



2022

Best Digital
Experience

Asia Pacific

twimbit



Best Digital Experience

KDDI

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

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|----|--|---|
| 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 Digital Experience

Today's customers are digitally savvy and more open to adopting new technology. The challenge for telcos lies in the high service benchmarks set by digital natives Netflix, Spotify, and Amazon.

Digital initiatives are crucial for operators to extract insights about consumers. Adopting the right CX technologies paves the roadmap toward building a great customer engagement platform and optimising customer interactions.

A digital-first experience has to marry omnichannel communication, service personalisation, digital platforms & mobile application, and security & privacy into a single fabric.

*twimbit recognises KDDI
for delivering the best digital experience.*

**“ KDDI aces Digital Experience with
seamless integration of communications
and life design services. ”**

- KDDI has been expanding life design services using emerging technologies, with the operator shifting from customer acquisition to enhancing service experience.
- The life design service is an example of integrating big tech to deliver a personalised digital experience to customers.
- “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.



Insights



Immersions



Challenges

How can we help?

reachus@twimbit.com

