

Business Review



Our

Customers

A



Our customer service is focused on creating differentiated service channels to provide the market with an “Unmatched Personalised Experience” (UPE). We strongly believe our approach contributes towards the creation of a digital society in Malaysia, one that is empowered to make the most of opportunities for socioeconomic progress that digital technologies provide. In 2019 we unveiled the new Maxis Concept Store which incorporates cutting edge technology, as part of our continuous customer-centric digital service proposition.

Unmatched Personalised Experience

Our UPE philosophy is premised on delivering a customer-focused experience that proactively anticipates our customers’ needs to bring about a worry-free experience for them.

UPE remains the mainstay of all our services and solutions. It brings together the best of technology in the delivery of our solutions and services that are most relevant to our customers’ digital lifestyles, to ensure they obtain the best value through personalised offers, services and experiences.

Our UPE proposition is substantiated by our capabilities in fixed as well as our superior mobile connectivity catering to rapidly evolving digital lifestyles. Above all, it is supported by our leadership in technology and advanced customer analytics tools to enhance the value of our converged offerings for individuals, homes and businesses.

We place great emphasis on timely responses to our customers and fully digitise real-time insights to elevate the customer experience, putting them at the heart of all our efforts in order to help them to Always Be Ahead. Our sustained efforts have resulted in Maxis achieving touchpoint Net Promoter Score (TP-NPS) of +56 in 2019.

Serving the Increasingly Digitally-Savvy

Without doubt, digital channels are becoming the preferred choice of interaction for our customers. Understanding this, we constantly strive to give our customers a great unmatched digital experience.

Towards this end, we have expanded our customer touch-points as part of our ongoing digitalisation strategy and in line with our UPE philosophy. We strive to provide our customers with easy to access and convenient digital channels. Currently, about 50% of our customers use our self-serve MyMaxis and Hotlink RED App, which reflects the demand for convenient digital services.

In tandem with this, we have enhanced these apps by introducing new features and capabilities such as the Fibre self-diagnostic tool. This tool allows our customers to receive trouble shooting guides and diagnostic support, thus offering them convenience at their fingertips.

We also rolled out our new visual Interactive Voice Response (IVR), which features a visual menu instead of a voice IVR. The IVR will be offered across all our digital channels so that our customers can access it anywhere, anytime, thus providing them a seamless omnichannel experience.



On top of this, we piloted the Maxis WhatsApp customer engagement channel, where customers can choose to communicate with our customer care consultants using the cross-platform messaging app. Our future plans are centred on evolving this service into a more advanced form of automated customer service, by integrating it with the chatbot.

We are particularly proud of our new Maxis Concept Store as it elevates our customer service experience. We launched two stores in 2019. In May 2019, we opened one store at The Gardens Mid Valley and in November 2019 at Sunway Pyramid. Our new concept stores are the first-of-its-kind in Malaysia. Representing a quantum leap in our convergence journey, the store offers state-of-the-art digital experiences that allow our customers to experience a fully immersive journey. Please refer to our side bar for a deeper understanding of how our new Concept Store elevates customer experiences.

At the same time, we recognise that not everyone can access our Maxis Concept Store nor do they want to interact in a purely digital way. Thus, we have also focused on upgrading our vast network of bricks-and-mortar touch points totalling 370 stores nationwide. Our self-service kiosks at these stores provide greater convenience for customers to perform basic transactions. We will continue to expand and digitalise our customer touch-points to expand and enhance our customers' access to our services.

Maxis' First-of-its-kind Concept Store

Our new Concept Store embodies our vision of becoming Malaysia's Leading Converged Solutions Company, in line with our MAX Plan strategy of expanding and enhancing customer touchpoints.

It is no longer merely a place for customer transactions, but has transformed into a venue to engage in meaningful customer conversations, where we help them explore further possibilities through our technology and digital offerings. Here are six different ways we are doing this at our Concept Store:

- **Maxis Interactive Retail Assistant (M.I.R.A.)** – a first-of-its-kind web app that gives customers a peek into Maxis promos, customised offers and more. All customers need to do is scan a QR code on a digital screen to set off their journey.
- **Discovery app for all demo devices** – Another first in Malaysia, this app allows customers to compare devices, pricing, plans and accessories through voice-activated giant screens for a fully immersive experience.
- **Fully immersive digital screens** – The first retail store in the world with a combined giant LED screen and 11 units of 98" screens all in one setting. One of the features includes voice-recognition screens, which allows Maxis personnel to share comparisons of different devices available in the store.
- **Retail analytics** – A tool that enables Maxis to better understand customers for more personalised engagement, including customer demographics and sentiment, customers' time in-store, customer journey and zonal engagement.
- **Radio-frequency identification (RFID)** – Through this technology, wireless security enables customers to truly feel free by self-browsing accessories of their choice, without having to worry about them being locked down by cables.
- **Mobile Point-of-Sale (MPOS) and wireless biometrics** – This technology enables Maxis personnel to serve customers anywhere in the store.

Driving A Customer First Culture

We have embedded a "Customer First" culture in our ways of working, placing emphasis on all our frontliners to put our customers at the heart of everything they do. We empower our customers and guide them to navigate the world of technology, and work with them to find solutions that best suit their needs. At Maxis, we are invigorated by the exciting possibilities technology offers our customers, and are firmly committed to continuously delivering on our promise to offer them an unmatched personalised experience throughout their journey with us.