

# Customer Satisfaction

*Employing customer-centric solutions for a differentiated user experience in our highly competitive markets.*

## **Impact & Financial Assessment**

Positive customer experiences drive loyalty, retention, and positive word-of-mouth. Dissatisfied customers may switch providers, leading to revenue losses and harm to the company's reputation.

In the telecommunications industry, customer satisfaction depends on the reliability of services, competitive pricing, robust security measures, and responsive customer support. With the flexibility for customers to easily switch providers, this topic holds significant financial implications for CelcomDigi.

## **Overview**

Customer satisfaction is at the core of CelcomDigi's business strategy. We strive to exceed customer expectations by delivering exceptional service and support. Our customer-obsessed approach involves understanding customer needs, providing personalised solutions, and ensuring prompt and effective resolution of any concerns. In meeting customers' needs and demands, we will continue to curate products and services that offer best-value deals and bundles for all segments and walks of life. This also includes driving the uptake of 5G technology by developing inclusive and affordable bundled plans to cater for a wider group of customers.

## **CelcomDigi Berhad**

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## ***Policies & Guidelines***

- Brand Policy
- Business Partner Management Policy
- People Policy

## ***Our Response***

- Revamped and enhanced customer experience across all network, retail, product, support and digital services touchpoints
- Completed network integration and modernisation to support greater coverage, data traffic demand and improve quality of experience
- Enhanced service portfolio with digital value-added services and convergence offerings to strengthen customer loyalty and reduce churn
- Improved customer experience with faster speeds and lower latency over 4G and 5G connectivity, and adoption of AI in customer service to improve response time and create personalised solutions
- Enabled 5G across all new Postpaid and Prepaid plans to drive adoption in consumer and business segments
- Delivered affordable 5G postpaid and prepaid bundles, roaming passes with extra data quota, value-added services (VAS), and device bundles to enhance ARPU/ARPA growth and offset higher costs
- Provided attractive home, fibre and convergence offerings (CelcomDigi One Plans) and business enterprise solutions to support various customer segment needs and boost growth of the local digital ecosystem
- Fostered collaboration with partners, modernised and expanded distribution channels to acquire quality customers
- Building a performance-driven culture anchored on strong collaboration, responsibility, and caring, as well as customer-obsessed values
- Improving overall customer experiences through customer engagements via various channels, and enhancing data privacy and cybersecurity compliance

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