

CUSTOMER EXPERIENCE



WHY WE CARE

Creating customer value has always been at the core of what we do. Our legacy is built on how we have been able to connect with customers and deliver on their communication needs. As society shifts towards a digital future, we need to evolve along with our customers' changing needs. This includes adapting to their growing expectations, which have been influenced by new technologies and solutions that facilitate fast and seamless customer interactions. Transforming the customer experience transformation can unlock new opportunities, drive growth, reduce costs, improve competitiveness and create sustainable value.

As we continue to improve our customer's journey and experience, we must not forget the importance of human connection in customer service. It is not just about making things quick and easy, but also about showing empathy, kindness and compassion. Our human-centred approach aims to provide personalised and meaningful services that build long-term trust and satisfaction with our customers.

What Our Stakeholders Expect

- Simple and seamless interactions
- Fast response times
- Customer-friendly platforms

WHAT IS OUR APPROACH

Through TM's Customer Experience (CX) team, we adopt a 'customer first' management approach, in which we focus on elevating CX at every touchpoint of their journey. Our key focus areas include proactively managing end-to-end usage experience through analytics, strengthening processes and optimising resources at touchpoints and establishing strong fundamentals in the continuous improvement of our CX. In our effort to make our customer's life easier, we deliver differentiated and new digital experiences for our customers by empowering them through various self-service digital platforms.

We also balance the efficiency that comes with digital technology together with the emotional connection delivered by our frontliners. This means providing the necessary support and training to our frontliners to ensure they are always ready to address customer concerns with respect and empathy. To future-proof our organisation and align with TM's aspiration of becoming a human-centred TechCo, we are also building capabilities to empower customers to make choices and drive convergence benefits through personalised and omnichannel experiences.

With a customer-first mindset, we strive to deliver exceptional customer experience through three (3) key principles:

- **Simple** – Simple and efficient, easy to deal with
- **Convenient** – Multiple touchpoints to serve all customers using their preferred channels
- **Contextual** – Experience that is personalised and relevant to the customer

Deployed Capitals:  

Met Strategic Aspirations:   

Stakeholders Affected: 

Sustainability Impact:  

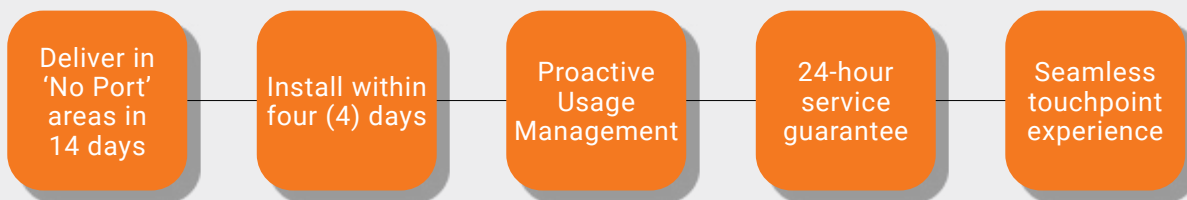
HOW WE CREATED VALUE IN 2022

1 Driving a System of Continuous CX Improvement

The continuous improvement of TM's CX means shifting from measuring Net Promoter Score (NPS) to operationalising NPS as a system within the Group. Through Voice of Customer (VOC), we are able to gather various customer feedback to drive improvement throughout our touchpoints.

In 2022, we integrated our CX Value Programmes into the customer journey, driven by agile execution. These programmes were designed to address key needle moving episodes in the customer journey. Shifting from measuring NPS to adopting NPS as a system is to improve our way of working to become more customer centric.

Our ability to deliver on the customer promise is now defined within five (5) key performance metrics:



2 Improving the Customer Journey

Our efforts in enhancing CX cover every aspect of their journey with us. From their first interaction at our touchpoints, to the end point of resolving their concerns, we continuously find ways to make their journey easier.

Enhancements Made in 2022	
What We Did in 2022	Achievements
<p>Improve Service Waiting Time</p> <p>How? Accelerated infrastructure rollout and site provisioning through analytics</p>	<ul style="list-style-type: none"> • Three (3) out of four (4) customers who registered for new subscriptions within Unifi coverage area were serviced within 14 days
<p>Increased Service Availability</p> <p>How?</p> <ul style="list-style-type: none"> • Accelerated the refresh of aged fibre last mile in high fault areas • Proactive fault and performance management using software, predictive analytics and RPA 	<ul style="list-style-type: none"> • 55% fault reduction at identified high fault areas • Reduction of fault interaction ratio from 7.1 to 4.7 per 100 customers
<p>Fast and Accurate Resolutions</p> <p>How?</p> <ul style="list-style-type: none"> • Increased capability to restore within 24 hours up to 86% • Improve quality of resolution at customer fronting touchpoints including Contact Centre, Digital, TMpoint and Field Team 	<ul style="list-style-type: none"> • 88% Unifi customer's network-related faults restored within 24 hours • 89% first-time-right resolution across all touchpoints

3 Delivering a Differentiated Digital Experience

In making life easier for our customers, we continuously enhance our digital touchpoints for a more seamless and user-friendly experience. Through these applications, we strive to empower customers to easily resolve issues while keeping them engaged and well-informed.

DIGITAL EMPOWERMENT OF CUSTOMERS



EasyFix

What is it?

A convergence app within MyUnifi app that allows customers to self-diagnose and troubleshoot any issues.

2022 Enhancements

- **Network Check:** Customers are able to check the network status within their areas
- **Auto-Ticket Creation:** Customers will also be connected to a Live Chat agent if their network issue remains unresolved after self-troubleshooting



MyUnifi

What is it?

An all-in-one app that allows Unifi customers to manage their accounts, bills and more.

2022 Enhancements

Managing Appointments: Customers are able to book their appointments for installation and restoration activities, as well as track the restoration appointment.



TM Speedometer

What is it?

A tool that enables customers to perform service checks and receive notifications for any outages.

2022 Enhancements

Self-Ticket: Customers receive an automatic ticket for any performance issues detected.



WhatsApp for servicing

What is it?

A servicing notification platform for proactive fixing and predictive service faults.

2022 Enhancements

Early Notifications: Customers will be notified upfront of any service faults, which will then prompt proactive fixing, customer premises equipment (CPE) replacement and a customer feedback survey for TM One Smart Services. This has increased our reachability and engagement rates up to 90% and 50%, respectively.



Unifi HERO-Buddy

What is it?

A self-troubleshooting mobile app that empowers employees to become Care Crew Ambassadors and provide assistance to any customers that encounter issues, either online or offline. The app provides employees with technical information, helps identify problems and offers quick solutions for faster issue resolution.

2022 Enhancements

Employee Empowerment: Customers can engage with any TM employee for assistance, as the employees will have access to technical information related to Unifi, identify issues faced by customers and ultimately provide the best solution to resolve issues faster.

As a testament to continuous efforts in digitally transforming CX, we recorded growth in the adoption and usage of our digital applications and platforms.



4 Overall CX Performance

Our CX team has remained steadfast in creating a seamless and personalised experience for our customers, resulting in various improvements and awards within the field.

Net Promoter Score



Complaints Received through MCMC on Unifi fix: 57% reduction

AWARDS & RECOGNITION

Awards/Certification	Awarding Body
Connectivity Networks (Silver)	Putra Brand Awards 2021
Marketing Leader of The Year (Silver – TM One)	Marketing Excellence Awards 2021
TOP 3 – For TM Mengukir Malaysia – Raya Kufi	The Star Nation’s Favourite by Malaysian 2022
Converging the Best Content and Device Offering: (Bronze – Unifi Anytime Anywhere campaign)	MDA Awards 2022
Best Digital Nation Video Award – Digital Malaysia #Progress for All (Top 15)	Mobile 360 Digital Video Award 2022
TOP 10 winners of the Merdeka TVCs of 2022 (TM’s TVC title: Ibu, Kisah Seorang Tokoh Kemerdekaan)	MARKETING Magazine’s Experts’ Choice of Top Merdeka TVCs
Best Outsourced Inbound Contact Center (Silver – Unifi)	23rd Contact Centre Industry Excellence Awards 2022
Prime Gold Award for Edubite & Gold Award for Debt Collection Gig	International Convention on QC Circle (ICQCC) 2022 (Jakarta)
Unifi recommender – Interactive video (Bronze – Unifi)	Marketing Excellence Award
Best Customer Experience Awards 2022	CXP Best Customer Experience Awards 2022
Best in Consumer Satisfaction for Pay television (UnifiTV)	MCMC Star Rating Awards
Kancil Awards 2022: TM Mengukir Malaysia – Kufi Art <ul style="list-style-type: none"> • Best Print & Publishing-led Integrated Campaign • Innovation in Design • Digital Experiences • Best Use of Cultural Insights in Design • Creative Effectiveness: Design • Typography: Campaign 	Kancil Awards 2022
Kancil Awards 2022: TM Mengukir Malaysia – Ibu <ul style="list-style-type: none"> • Best Use of Cultural Insights in Film & Branded Content • Best Use of New Realities in Storytelling • Best Use of Cultural Insights in Design • Best Use of Cultural Insights in Digital Experiences • Best Digital-led Integrated Campaign • Best Use of Cultural Insights in Brand Experience & Activation 	