



2022

**Best In-store  
Experience**

Asia Pacific

**twimbit**



# Best In-store Experience

**NTT  
docomo**

JUNE 2022



**recognising  
winners shaping  
our future**

The “twimbit Asia Pacific telecom service provider winners” program has been instituted to recognise outstanding performers in the industry. The winners are decided based on the extensive research done by our analyst team over the last 12 months. We hope these awards will motivate and inspire individuals, teams and leaders to continue their journey in driving growth and innovation for the industry.

## Selection Process

- The winners are decided based on **extensive research of all publicly released material by the companies**. So, if you have reported your progress, we have captured it.
- There are **no nominations** to be evaluated for this program. We believe that having a nomination process restricts the universe of companies being considered for identifying the winners. We have taken the approach to evaluate every company that discloses information and competes in the market.
- **Criteria for selection:** A high degree of emphasis has been placed on quantitative metrics such as revenue growth, subscriber growth, EBITDA margins, etc.
- We defined the **categories** and its specific measurements to showcase how the leaders are transforming and driving the industry forward.
- For each winner, best practice insights are provided as to what makes them special.
- The winners are published on [www.twimbit.com/winners](http://www.twimbit.com/winners).

Organisations are welcome to use the recognition without any constraint or copyright issues. Additionally, premium deliverables such as winner logos, write-ups, analyst quotes and presentations are available on request.

*We welcome all forms of feedback as we endeavour to make this a credible program that supports the growth of this industry.*

## twimbit Asia Pacific telecom service provider winners 2022

- 1 Best Customer Experience 
- 2 Best In-store Experience 
- 3 Best Digital Experience 
- 4 Best Employee Experience 
- 5 Best Network Innovation 
- 6 Best telco to ace "Diversity in Leadership" 
- 7 Best telco to ace "Growth beyond connectivity" 
- 8 Best telco to ace "E-commerce" 
- 9 Best telco to ace "Financial Services" 
- 10 Best telco to ace "Content & Media" 
- 11 Best telco to ace "5G" 
- 12 Best telco to ace "Enterprise Business" 
- 13 Telco of the Year 



## Best In-store Experience

A better service experience gives a telco the edge over its competitors. To make a better experience, the experience must go beyond the network and the product. The transition to digital accentuates this trend as consumers do not need to visit physical stores to acquire services or receive customer support. Instead, the physical storefronts now need to find new purpose and relevance in the overall customer's journey, as they still play an important role in helping define the brand identity.

*twimbit recognises NTT Docomo  
for delivering the best in-store experience.*

**“ NTT Docomo aces In-store Experience with its ‘d garden’ concept stores as it shifts focus from selling to orchestrating an experience. ”**

- NTT Docomo has retail stores as brand experience centres. You don't have to be a Docomo user to experience their services.
- 'd-garden' shops are proof of concept that focuses on "shop in a space", specialising in communication and experience-focused content.
- NTT Docomo designs its stores explicitly to fulfill people's diverse needs across the various age groups, from children to elders. For example, it has a café, a Docomo smartphone classroom, a beverage vending machine with a cashless experience, a Docomo shop and mobility services within the store.
- The operator would also continue to expand services to improve the experience for all people visiting via sharing bikes, shared batteries, and deploying storage batteries in case of disaster.



Insights



Immersions



Challenges

How can we help?

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