

Enhancing Customer Experience & Satisfaction

Mapping against SDGs



OUR CUSTOMERS

Created superior digital experiences for our customers through enhanced digital channels and self-serve capabilities

At Maxis, we are deeply committed to always provide an “Unmatched Personalised Experience” (UPE). It has always been our guiding principle to always put the needs of our customers at the heart of everything we do, delivering a customer-first experience, which enables us to proactively serve the increasingly digital lifestyles of our customers.

In the year under review, we strived to expand our UPE philosophy across even more customer touchpoints. This was even more relevant as the pandemic persisted into its second year and the pace of digital adoption amongst our customers accelerated. As the connectivity service provider, we knew we had to provide more accessibility to our services, while enabling even more channels like modern trade, online, and e-commerce stores. These are some initiatives that we implemented in 2021:

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- 1 Enabled in-store customers to continue their purchase journey online via the Maxis Online Store.
- 2 Expanded our digital presence through the Maxis Online Store as well as through partnerships with e-commerce marketplaces.
- 3 Leveraged the digitalisation agenda amongst retail SMEs to cross-sell Maxis Smart Retail solutions.
- 4 Provided in-store flash offers and promos using QR codes.
- 5 Activated all distribution touchpoints including MAXbot to allow customers to access Jaringan Prihatin Programme for the B40 segment.
- 6 Partnered with Malaysian Digital Economy Corporation (MDEC) as a Technology Service Provider driving government initiative through Ministry of Finance (MOF) for the SME Digitalisation Grant under Budget 2020, bringing the SME Grant to our SME customers, with QR code and WhatsApp fulfilment.





Our Value Creation Theme 2: Enhancing Customer Experience & Satisfaction

Our Value Creation Outcome

- 01
- 02
- 03
- 03
- 04
- 05
- 06

Accelerating digital engagement and customer care to support our customers during this difficult time

As the pandemic drove an acceleration towards digitalisation, we were able to mobilise our existing infrastructure to cater to the rapid shift in customer behaviour and be nimble enough to respond to their changing needs. The net result of transforming the way we deliver our value chain to the market has fundamentally made us a more agile and digital company.

Our online platforms, banking and e-wallet partnerships have helped grow digital payments and reload adoption. For a digital approach to customer care, we deployed MAX, our chatbot that manages conversations with customers through WhatsApp, Visual Interactive Voice Response (VIVR), and a fibre self-diagnostic tool to self-manage and optimise Maxis Home Wi-Fi performance. These initiatives contributed to the growth of the Maxis online store traffic, with our unique visitors per month increasing by 38% in 2021 as compared to 2020.

It has fundamentally transformed the way we do business and how we engaged our customers and it has proven to be extremely useful during the pandemic in ensuring our business continuity. We continued to accelerate our efforts to increase the pervasiveness of digital in all areas of sales and service through enhanced and new technologies.

Entrenching a winning customer culture

Maxis places top priority on the “Customer First” culture, as we continue to institutionalise the culture of giving our customers the best experience at every single touchpoint. We took advantage of our robust closed-loop feedback strategy and took a 3-prong approach that revolves around our people, processes, and systems:

People

The inner loop drove continuous coaching, our campaigns uplifted promoters and the CX Summit created company-wide engagement and awareness.

Processes

The outer loop drove continuous improvement driven by customer insights, with the goal of simplifying user experiences.

Systems

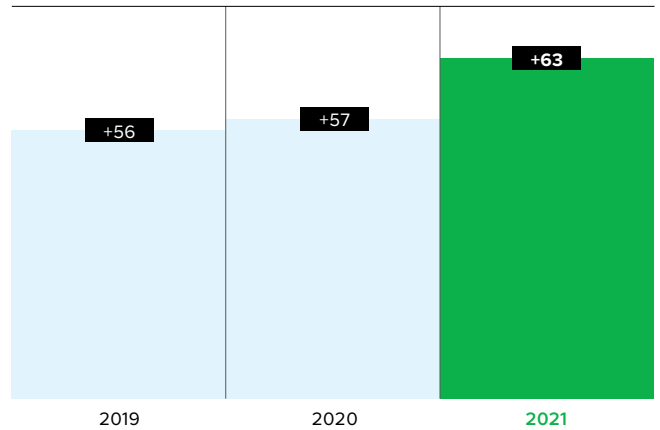
Customer feedback surveys with real-time analytics enabled company-wide CX closed-loop culture and accelerating feedback-led innovations.

The Maxis CX Summit aims to continue bringing in new CX (Customer Experience) ideas, trends and the latest CX digital solutions as an inspiration to Maxis employees. In 2021, the event was held over 3 days and included panel sessions, virtual expos, CX “ideas challenge”, and the MaxisWay Awards ceremony to recognise and celebrate the outstanding achievements of our employees who have exemplified and demonstrated our MaxisWay values.

The programmes, including the Customer First and Best Contact Experience, which at its core are aimed at elevating the customer experience, have enabled us to consistently deliver UPE and maintain high Net Promoter Scores.

Net Promoter Score (NPS)

Maxis continues to deliver strong NPS scores because of our closed loop feedback culture and the digital empowerment of our customers.



Enhancing customer experience and satisfaction in the future

Going forward, we aim to continue to provide Unmatched Personalised Experience, and with it enabling Maxis to grow customer value as they utilise more products with us and add new subscribers delivering an exciting omnichannel experiences and driving digital care adoption to differentiate ourselves as the leading brand.



Delivering Distribution Excellence



Maximising Customer Lifetime Value



Unmatched Personalised Experience