Marketplace and Customers
Customer Experience

The Singtel Group is committed to being a responsible and innovative leader in the markets where we operate. Our strategy is underpinned by delivering an unparalleled customer experience while embracing responsible business practices across our operations and supply chain.

We strive to deliver a superior customer experience by focusing on the quality of our products and services and customer care, as well as the range of innovative services and value that we offer to our customers.
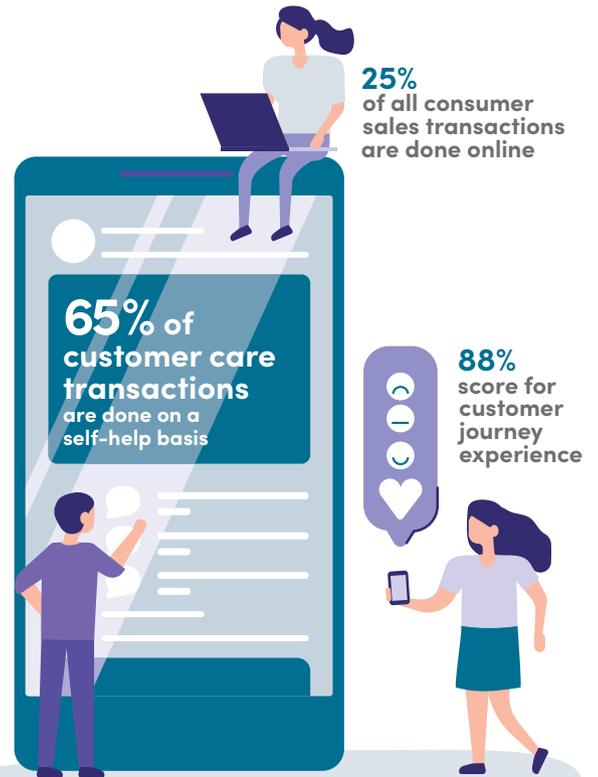
CUSTOMER SATISFACTION
Our customer experience strategy focuses on constantly raising the bar for customer satisfaction. We focus on providing the best value and experience to our customers, and deepening our engagement and relationship with them in this highly competitive market.

Singtel has in the past few years revamped the way we engage and serve customers as they adopt a new digital lifestyle.

We have digitised our sales and call centre operations. Around 25% of all consumer sales transactions are now done online for our customers in Singapore. Over 65% of customer care transactions are done on a self-help basis. By using technologies such as visual interactive voice response as well as virtual and live chat agents, customers no longer have to spend time waiting to talk to call centre agents. Our digitisation efforts have raised staff productivity and generated positive feedback from customers, with customer journey experience scores hitting 88%.

Since its revamp in January 2018, Singtel's flagship store at Comcentre in Singapore has been winning awards. This includes the Best Retail Concept of the Year Award at the Singapore Retailers Association Retail Awards 2018, in recognition of the shop's innovative use of advanced retail technologies.

The new store concept seamlessly combines online and offline customer touchpoints by integrating online and in-store shopping carts. Other innovative features include a smart WiFi-based queue system, 24x7 self-serve kiosks where customers can pick up SIM cards, pay bills or top up prepaid cards as well as automated checkouts linked to e-wallets. There are also customer service robots moving around the shop to assist customers. These features have helped to improve store traffic by 30%.

25%
of all consumer sales transactions are done online

65% of customer care transactions are done on a self-help basis

88%
score for customer journey experience

Our transformation seeks to give customers the best of both worlds by having a digitally augmented store that provides a highly personalised, omni-channel experience, such as interactive touch walls and a digital queue experience.

—
**Yuen Kuan Moon,
CEO of Consumer Singapore and Chief Digital Officer, Singtel**

Optus CEO Allen Lew with Sammy, a robot concierge and sales promoter developed under a pilot for Optus retail stores

Singtel's award-winning flagship store at Comcentre

Singtel maintained our number one position on the Customer Satisfaction Index of Singapore (CSISG) from 2013 to 2018 despite intense mobile market competition.

At the annual HWM + HardwareZone Tech Awards 2019, we clinched all three Readers' Choice awards for telcos – Best Mobile Service, Best Fibre Broadband and Best Pay TV Service Provider. This is our first time winning all three awards and our tenth consecutive win for Best Mobile and Best Fibre Broadband Service Provider.

In Singapore, for every ten customer complaints via the media, social media, our website and management, we received 29 compliments in FY2019, up from 27 last year.

In Australia, the monthly average for Telecommunications Industry Ombudsman (TIO) complaints for phone and internet users about Optus was 2,736 complaints, down 19% from a year ago.

PRODUCT AND SERVICE QUALITY
The Singtel Group is committed to offering our customers a great network and service experience. We continuously enhance the reach, reliability and quality of our networks in Singapore and Australia.

ENHANCING NETWORK RELIABILITY
Ensuring consistency in network and service performance is critical. We continue to invest in new base stations and towers, upgrade our technologies and increase our user capacity.

Our total capital investment was S$1.72 billion in FY2019 (Singtel S$587 million, Optus A$1.14 billion), with S$183 million and A$633 million invested in our mobile networks in Singapore and Australia respectively.

ENSURING QUALITY STANDARDS
In Singapore, Singtel adheres to the Quality of Service standards set by the Info-communications Media Development Authority of Singapore (IMDA) for the services that we offer. The regulator publishes periodic performance reports on the various operators in Singapore covering broadband, mobile and fixed telephone services. We continue to meet or exceed the quality of service standards for service coverage, network availability, network latency, installation and fault repair time. These reports can be found at **www.imda.gov.sg**.

No fine was imposed on Singtel during the year by IMDA for any breach of telecommunications and broadcast regulations. There was also no legal action regarding anti-competitive behaviour and violation of anti-trust legislation against the Singtel Group.

S$1.72 billion
Capital investment in FY2019

S$183 million
A$633 million
mobile networks investment

35

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INNOVATION

The Singtel Group innovates continuously and keeps abreast of rapid technology advancement and changing customer needs. We want to bring the latest and the best services and experience to our customers.

In August 2018, Singtel launched FutureNow Innovation Centre (FIC) to help enterprises accelerate their digital transformation to remain competitive and relevant in the digital economy, in line with the Singapore Government's drive to encourage innovation and transformation across industries.

FIC showcases compelling adoption by industries and a suite of state-of-the-art technologies such as cloud, software defined networks, data analytics, artificial intelligence, cyber security, Internet of Things (IoT), robotics and various 5G possibilities. Leveraging these technologies, Singtel and our extensive partner ecosystem aim to provide innovative services and solutions to help enterprises transform their business models, unlock new growth opportunities, redefine customer experiences and improve productivity.

A Singtel employee educating visitors at FutureNow Innovation Centre

SINGTEL GROUP FUTURE MAKERS PROGRAMME

We continue to support charities, social entrepreneurs and social enterprises that leverage technological innovation to address social causes and scale their impact in the community. This is achieved through the Singtel Group Future Makers, our social innovation programme which we launched in 2016.

Now in its third year, Future Makers continued to expand its footprint, with our Indonesia and Thailand associates Telkomsel and AIS joining the regional programme with Singtel, Optus and Globe from the Philippines. Future Makers 2018 attracted over 3,000 applicants across the five countries. 48 selected start-ups secured more than S$1 million in funding and support, after participating in rigorous capacity building and mentorship workshops.

Over four months, the Group's team of in-house subject matter experts and external partners from the social and private sectors volunteered their time and skills to advise our impact start-ups on their technology solutions and business models. As part of the regional finals held in Australia, Future Makers finalists from the five countries attended the Impact Investment Summit Asia Pacific 2018 and received further capacity building at Optus. They also gained valuable insights from impact investors, corporates, foundations, government representatives and the social sector, and explored with them potential opportunities to scale their solutions regionally.

Read our Future Makers Impact Report 2018 **here**.

> The social service sector needs to be open to working with social impact start-ups, and the Singtel Future Makers programme provides a wonderful platform for the diverse but like-minded stakeholders to meet and work together to come up with innovative solutions for the future.
>
> **Anita Fam,**
> **President,**
> **National Council of Social Service**

Anita Fam speaking to the Singtel Future Makers participants