

# Telco CX leaders 2022

## Asia-Pacific edition

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An insight into China Mobile



8.

## China Mobile

AI as the central theme across business functions



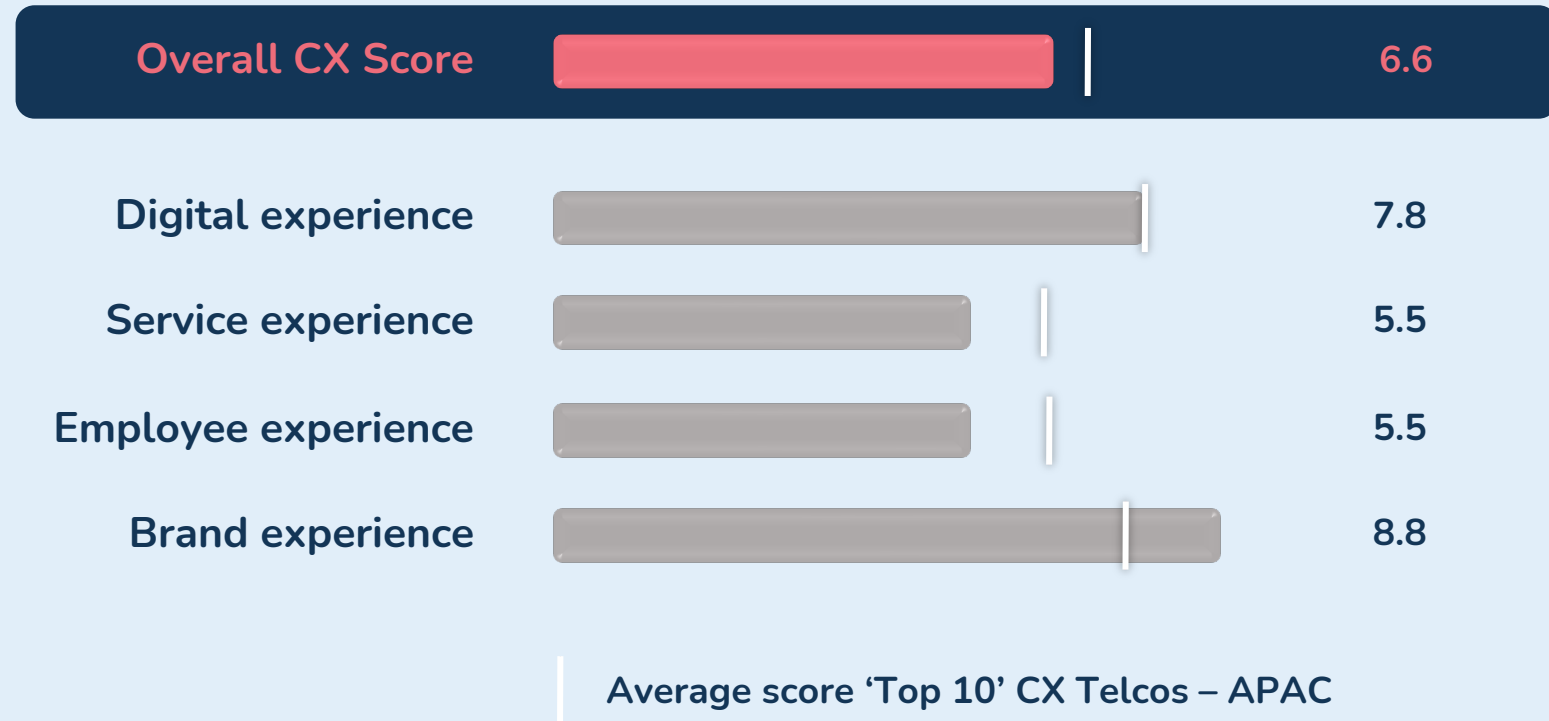
Yang Jie,  
Chairman



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.

# Performance on twimbit CX Framework

*Using AI systems to enhance customer interactions*

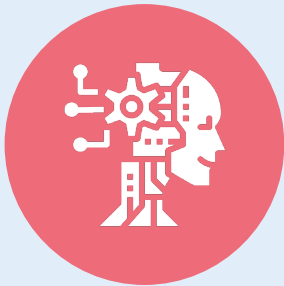


# Top Initiatives

*Leading customer programs across our 4 pillars*



## Digital experience



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Pioneering application of  
AI across functions

## Service experience



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Closing the  
service quality gap

## Employee experience



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A robust employee  
redressal mechanism

## Brand experience



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Internet-based poverty  
alleviation

# Pioneering AI application across five functions

## Intelligent VoLTE voice quality evaluation

Voice analysis cost  
reduced by 83%

### Service



### Management



## Intelligent auditing

24 auditing items including  
contracts and bills

### 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



# 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

# A robust **employee** **redressal** mechanism

**23.6%**

Y-o-Y decrease in  
employee resignations

## **Employee representative congress**

To advise 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

# 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





## 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



Insights **that find you**

The twimbit experience:

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Subscriptions

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Communities

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Advisory

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**How can we help?**

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