Best Customer Experience
Asia Pacific

2022 | twimbit

Best Customer Experience

SK telecom

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.*

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

#	Category	Winner
1	Best Customer Experience	SK telecom
2	Best In-store Experience	NTT docomo
3	Best Digital Experience	KDDI
4	Best Employee Experience	SK telecom
5	Best Network Innovation	Rakuten Mobile
6	Best telco to ace "Diversity in Leadership"	Spark nz
7	Best telco to ace "Growth beyond connectivity"	SoftBank
8	Best telco to ace "E-commerce"	Taiwan Mobile
9	Best telco to ace "Financial Services"	airtel
10	Best telco to ace "Content & Media"	SK telecom
11	Best telco to ace "5G"	China unicom 中国联通
12	Best telco to ace "Enterprise Business"	中国移动 China Mobile
13	Telco of the Year	airtel

Best Customer Experience

Intense price competition and declining EBITDA margins have sieged the telecom industry. Moreover, telecom service providers are impacted by poor Net Promoter Scores in customer experience when pitted against the global tech giants. Industry leaders acknowledge the urgency in investing and transforming customer experiences for the better if they intend to improve profitability, reduce costs and develop new innovative services.

In our experience, this transformational journey for a telco must include a 360-degree view of its stakeholders as it drives value creation for customers. Telcos can achieve this transformation by creating:

- a digital-first experience
- exceptional employee experience
- seamless service experience
- and a positive brand experience.

twimbit recognises SK Telecom (SKT)
for delivering the best overall customer experience.

"SK Telecom aces Customer Experience with a focus on AI and Employee Experience."

Its strong drive to enhance employee experience served as a blueprint for delivering exceptional customer experience. Also, the service provider focuses on leveraging AI, analytics, big data, and other consumer-oriented technologies to deliver a seamless digital experience.

- The SKT experiential store 'T Factory' showcases how SKT has transformed from a telco to an ICT player by seamlessly connecting the customers' offline and online experiences.

- SK Telecom has been building a positive brand experience for its customer base. SKT manages the 'Happy Credit' program in which customers accumulate points for purchasing goods from social enterprises and SMEs across its various 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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 Insights

 Immersions

 Challenges