

# Service Reliability and Quality

*Providing quality and consistent network experiences to customers.*

## **Impact & Financial Assessment**

Ensuring a reliable and high-quality telecommunications network is crucial for customer satisfaction, retention, and positive brand perception. Service disruptions or poor quality can lead to customer dissatisfaction and potential revenue losses.

The telecommunications industry can be characterised as highly competitive, with users having the flexibility to easily switch providers. Due to the similarity in services offered and pricing structures among various providers, service reliability becomes a crucial factor influencing customer choices. The importance of service reliability becomes even more pronounced, given that telecommunication services represent most of their revenue streams.

## **Overview**

CelcomDigi is dedicated to ensuring the highest levels of service reliability and quality for our customers. We continuously invest in advanced technologies and infrastructure to maintain robust network performance and minimise service disruptions. Our approach includes regular maintenance, real-time monitoring, and swift response to any issues that arise, ensuring seamless connectivity and superior user experiences. The Regulatory, Network, and IT teams work together to improve the Quality of Service (QoS) and ensure that the rights of consumers are protected and enhanced. The teams spearhead necessary backup and mitigation activities during challenging circumstances to ensure network readiness.

## **CelcomDigi Berhad**

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### ***Policies & Guidelines***

- Business Continuity Management
- Crisis Management Manual
- Technology Policy
- Technology Operations Manual
- Telecom Network Security Manual

### ***Our Response***

- Maintained highest network leadership position based on consistency score and average download speeds, demonstrating our strong commitment to providing excellent quality of experience to our customers and enabling all aspects of their digital lives
- Augmented resources and specialists to improve scaling capability and operational efficiency
- Continuing to invest in network infrastructure to improve network quality and coverage
- Proactive assessment and thorough planning that addressed potential migration issues and adverse customer experiences
- Prioritising investments in technologies like Robotic Process Automation and Artificial Intelligence (AI)/Machine Learning
- Used AI to drive greater network efficiency via network optimisation and automation in tasks such as predictive maintenance, resource allocation and anomaly detection
- Improved AI literacy for employees in key functions and upskilled AI experts in relevant business areas to meet the needs of both the organisation and external clients

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