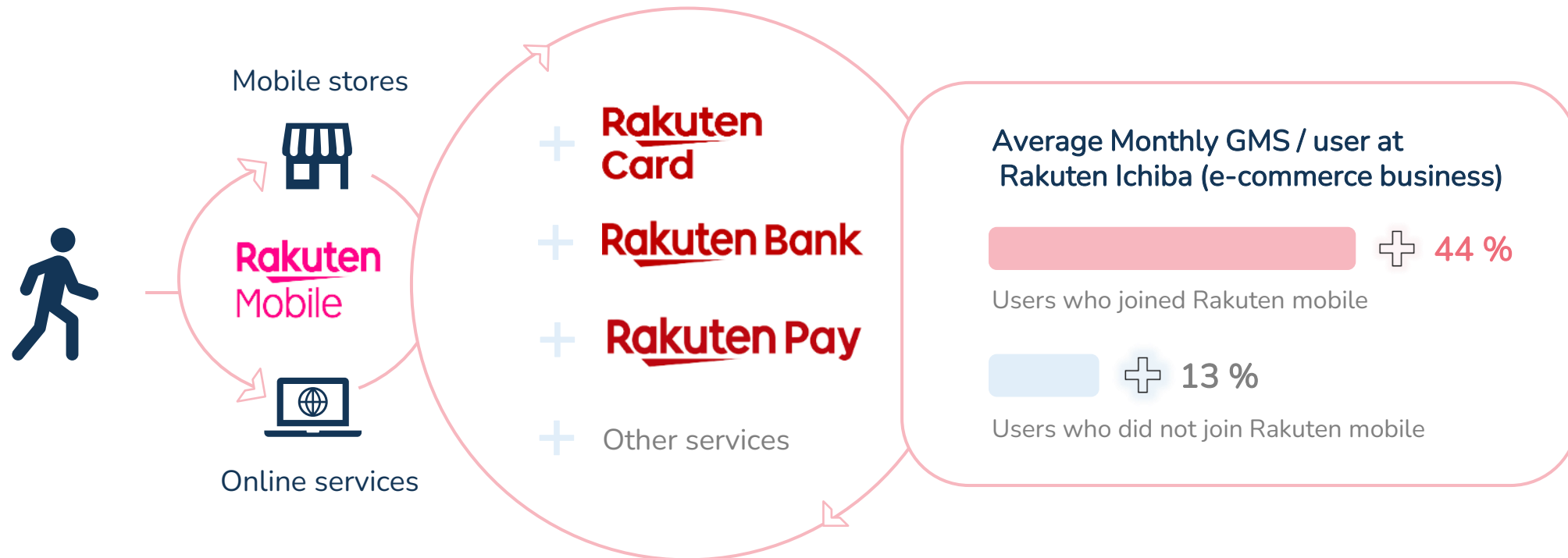twimbit

Using tech to offer unparalleled price competitiveness

Full virtualization enables significant reductions in CAPEX and OPEX

MEC
(Multi-access edge computing)
Radio access equipment

Internet

Simple, low cost base stations

Core Network

Full virtualization
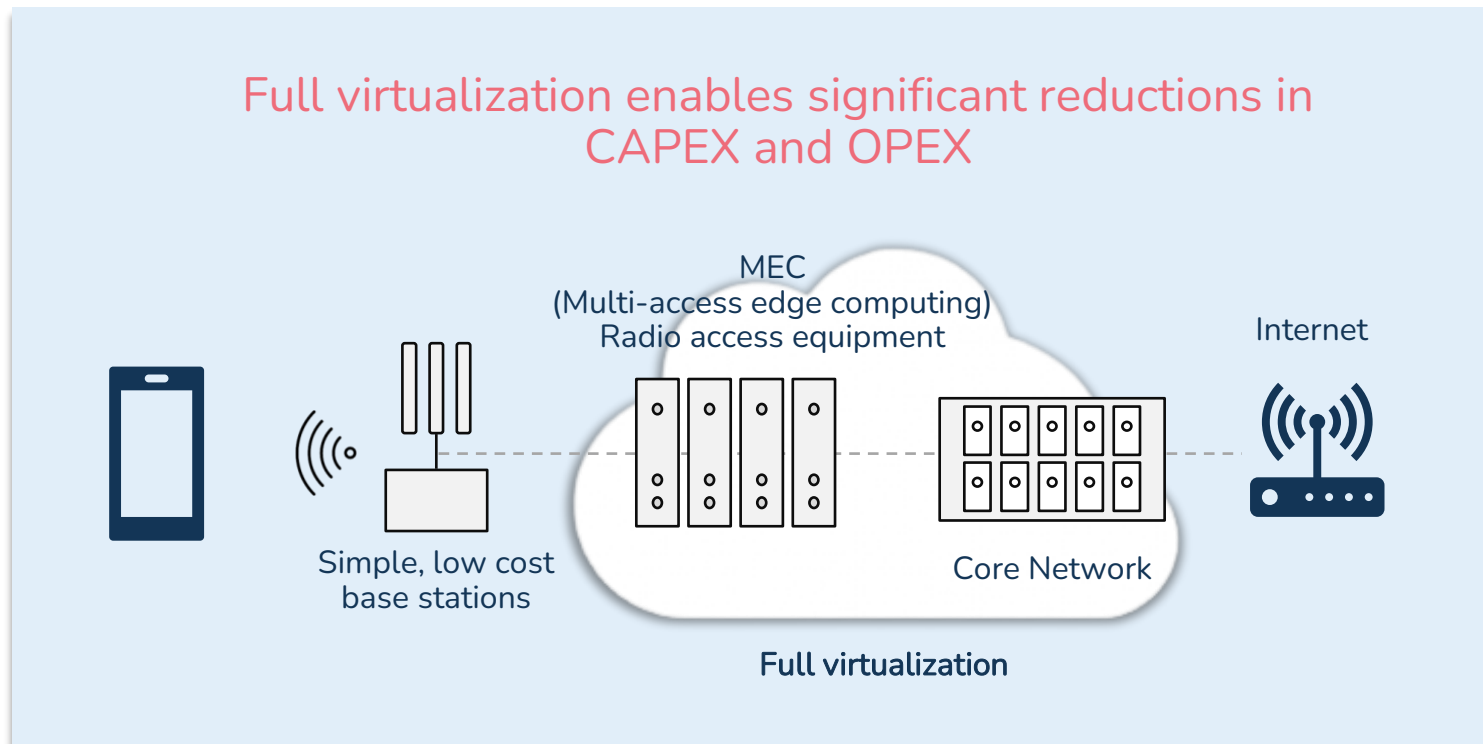
World's first end-to-end fully virtualized mobile network without expensive legacy infrastructure

Enables flexible deployment of new services and a speedy, low-cost transition to 5G

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Rakuten Mobile, the cornerstone of the Rakuten Ecosystem

Rakuten Ecosystem offers over 70 services and has more than 100 million members

Mobile stores

Rakuten Mobile

Online services

+ **Rakuten Card**

+ **Rakuten Bank**

+ **Rakuten Pay**

+ Other services

Average Monthly GMS / user at Rakuten Ichiba (e-commerce business)

44 %

Users who joined Rakuten mobile

13 %

Users who did not join Rakuten mobile

A virtuous cycle boosting loyalty within the Rakuten ecosystem

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Employee-led, bottom-up quality improvement activities

Quality Control Circle (QCC) activities are led by employees to enhance the quality and productivity of services alongside improving their skills

Number of employees participating in QCC activities in 2020	Number of employees participating in QCC training in 2020	Number of QCC projects carried out in 2020

1,433 employees
x2.1 times YoY

1,253 employees
x1.2 times YoY

326 projects

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Supporting Japan's local communities

Rakuten Hometown Tax Payment platform links donors with local governments of Japan that are pursuing regional vitalization

Citizens can make donations to any participating local governments

Urban citizen

Rakuten Hometown Tax Payment Platform

Local government 1

Local government 2

Local government 3

Local government pays a small token of appreciation in the form of local produce
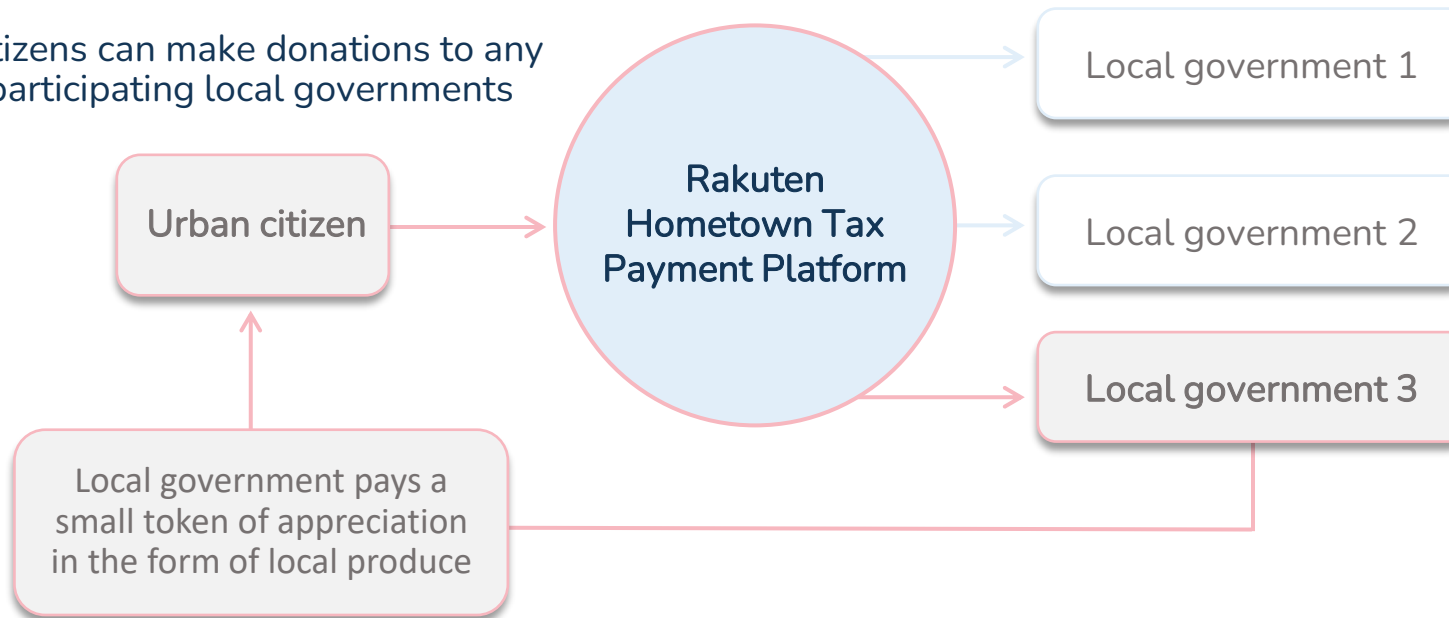
Saving onions from going to Waste

In Kasaoka City, due to a drop in demand, about 400 tons of onions were headed for disposal.

In response, the platform put up a dedicated page, collected over 10,000 donations and provided onions to donors.

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Match up with Rakuten

Explore network 'virtualization' for price competitiveness

- Cross-leverage synergies amongst different ecosystem services

- Empower employees to drive operational efficiency

- Use your expertise to create a positive brand recall

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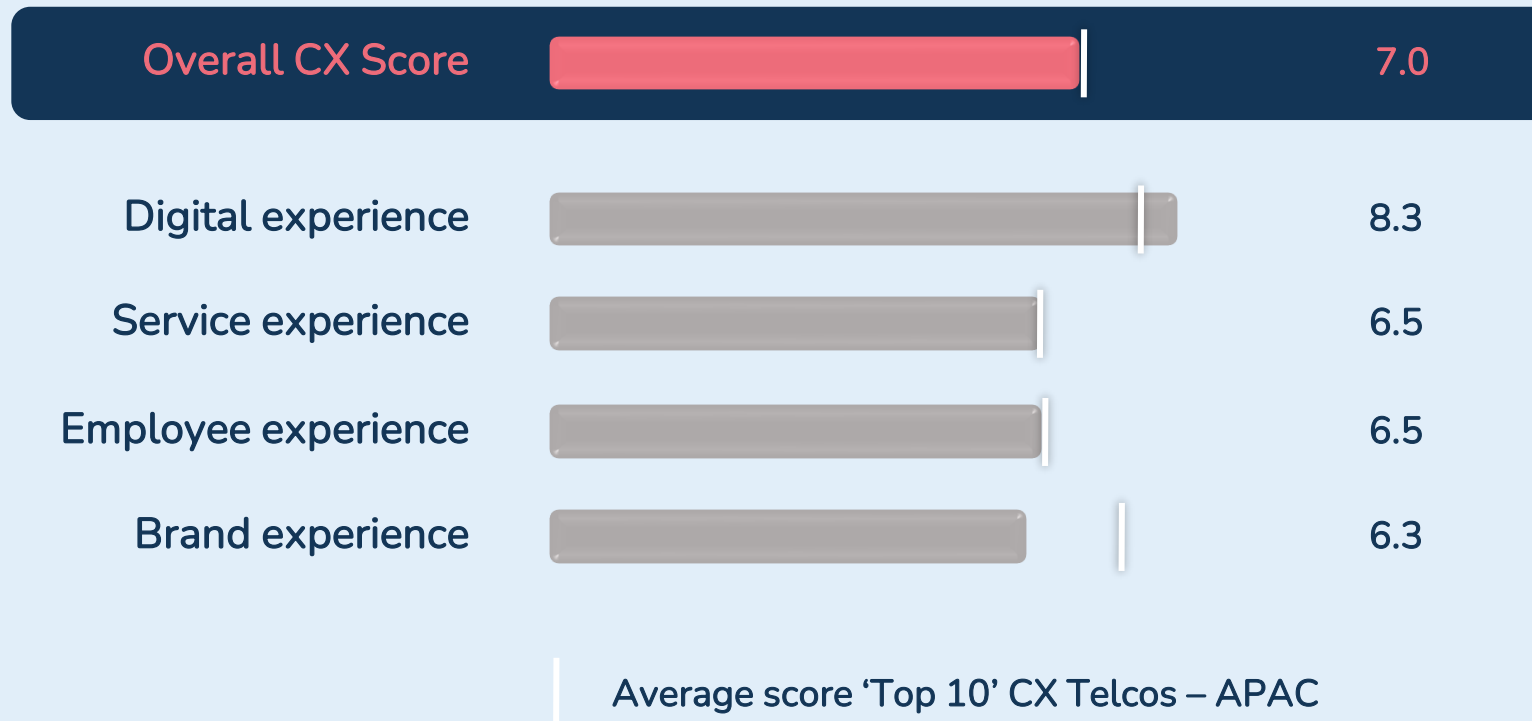
Spark NZ

Perfecting self-servicing tools to drive CX

Spark New Zealand

"

We have continued to improve our service experience...This improvement is largely the result of better digital self-service options... In 2020, monthly customer care volumes reduced by 28 per cent. We also saw an 18 per cent increase in online chat interactions, and our chatbot Ivy is now resolving more than half of these chat interactions – which further improves resolution times.

Jolie Hodson,
CEO

twimbit

Performance on twimbit CX Framework

Enhancing 'self-service' using bots

Spark New Zealand

Overall CX Score		7.0
Digital experience		8.3
Service experience		6.5
Employee experience		6.5
Brand experience		6.3

Average score 'Top 10' CX Telcos – APAC

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Top Initiatives

Leading customer programs across our 4 pillars

Spark New Zealand

Digital experience

Service experience

Employee experience

Brand experience

Offering new services to help business customers

Enhancing interactions using bots and staff cross-skilling

Fostering an inclusive organization

Play by Spark: Gamifying screen-time for kids

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Offering new services to help business customers

Spark Business Group Companies	Qrious	CCL	leaven.
Description	A data analytics company	A multi-cloud and IT services company	A cloud and business transformation unit of CCL
Expertise	Data & Analytics AI & Data Science Customer Engagement	Digital WorkSpace Managed Services Security Services Hybrid and Multi-cloud	Cloud adoption Digital innovation Cloud operations
Partners	aws DELL Technologies Google Cloud Hewlett Packard Enterprise Microsoft Azure vmware HITACHI		

twimbit

Enhancing interactions using bots and staff cross-skilling

18% Increase in the use of chat apps, including MySpark App, online chat and chatbot Ivy

53% *Deflection rate of all incoming chat requests through the 'ivy' chatbot

+33 POINTS

Consumer and small business interaction Net Promoter Score

'Unified Frontline' operating model cross-skills service staff to handle different customer touchpoints

*interactions resolved without being redirected to the customer care team

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Fostering an inclusive organization

Blue Heart programme

Funding and support for employees to celebrate and share their culture across organization

'Champions for Change' Leaders

Spark's CEO, Jolie Hodson and Board Chair, Justine Smyth are members of a group of leaders who raise awareness about the business value of D&I within workplaces
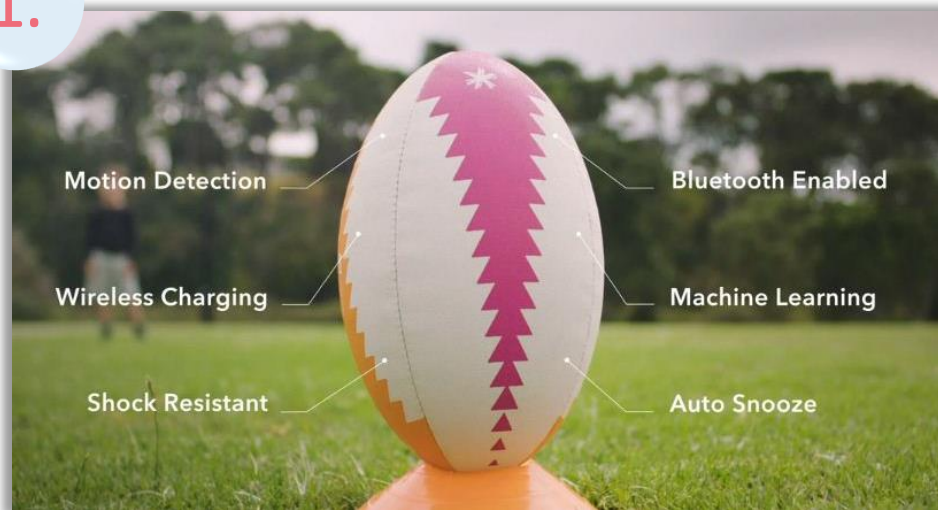
Board Composition 50% - 50%
Female   Male

Females in other senior roles 39%

Employee Demographics

	Under 30 years	30-50 years	Over 50 years
	21%	57%	22%

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Play by Spark: Gamifying screen-time for kids

Helping parents and kids find balance in their screen time usage

1.

A 'smart ball' that exchanges
active playtime with screen time.

Minute for **Minute**

2.

Every kick, pass and
fumble earns screen time

3.
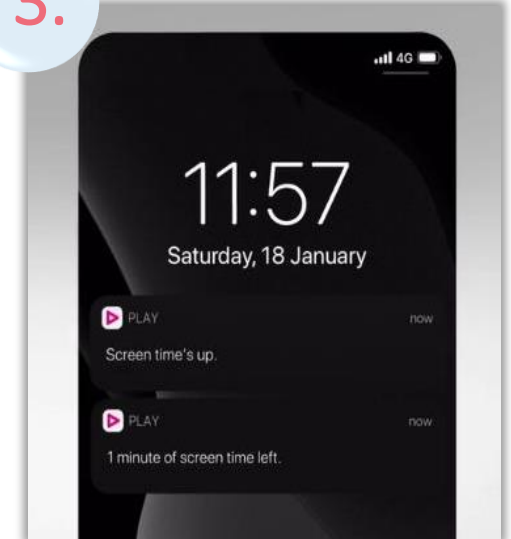
When time is up, it lets
the whole family know

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Match up with Spark

A machine first (bots) approach to customer redressal

- Move beyond network to an ICT solution provider

- Leadership as the driving force for inclusivity

- Provide responsible solutions to become a trusted partner

twimbit

airtel

"

Delivering a superior experience to our customers is the cornerstone of our strategy. We continue to invest in strengthening the foundational components of experience in the customer lifecycle – search, discover, purchase, onboard, experience and refer. As part of the customer's search and discover journey, we are focused on omni-channel acquisition across all businesses to provide a truly differentiated and unified One Airtel experience.

Gopal Vittal,
MD and CEO,
India & South Asia

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Performance on twimbit CX Framework

Solving omni-channel problems using in-house R&D

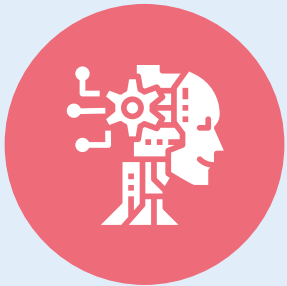|		
Overall CX Score		6.9
Digital experience		8.3
Service experience		5.5
Employee experience		6.5
Brand experience		7.5

Average score 'Top 10' CX Telcos – APAC

twimbit
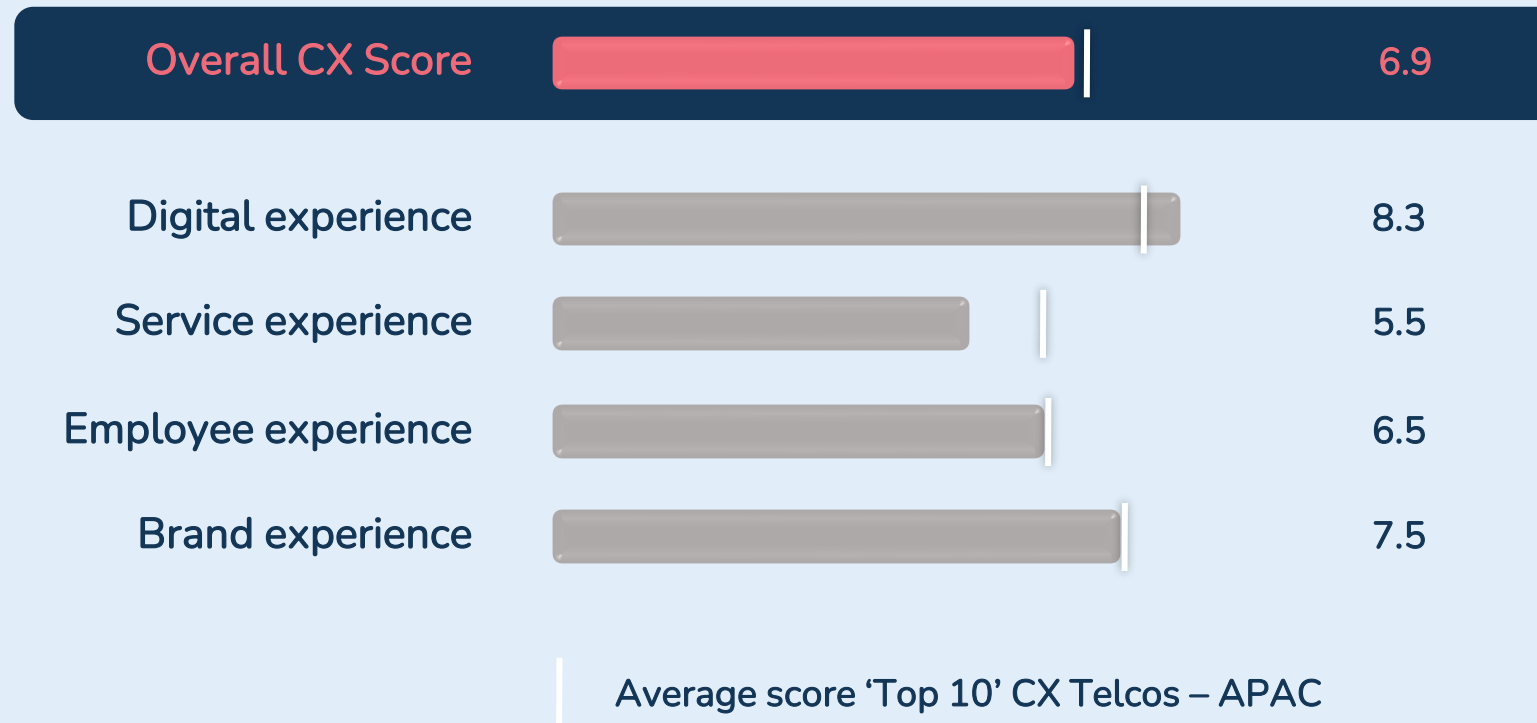
Top Initiatives

Leading customer programs across our 4 pillars

airtel

Digital experience

Airtel X Labs: in-house digital innovation factory

Service experience

Partnerships with leading ICT players to enhance network

Employee experience

Digitizing workforce to better support customers

Brand experience

'ZERO Questions' an utopian idea

twimbit

Airtel X Labs: In-house digital innovation factory

Processing trillions of data records across products & services to design innovative customer solutions

Powered by engineers, scientists, mathematicians and AI experts

1,600+

Digital talent base
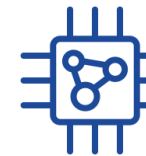
Focus on emerging technologies

Internet of Things

Artificial Intelligence

Digital Engineering

Machine Learning

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Airtel X Labs: Solving omnichannel customer engagement problems

Customer	Intelligent Network	Customer Engagement

Customer 360

Building a single customer view for all product & services

Chatbot customer support

Solving for multi-lingual customer queries in chat and voice

Network optimization

Providing optimum network experience to 400+ million users

Smartphone characterizations

Collecting data points across customer devices to optimize device experience

Recommendation Engines

Based on customer data suggest the next best action

Customer satisfaction index

Creating an accurate index across multi-product, multi-device, and multi-location customer usage

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Partnerships with leading ICT players to
enhance network experience

Qualcomm	Virtualised and open RAN-based 5G networks
NOKIA	CloudBand-based software products
ERICSSON	Managed network operations
O-RAN ALLIANCE	Hosted India's first O-RAN ALLIANCE Plugfest
CERAGON	4G capacity and coverage enhancement
IBM Red Hat	Automated Open Hybrid Cloud Network

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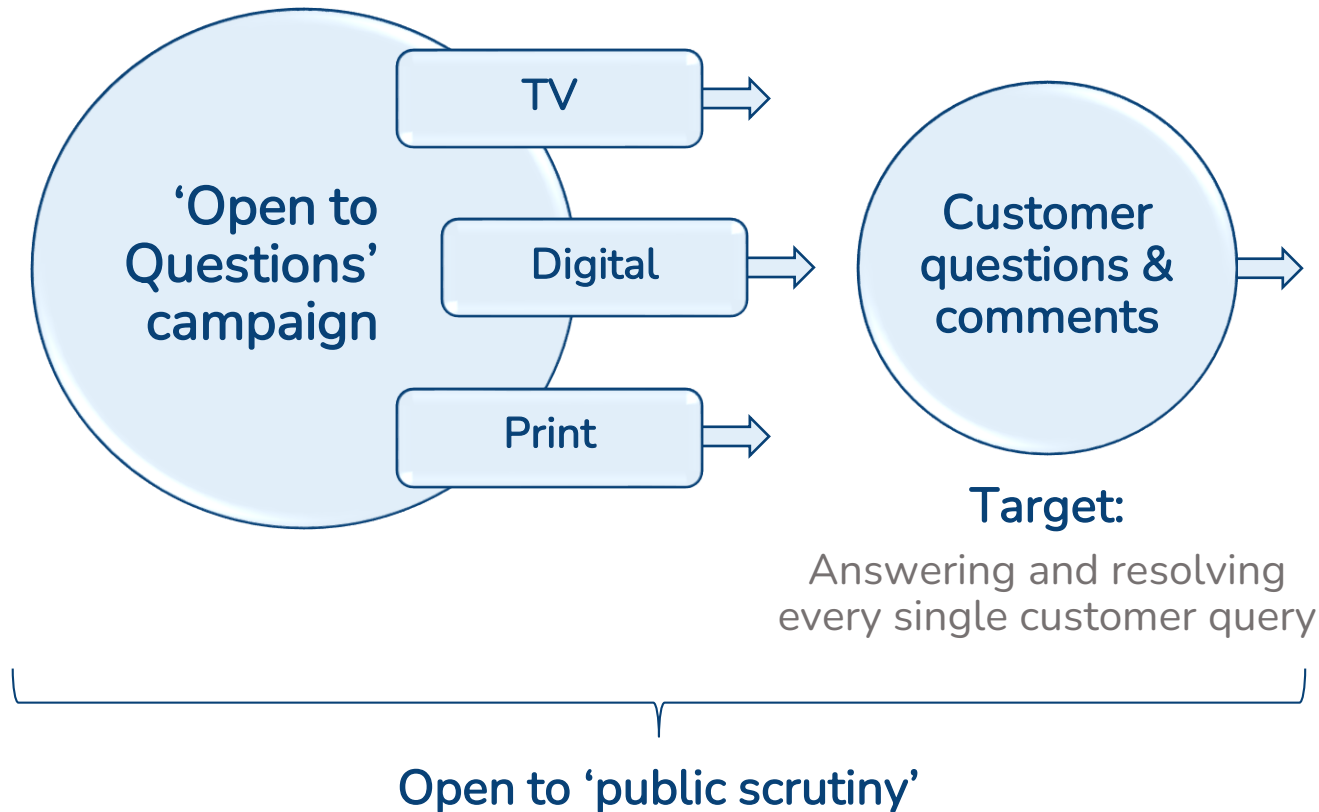# Digitizing workforce to better support customers

Empowering employees through digital tools to better serve customers

Customer Service Agents

Advanced AI 'Decision Tree' for faster query resolution

Retail workforce

'Mitra' app for digitised payment collection

Network field force

'Airtel Work' for real-time tracking of on-site requests

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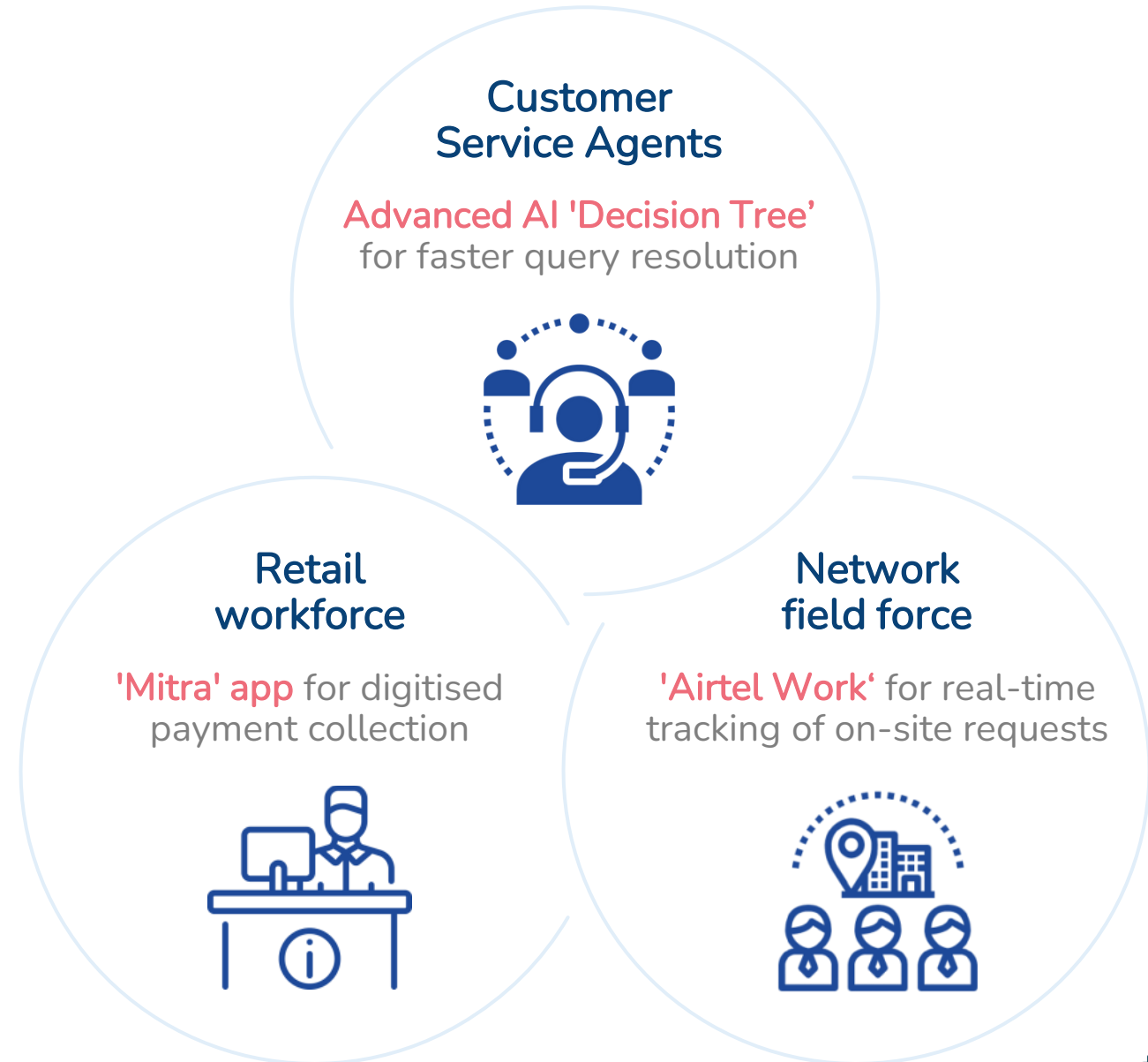
ZERO Questions'
a utopian idea

Launched 'Open to Questions' campaign aiming for getting closer to 'Zero Questions' from customers

'Open to Questions' campaign

TV

Digital

Print

Customer questions & comments

Target:
Answering and resolving every single customer query

'Customer Insights'
used for:

✓ Improving product functionalities

✓ Adding new features

Open to 'public scrutiny'

Product & Service improvement

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Match up with Airtel

Be open to customer scrutiny

- Invest in omni-channel customer engagement

- Leverage ICT partnerships to enhance network experience

- Enable employees with digital tools to better serve customers

WE HAVE NOTHING TO HIDE

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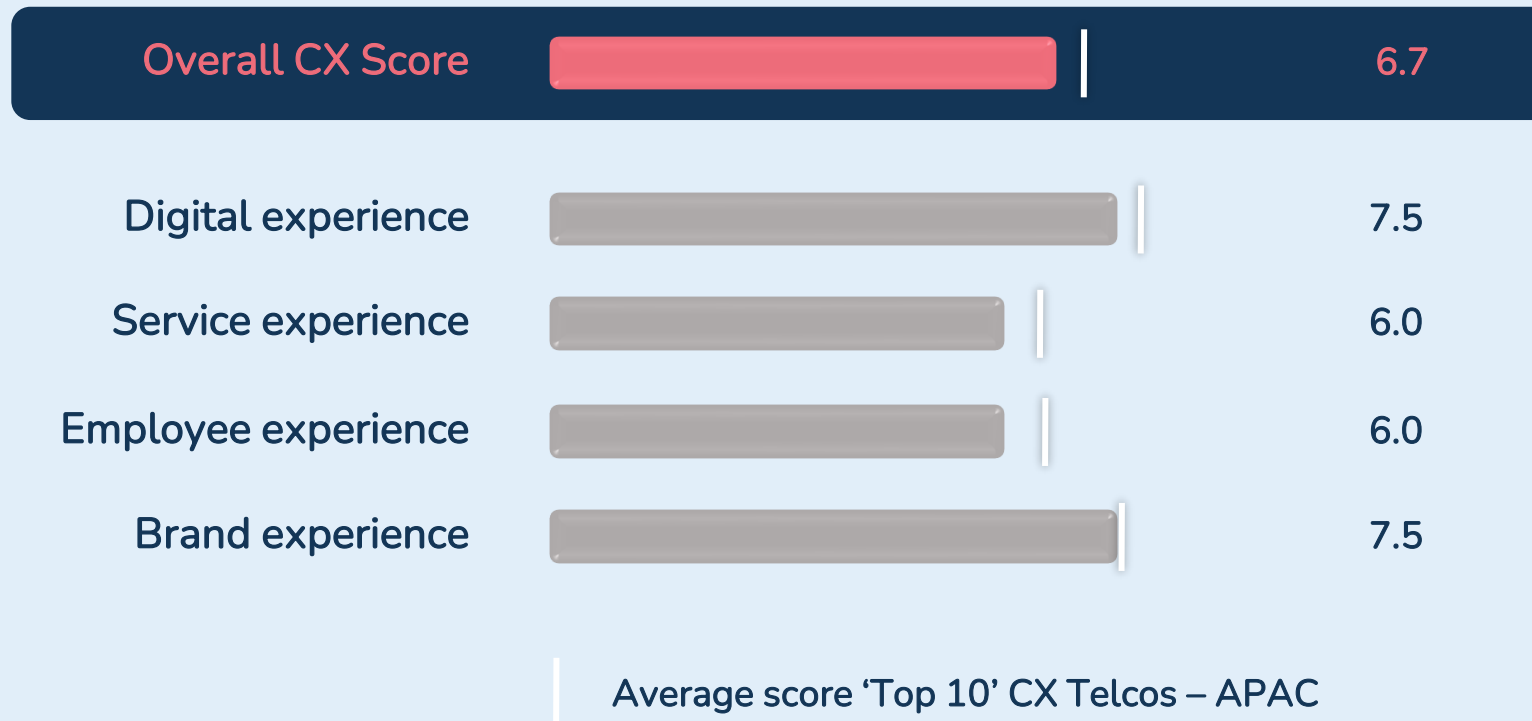'bots' freeing employees' to focus on customers

OPTUS

" We're up to about 150 bots but it's actually more about the processes: how many processes can you run with a bot?... Think of it like how many tasks or jobs a person can do in one day. If you can have that and you can expand that across a bot that runs 24x7, how many tasks can you get the bot to do?

Ruth Santangelo,
Associate director of
digital, service and
automation

twimbit

Performance on twimbit CX Framework

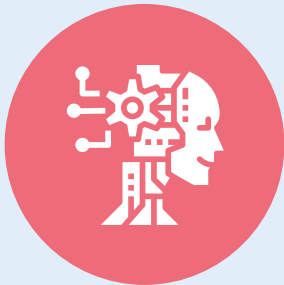*Building in-house automation capabilities to improve operations*

OPTUS

Overall CX Score	▇▇▇▇▇	6.7

Digital experience	▇▇▇▇	7.5
Service experience	▇▇▇	6.0
Employee experience	▇▇▇	6.0
Brand experience	▇▇▇▇	7.5

| Average score 'Top 10' CX Telcos – APAC

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Top Initiatives

Leading customer programs across our 4 pillars

OPTUS

Digital experience	Service experience	Employee experience	Brand experience
Driving 'automation' via bots	Putting customers in command of their connectivity	Creating a future ready workforce	'Donate Your Data', helping the underprivileged

twimbit

Driving 'automation' via bots

150+ bots running over

300+ automated solutions

Build-a-Bot Hackathon

An internal employee hackathon

iAutomate CoE

A centre of excellence (CoE) around RPA

Optus Automation Academy

To up-skill employees for automation roles

Bots prepared during hackathon

TARA

Talent Acquisition Robot Assistant, scans and categorizes resumes, enabling recruiters to deal with people instead of paperwork

RobotSmith

A virtual contact centre agent, that logs into Optus Business managed customers' environments and confirms if they're functioning

twimbit

Putting customers in command of their connectivity

Optus Living Network, a shift from being a traditional telco to a network that asks what the network could, or should enable for customers

Donate your Data
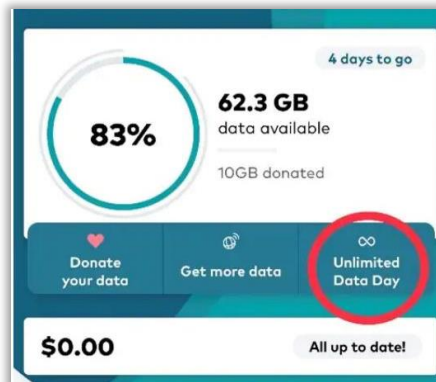A way to do good with unused data
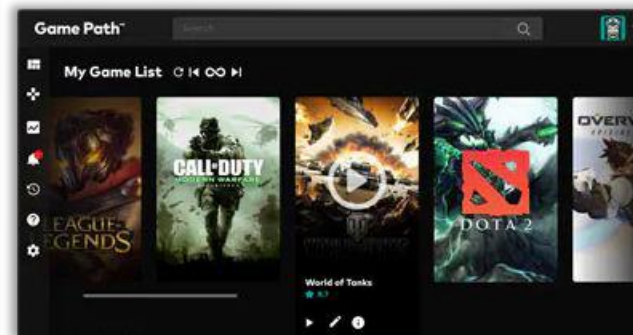
Game Path
Reducing lag and jitters for gamers

Optus Pause
Pause any or all devices for tech-free time

Unlimited Data Days
24 hours of unlimited data

twimbit

Creating a future ready workforce
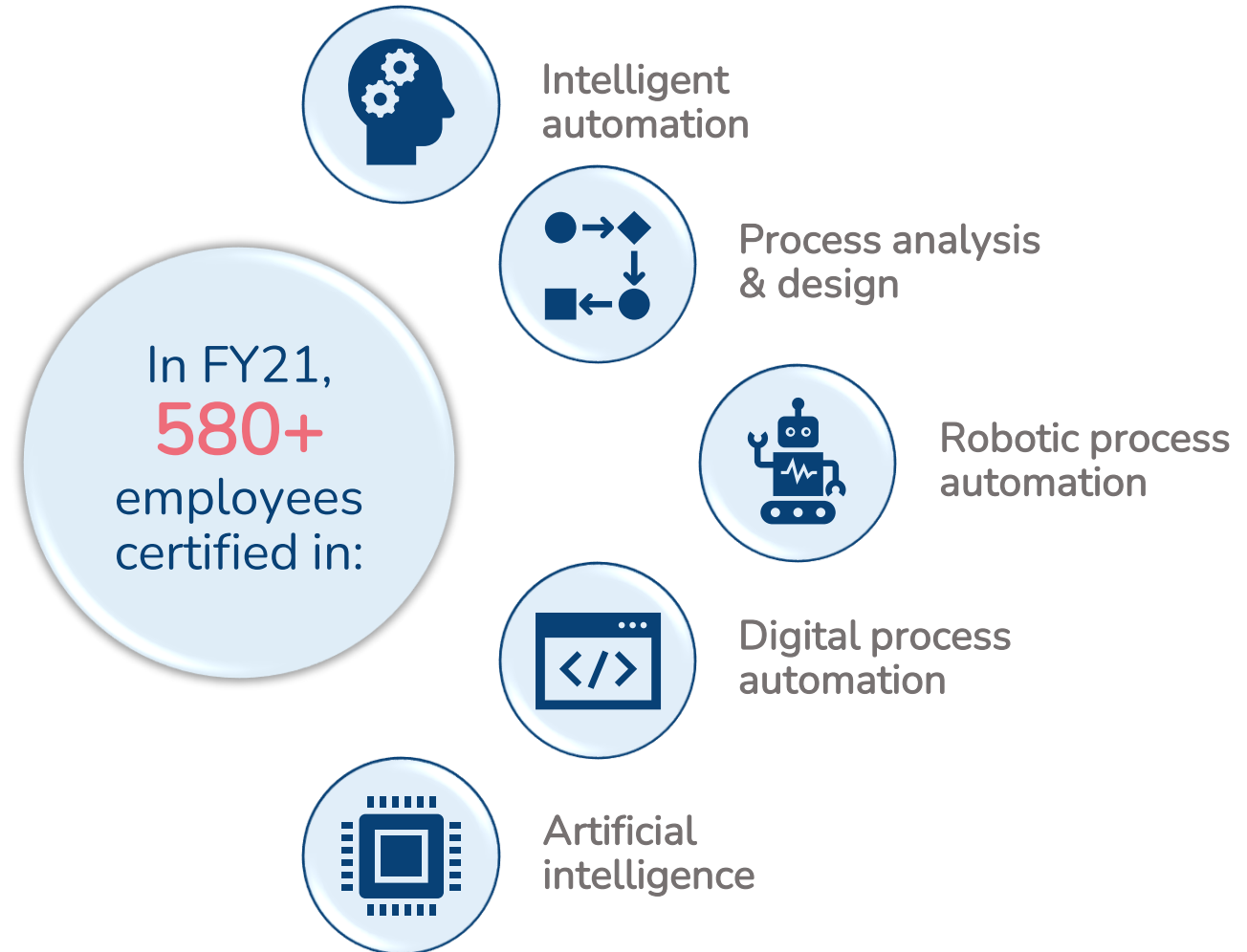
Optus Cloud Academy

Partnered with AWS to skill employees in cloud and other emerging technologies

Intelligent Automation Academy

Learning modules built by Optus and supported by automation experts UiPath and Microsoft

Optus U: Micro-credential program

Partnered with AWS to skill employees in cloud and other emerging technologies

In FY21,
580+
employees certified in:

Intelligent automation

Process analysis & design

Robotic process automation

Digital process automation

Artificial intelligence

twimbit

'Donate Your Data',
helping the underprivileged

Enabling customers to donate unused data to young people, their families and other Australians in need

25,000+

Youngsters part of the program

28,371,456 GB

Data donated by customers

100,000+

Expected beneficiaries by 2025

3,100,000 GB

Data donated by Optus

twimbit

Match up with Optus

'Automation' as a CX strategy

- Put customers in control of their connectivity

- Skilled employees' as a digital strategy

- Use technology to overcome social disparities

twimbit

8. China Mobile

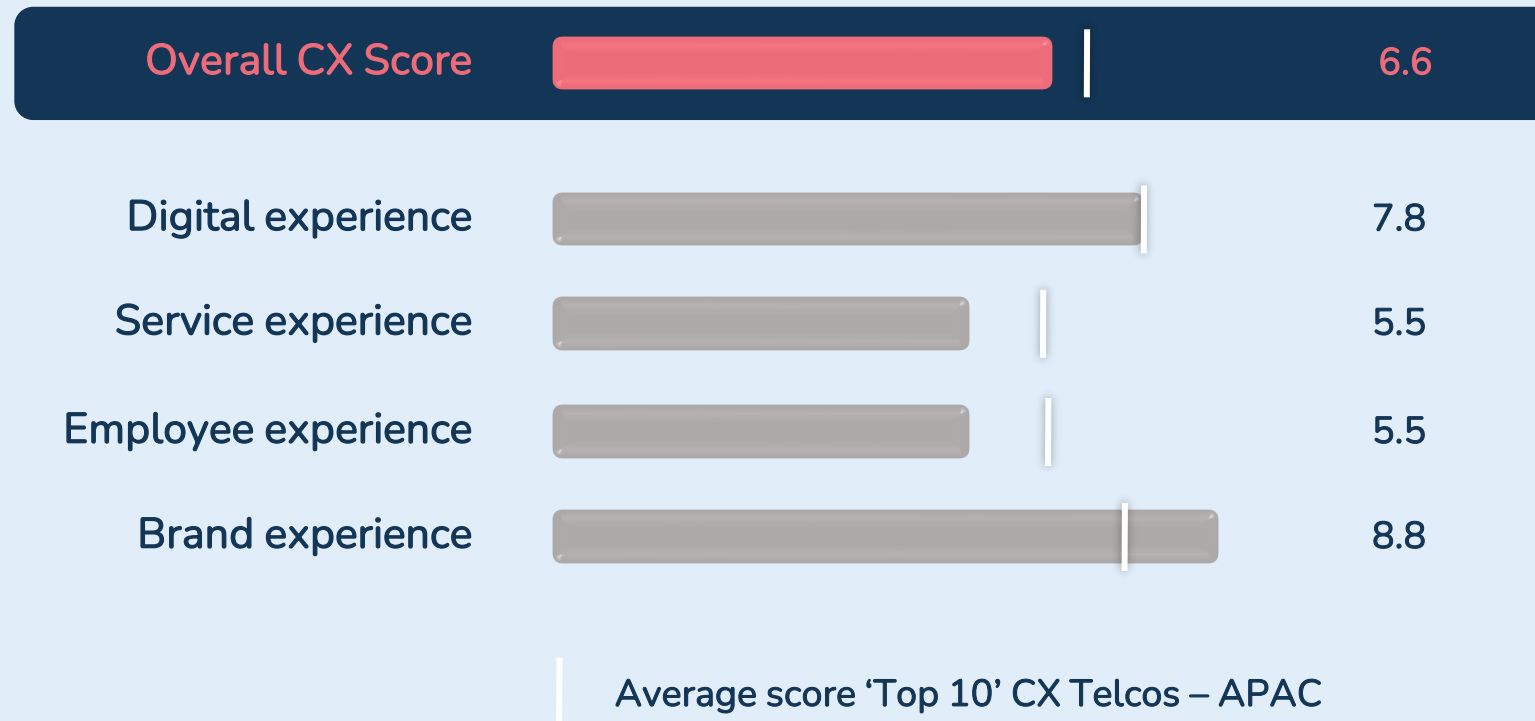## AI as the central theme across business functions

中国移动
China Mobile

"

We have given wider connotation to our 'Powerhouse' strategy and put forward a new strategic vision: We will open up development space toward information services and focus on technological innovation to create competitive advantages. These moves will form part of our concerted efforts to achieve our goal of joining the league of the world's first-class information service technology companies.

Yang Jie,
Chairman

twimbit

Performance on twimbit CX Framework

Using AI systems to enhance customer interactions

中国移动
China Mobile

Overall CX Score		6.6

Digital experience		7.8
Service experience		5.5
Employee experience		5.5
Brand experience		8.8

| Average score 'Top 10' CX Telcos – APAC

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Top Initiatives

Leading customer programs across our 4 pillars

中国移动
China Mobile

Digital experience

Service experience

Employee experience
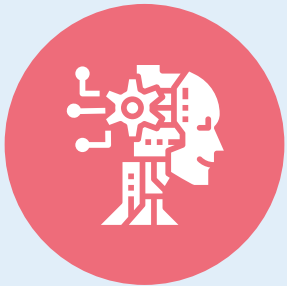
Brand experience

Pioneering application of
AI across functions

Closing the
service quality gap

A robust employee
redressal mechanism

Internet-based poverty
alleviation

twimbit

Pioneering AI application across five functions

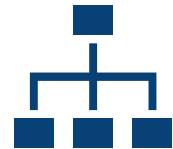**Intelligent VoLTE voice quality evaluation**

Voice analysis cost reduced by 83%

Service

Intelligent auditing

24 auditing items including contracts and bills

Management

Network

Network self-service robot

Customer complaint handling efficiency up 20X

Market

Intelligent auditing

7.5% comparative growth in the ARPU Marketing Dept

Security

Anti-fraud system

Over 14 million spoofed calls intercepted per month

twimbit

Closing the service quality gap

Evaluating customer perception

'CX perception evaluation platform' to conduct quality evaluations

Intelligent services

Tools such as 'smart voice navigation system' for quick customer response

Customer communication

Building customer-centricity using platforms – 'Voice of customers' & 'Voice of the frontline'

32.4% drop in
Average complaint rate per month

53.5% drop in
'perceived user experience' complaints

36.1% drop in
'household broadband service quality' complaints

twimbit

A robust employee redressal mechanism

23.6%

Y-o-Y decrease in employee resignations

Employee representative congress

To advice employees about matters of their interests. Employee representatives included in decision making

CEO Mailbox

In 2020, 573 employee letters were received in the mailbox. The resolution rate of letters was 100%

Other complaint mechanisms

- Trade union
- Chairman, Trade union
- Employee Forum

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Internet-based poverty alleviation

Enabling digital income opportunities for remote areas
by providing preferential communication services

Gigabit optical fiber broadband

52,000

Remote villages connected
via broadband access

Complimentary phone credits

~$1.9 bn

Investment in 'Telecommunications
Universal Service Project'
for remote areas

Preferential communication services

>98%

Coverage of 4G in
administrative villages

twimbit

Match up with China Mobile

AI as a norm rather than an exception

- Build robust processes for consistent service quality

- Ensure top-notch employee redressal systems to retain scarce talent
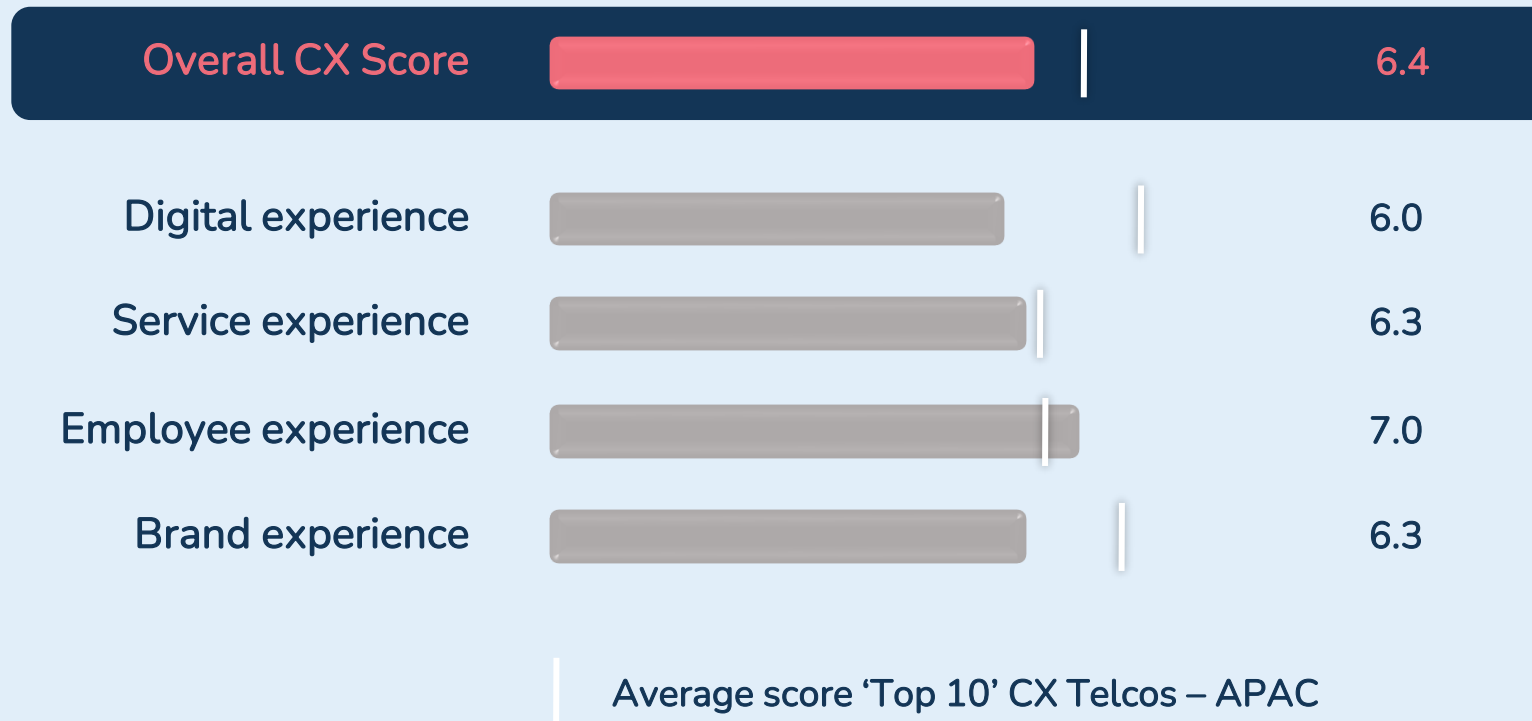
- Connect with future customers via sustainable actions

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"

We've also introduced organization-wide principles for providing a high care approach to customers in vulnerable circumstances... and we've reduced by 35 per cent the number of customers who can't meet their plan commitments and are ultimately disconnected, by ensuring they are on the right plan for their needs and budget.

Andrew R Penn,
MD and CEO

twimbit

Performance on twimbit CX Framework

Empowering employees to better serve customers

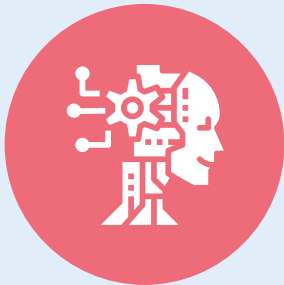|	Score
Overall CX Score	**6.4**
Digital experience	6.0
Service experience	6.3
Employee experience	7.0
Brand experience	6.3

Average score 'Top 10' CX Telcos – APAC

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Top Initiatives

Leading customer programs across our 4 pillars

Digital experience

Helping organizations create a digital workplace

Service experience

CrowdSupport, a 24/7/365 customer support forum

Employee experience

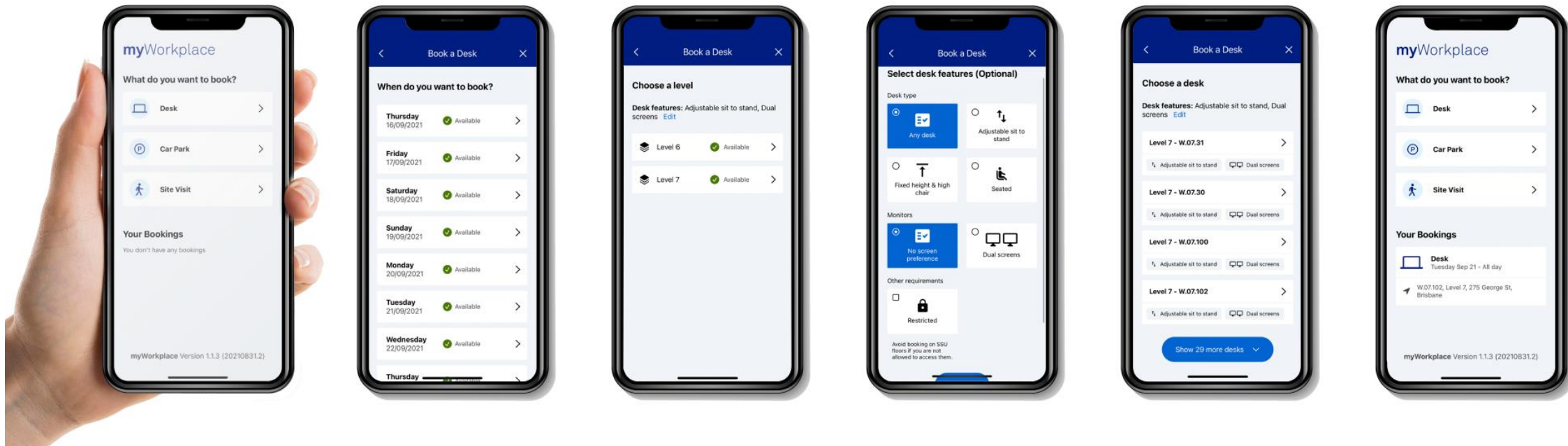Empowering frontline workers with customer-focused resources

Brand experience

Helping seniors develop digital skills

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Helping organizations create a digital workplace

Telstra's 'myWorkplace' app helps businesses bring their teams back to the office in safe and cost-effective ways

56,000+

Employees use the app

twimbit

CrowdSupport, a 24/7/365 customer support forum

Targeting customer questions, support requirements and recommendations on product and service improvements

Romy1
Level 4: Private Eye

✓ Forum

Streaming (Netflix, Stan, Foxtel Now, Binge) • A Month Ago

Disney plus 12 months redemption on Telstra

I have this offer on my Telstra account to redeem Disney plus for 12 months.But I am getting an error message "We ran into a problem loading that offer. ERRRDM01". Any solution?

2 Likes • 1,878 Views • 25 Replies • yesterday by Luci_M   +10

TNSG
Level 1: Cadet

Forum

Home Broadband • Yesterday

Constant Modem reset

Hi ultra-high-speed connection that starts to slow significantly every few weeks. problem is fixed if I turn the modem on and off again. Tedious fix for a premium service. Any recomedations? Thanks GA

0 Likes • 43 Views • 2 Replies • yesterday by TNSG

693,434
Members

522,557
Community posts

15,916
Solutions provided

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Empowering frontline workers
with customer-focused resources

Training
Mandatory training for all customer-facing employees

Selling
Published a guide on how to ask customers about the affordability of their purchases

26,000 employees

Completed '**Customers in vulnerable circumstances**' & '**Introduction to Indigenous cultural capability**' training

24,000 employees

Completed '**Responsible Business and Sales Practices 2021**' training

35% drop

In customers who are unable to meet plan commitments

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Helping seniors develop digital skills

The 'social seniors program' helps senior Australians build skills and confidence to use computers, tablets and smartphones

9,247

Face-to-face and virtual digital literacy training held in FY21

$6.64

Expected social return for each $1 on investment

Face-to-face trainings

The sessions are delivered in collaboration with the government at 3 locations across Australia

Learn in your language

Introduction to devices, email, social media, and the internet in 14 languages

Telstra how-to-guides

Instructions on how to download and use 'My Telstra app' and how to pay online

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Match up with Telstra

Provide platforms for customers to share their thoughts the way they want

● Solve customers' real problems to build trust

● Implement ethical sales as a business strategy

● Build new opportunities by acknowledging ignored customers segments

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Junichi Miyakawa,
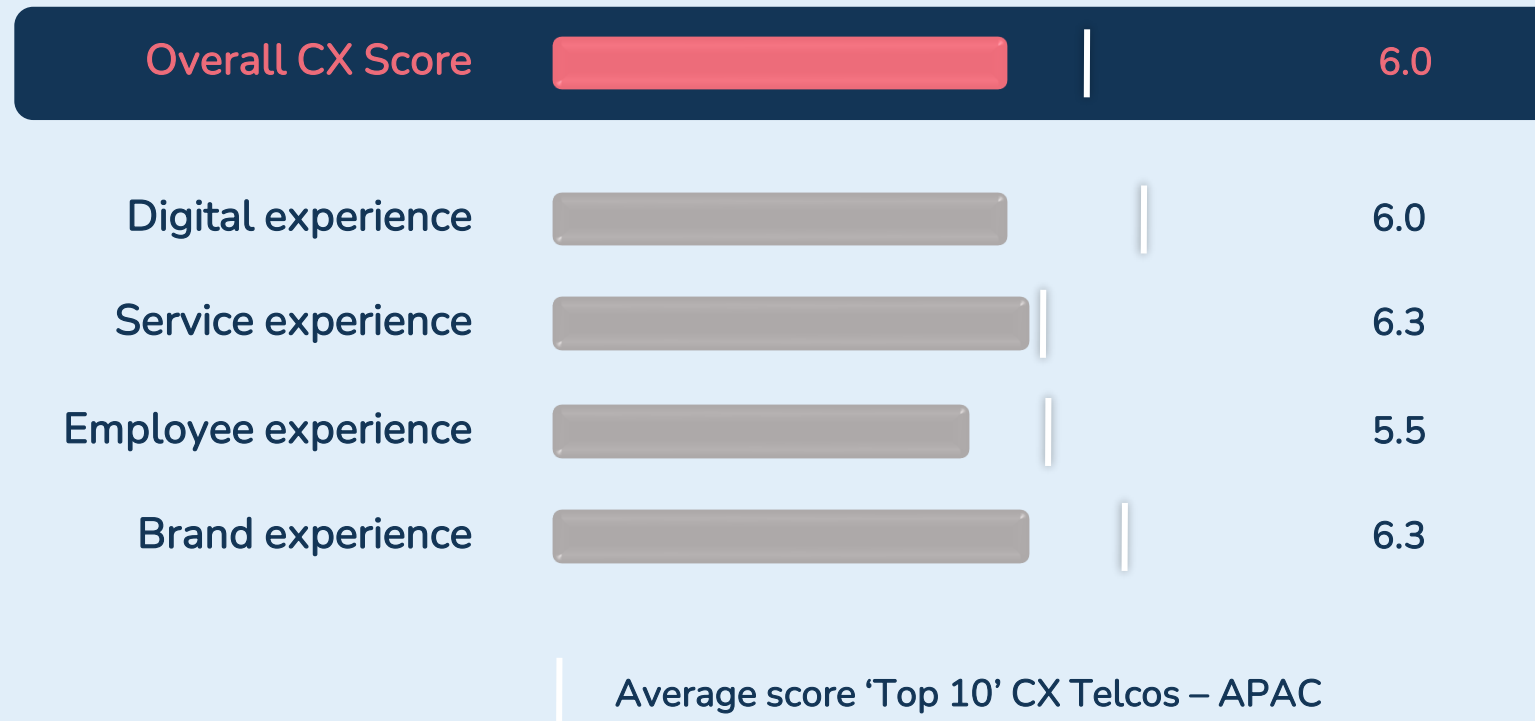President & CEO

SoftBank

" '‘Beyond Carrier’ is a strategy that aims to expand business fields other than telecommunications, while further growing our core telecommunications business... we want to create new value by connecting these platforms with the power of cutting-edge technologies to achieve total optimization and make services even more convenient and richer for users.'

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Performance on twimbit CX Framework

Solving societal problems using data

SoftBank

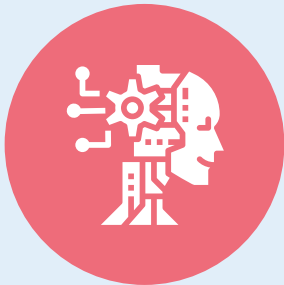|		
Overall CX Score		**6.0**

Digital experience		6.0
Service experience		6.3
Employee experience		5.5
Brand experience		6.3

Average score 'Top 10' CX Telcos – APAC

twimbit

Top Initiatives

Leading customer programs across our 4 pillars

SoftBank

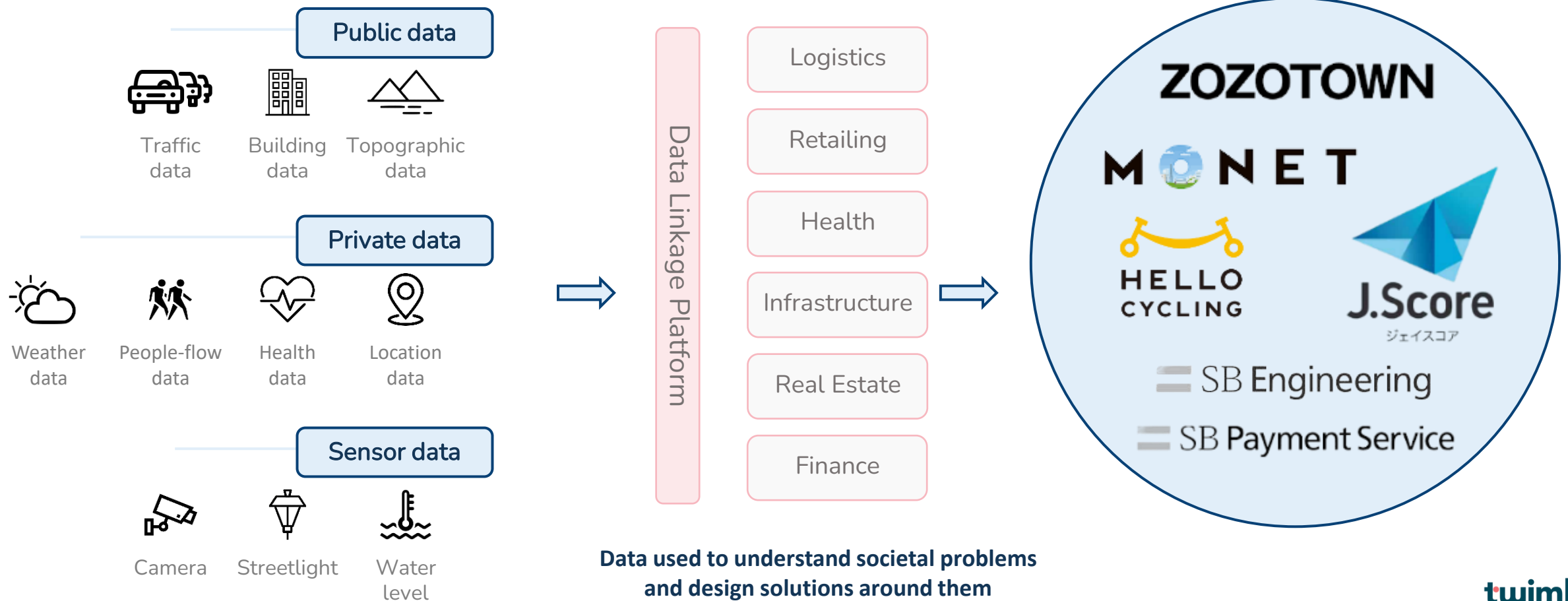| Digital experience	Service experience	Employee experience	Brand experience
'Beyond Carrier' strategy – expanding beyond network	Driving subscriber retention via multi-brand strategy	Enhancing worker productivity using digital tools	Helping the hearing impaired to communicate

twimbit

'Beyond Carrier' strategy – expanding beyond network

Using public and private data to launch tech-based solutions across industries

Public data
- Traffic data
- Building data
- Topographic data

Private data
- Weather data
- People-flow data
- Health data
- Location data

Sensor data
- Camera
- Streetlight
- Water level

Data Linkage Platform

- Logistics
- Retailing
- Health
- Infrastructure
- Real Estate
- Finance

ZOZOTOWN
MONET
HELLO CYCLING
J.Score ジェイスコア
SB Engineering
SB Payment Service

Data used to understand societal problems and design solutions around them

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Driving subscriber retention via multi-brand strategy

Simplifying data plans and plan management processes to meet customer needs and life stage changes

Eliminated brand switching costs

No sim lock during brand switching

Brand campaigns to choose the right plan

Brand switch available via shop, website or app

SoftBank

Merihari Unlimited

¥ 6,580 /month

Unlimited data

LINEMO

Digital-only brand	
20GB	¥ 2,480 /month
3GB	¥ 900 /month

Y! mobile

3GB	¥ 1,980 /month
15GB	¥ 2,980 /month
25GB	¥ 3,780 /month

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Enhancing worker productivity using digital tools

Digital Worker 4000 Project, ensures worker time is spent on value-adding operations for customers by redefining business processes and use of digital tools

4,000 man-hours

Targeted efficiency
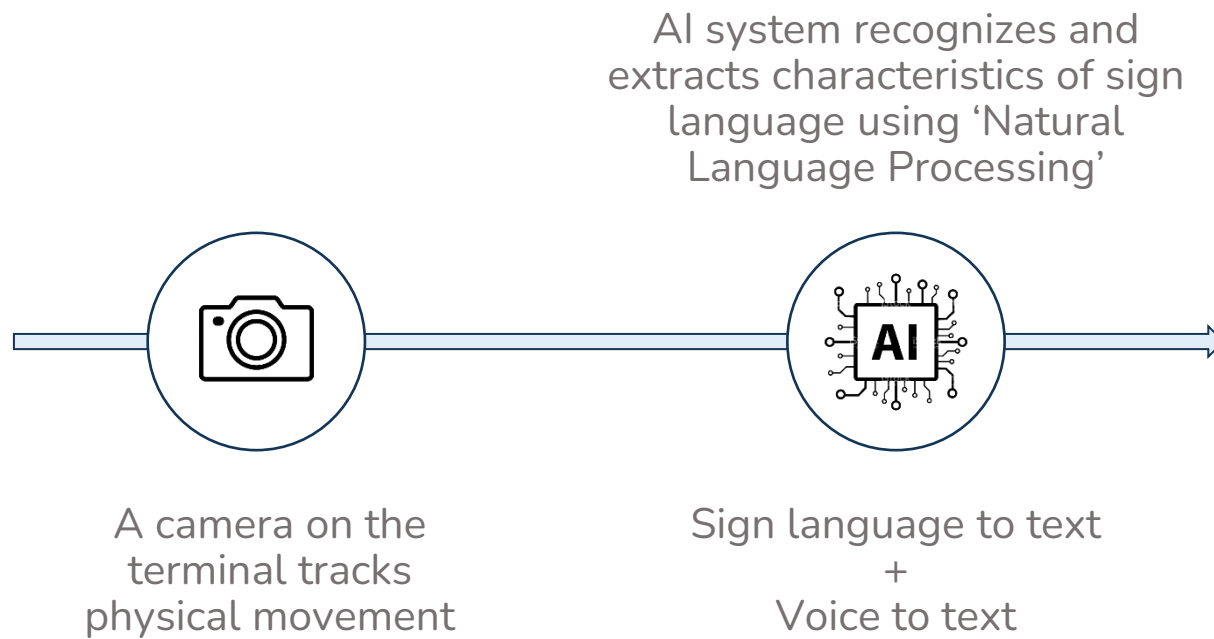(7.7 million hours a year)

3,000 man-hours

Time saved till date

CASE STUDY

30 minutes to 5 seconds

Efficiency achieved in information search for sales rep support team by the adoption of a chatbot system

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Helping the hearing impaired to communicate

'**Sure Talk**', a communication tool that enables conversation between sign language, voice and AI

AI system recognizes and extracts characteristics of sign language using 'Natural Language Processing'

A camera on the terminal tracks physical movement

Sign language to text
+
Voice to text

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Match up with Softbank

Use data to identify and address societal challenges

- Launch multiple brands to reach all customer segments

- Automate employees' monotonous tasks

- Use technology to connect the unconnected

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Insights *that find you*

The twimbit experience:

Subscriptions

Communities

Advisory

How can we help?
reachus@twimbit.com