

# 06 Marketplace and Customers

## The Best 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.

### CUSTOMER SATISFACTION

Our customer experience strategy focuses on giving the best value and experience to our customers and continuously deepening our engagement and relationship with them.

We constantly refresh the ways we engage and serve customers, whose lifestyles have gone increasingly digital due to the proliferation of mobile devices.

We have digitised our retail experience, operations and call centres to improve customer experience and increase business productivity.

Singtel once again clinched the Readers' Choice award for Best Fibre Broadband Service Provider and Best Telco for the 11th year running at the annual HWM + HardwareZone Tech Awards 2020, and the inaugural Best Mobile Data Roaming Service Provider award.

Since 2013, we have been recognised for our commitment to customer satisfaction as we retained our number one position on the Customer Satisfaction Index of Singapore (CSISG). We also continue to improve our customer journey through annual tracking of our Group Consumer Transactional Overall Experience scores, from 76% in 2015 to an all-time high of 91% in 2019.

We were ranked as Australia's strongest brand in Brand Finance's Top 100 list for excellent customer service and value. Our brand strength score increased 4% due to improved brand reputation, familiarity and recommendation. During the year, a cross-functional team was set up across the business to resolve about 50 pain points to improve customer service and satisfaction, such as voice-to-text service for our hearing impaired customers.

In Singapore, for every 10 customer complaints via the media, our website and management, we received 75 compliments in FY2020, up from 29 last year.

In Australia, the monthly average for Telecommunications Industry Ombudsman (TIO) complaints for phone and internet users about Optus was 2,389 complaints, a 13% decrease 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.

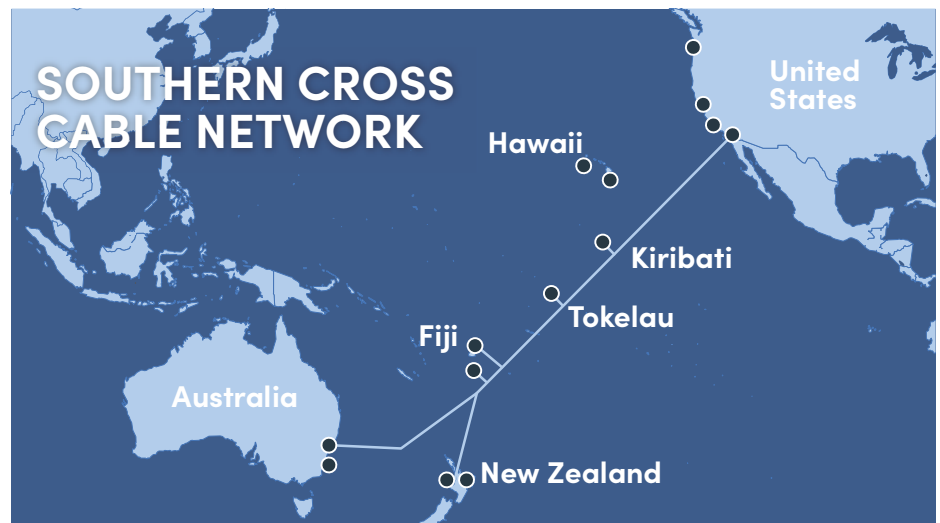
### ENHANCING NETWORK RELIABILITY

Ensuring consistency in network and service performance is critical. We therefore continue to invest in new mobile base stations and upgrade our technologies, systems and infrastructure.

During the year, we completed the construction of the 4,600-kilometre INDIGO West and 4,600-kilometre INDIGO Central submarine cable systems linking Southeast Asia to Perth and Sydney in Australia respectively. We also enhanced our network in the Southern Hemisphere with the construction of Southern Cross NEXT, a new cable system connecting Australia, New Zealand and the United States.

These submarine cable systems will boost our communications infrastructure with high-speed capacity and network diversity, accelerating the rollout of next generation technologies across the Asia Pacific region to benefit all our consumers and corporate customers.

Our total capital investment was S\$2 billion in FY2020 (Singtel S\$682 million, Optus A\$1.4 billion). Of this investment, S\$181 million and A\$895 million were invested in our mobile networks in Singapore and Australia.



Southern Cross NEXT connects Australia, New Zealand and the United States

### Singtel UNBOXED

Singapore's first, next generation unmanned retail pop-up store



Convenience, experience, ambience and sustainability are key customer offerings of UNBOXED

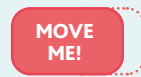
#### INTELLIGENT DESIGN



**24x7 accessibility**  
allows customer to make transactions at their convenience



**Pop-up and portable**  
store concept engages our customers where they live, work and play



**Flexible and modular**  
with extendable module; measuring 35m<sup>2</sup> in compact mode and 45m<sup>2</sup> when expanded



**Hybrid powered**  
with two solar panels on the roof for a more environmentally friendly store

We launched Singtel UNBOXED in June 2019 to complement our retail footprint. Its unique design, including solar panels, allows customers to buy handsets, replace SIM cards and sign up for plans 24x7 easily. Measuring 45 square metres, UNBOXED is built with a modular structure to enable easy transportation to different locations.

UNBOXED has received numerous awards and recognitions such as:



Singtel UNBOXED utilises technology such as facial recognition and bots at each stage of the in-store journey for a seamless customer experience

For store security in an unmanned environment, we adopted the Sentinel Security Solution provided by our wholly-owned subsidiary NCS for 24x7 remote surveillance and automated security control. The system has numerous IoT sensors and surveillance cameras that trigger alerts to our central security office when misdeeds are detected.



Customers can purchase products by scanning QR codes or using the Video-Assisted Self-Serve Kiosks.



Upon successful payment, they simply head to the in-store POPStation to collect their purchases immediately.



In partnership with SingPost, this POPStation is the first of its kind with dynamic prefilling capabilities, enabling accurate forecast and replenishment of best-selling models based on demand.

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### ENSURING QUALITY STANDARDS

We ensure that services offered adhere to the Quality of Service standards set by the Infocomm Media Development Authority of Singapore (IMDA). The regulator publishes periodic performance reports on the various operators in Singapore covering broadband, mobile and fixed telephone services. We continue to exceed or meet 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](http://www.imda.gov.sg).

In FY2020, there was no legal action regarding anti-competitive behaviour or violation of anti-trust legislation against the Singtel Group. During the year, we paid five fines totalling S\$298,000 imposed by IMDA and there was no non-monetary sanction against Singtel. This included a S\$130,000 fine for a mobile network disruption in October 2018 which affected our voice, data and SMS services for some customers and a S\$75,000 fine for a fixed-line service disruption in March 2018 that affected about 2,000 customers.

### INNOVATION

The Singtel Group innovates continuously and keeps abreast of technology advancement and changing customer needs to offer unparalleled services and experiences to our customers.

5G will be a huge enabling force in the coming years, transforming our way of life and creating more opportunities to benefit businesses and the community. The Singtel Group intends to be at the forefront of this revolution, bringing 5G to life across Singtel in Singapore, Optus in Australia, as well as our regional associates.

In Singapore, we have forged industry collaborations with strategic partners like Nokia and Ericsson to trial 5G network capabilities through test beds and ideation labs. In June 2019, we signed an MoU with A\*STAR and JTC to integrate 5G with technology such as IoT and Artificial Intelligence to develop next generation manufacturing solutions for businesses and were awarded the 5G Technology Call by PSA and IMDA to develop 5G use cases at the Pasir Panjang Terminal to transform Singapore's future maritime operations. We successfully made an end-to-end 5G international video call between Singapore and Australia while simultaneously streaming video content on a 4G device.

With the launch of our 5G Home product, we are taking the lead in rolling out 5G services across Australia, becoming one of the first carriers globally and the first in Australia to provide a 5G Fixed Wireless broadband solution to consumers. We also worked with Ericsson to

deliver Australia's first 5G tele-operated drone that was controlled over a live 5G network in November 2019. We will continue to focus on expanding the 5G network rollout and building our customer base with the aim of meeting customer demand for better streaming and data experience.



Singtel, Advanced Remanufacturing Technology Centre and JTC collaboration at Innovest 2019 for a 5G usage trial (L to R) Ng Jin Yang, Manager, National Instruments, Andrew Lim, MD, Government and Large Enterprise, Group Enterprise, Alvin Tan, Assistant CEO, JTC, Yuen Kuan Moon, CEO, Consumer Singapore and Group Chief Digital Officer, Lim Boon Choon, President, APAC, Hexagon, David Low, CEO, Advanced Remanufacturing Technology Centre



An Optus 5G advertisement



## SINGTEL GROUP FUTURE MAKERS 2019

Launched in 2016, Singtel Group Future Makers is our social innovation accelerator and regional capacity building programme. We provide mentorship, coaching, business pilots and funding support to empower impact start-ups leveraging technology to address social and environmental issues in the community.

Singtel Group Future Makers 2019 was held in collaboration with the Asia Venture Philanthropy Network Conference 2019 in Singapore.

Ten shortlisted start-ups from the respective programmes of Singtel, Optus, AIS, Globe and Telkomsel came together to participate in our regional programme. They had the opportunity to pitch to our business units, learn from thought leaders, collaborate with fellow participants and scale their solutions in the region with a total grant pool of S\$120,000 from Singtel.

Since 2016, we have invested more than S\$5 million in our local and regional Future Makers programmes.



Arthur Lang, CEO, International Group, Singtel sharing with our 10 regional finalists of the Singtel Group Future Makers 2019



Group photo after completion of the programme held at Singtel@8George

## Tech innovation for good: reach52 and Virtual Psychologist



reach52 aided by connectivity support from Globe to better understand the healthcare needs of the rural community in central Philippines

reach52, our 2017 Singapore programme alumni and Singtel Group Future Makers 2019 regional finalist, wants to give vulnerable communities in the Philippines access to affordable healthcare.

To engage and understand the needs and challenges faced by disconnected communities in central Philippines, we provided reach52 with over S\$60,000 worth of funds and SIM cards for their mobile devices to conduct research and interviews. Within eight months, they collected 42,000 records of healthcare data from community residents and through their reach52 access app. That soon led to a trial programme with the local government healthcare providers for Vitamin A distribution to improve maternal and child health in the community.



With the COVID-19 lockdown in Australia and its associated impact on the workforce, Virtual Psychologist experienced a 44% increase in client management and saw a rise in domestic violence

Virtual Psychologist is our 2017 Australia programme alumni and Singtel Group Future Makers 2019 regional finalist. As Australia's first text counselling service delivered by qualified mental health professionals, Virtual Psychologist offers a range of text-based psychological and counselling support services to individuals and corporates.

We have been working with Virtual Psychologist to expand the reach of their services, especially with many Australian communities facing stress from increased hardships and intensity of climate disasters.

To find out more about our work with them and their impact, click [here](#).