

Our Value Creation Outcome 2:

Enhancing Omnichannel Customer Experience

Mapping
against
SDGs



OUR CUSTOMERS

Delivered unmatched personalised experience across customer touchpoints

At Maxis, we are guided by our 'Unmatched Personalised Experience' (UPE) philosophy to prioritise our customers in all our Customer Experience (CX) activities. Our commitment to creating UPE puts people first with the aid of technology, developing easy-to-use and accessible solutions tailored specifically to the needs of all Malaysians.

EXPANDING CUSTOMER TOUCHPOINTS

Maxis is committed to providing a customer-first, consistent, and seamless omnichannel customer experience by expanding and integrating digital channels. We aim to serve the digital lifestyle needs of our customers by creating a platform that enables self-serve capabilities, which enables Maxis to realise new business opportunities and drive new customer behaviours. Our achievements in this area include:

- Expanded our presence in the digital and electronics retail space across the nation through Shop-in-Shop Partnerships.
- Expanded our presence on e-commerce and e-wallet platforms to enable wider access to digitally savvy customers to make purchases online.
- Simplified online-to-offline or offline-to-online transactions for seamless product discovery and purchase.
- Leveraged advanced analytics and ML models on customers' credit eligibility to improve accessibility to Maxis products and services.

DRIVING DIGITAL ENGAGEMENT AND CUSTOMER CARE

Our digital self-service capabilities and features, which redirect voice calls to our mobile app through the use of Visual Interactive Voice Response (VIVR), have enabled customers to take greater control of their account services.

We also launched Maxis WhatsApp as a customer care engagement channel, and it has quickly become a critical part of our suite of self-serve offerings. Under our Digital Care programme, customers are able to self-serve basic transactions through MAX, our chatbot, which powers the Maxis WhatsApp channel. Via MAX, we are now able to provide 24-hour customer care while automating basic transactions. These efforts have led to a 6% year-on-year growth in Digital Care adoption, and we expect usage to continue increasing as we enhance our offerings with more self-serve features and functionalities.

Additionally, our customers can now check on planned and unplanned network incidents via our newly introduced Maxis Mobile Network Checker on the Maxis App, as well as network outage information published on the Maxis website. Through the Maxis App, customers can also optimise their device and network performance with the help of a device self-troubleshooting guide, as well as escalate network faults and track case status.

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As for our fibre business, we now offer same-day fibre installation services to reinforce our 'Fibre Always On' brand proposition. Other initiatives in relation to our home fibre service include:

- Implemented a Proactive Service Management feature that automatically detects loss of fibre service and guides customers in self-troubleshooting and self-restoration.
- Rolled out advanced diagnostics on the Fibre Self-Serve portal to detect dongle failovers and incompatible devices.
- Revamped user interface for improved user experience and faster home WiFi optimisation.
- Provided Business Fibre customers access to the Fibre Self-Serve portal via the Maxis Business Fibre Hub.
- Implemented mWise, an all-in-one Maxpert Home Solution tool, for Maxperts to demonstrate the effects of using mesh WiFi in our customers' homes.

Finally, we introduced new features across our Maxis stores to make digital discovery more accessible and convenient for our customers. Initiatives included:

- Launched enhanced Maxis Interactive Retail Assistant (M.I.R.A.), an in-store virtual concierge, to personalise Maxis products and services offers while waiting in queue.
- Introduced interactive demo device experience through the Discovery App (DISCO) and e-Brochure, providing phone model comparisons.
- Enabled online appointment bookings for retail stores to create seamless customer experience.

ENTRENCING A WINNING CUSTOMER CULTURE AND PEOPLE EXCELLENCE

The Maxis Customer First culture is integrated across our organisation to ensure that our people are ready to deliver UPE. To strengthen our position, we reinforced our brand advocacy and intensified the "I am Maxis" spirit through brand ambassadorship. We also delivered best-in-class frontliner experience via uplifted competencies and transformed customer journeys in delivering better and faster solutions to customers.

To further support Maxis employees in their CX development, we held a CX Summit with internal and external thought leaders from various industries. They shared the latest trends, tech solutions and ideas shaping the CX industry during the in-depth panel sessions. We also celebrated Global CX Day to recognise the contributions of our frontliners.

Maxis received multiple industry awards in 2022 for CX performance, including Contact Centre World Awards and CX Asia Excellence Awards under the Corporate category. We were recognised for Best Contact Centre, Best Sales Campaign, Best Use of Self-Serve Technology, Best Social Media Experience, Best Use of Automation in a Contact Centre, Best Customer Experience Team, and more.

RESPONSE TO COVID-19

As Malaysia transitioned to the endemic phase of COVID-19, we relaxed strict hygiene measures while still following SOPs. We encouraged hybrid working and deployed automation and self-serve capabilities to manage call volumes and support needs.

Maxis retail stores continue to prioritise safety standards and personal hygiene. Measures include:

- Providing a checklist of COVID-19 SOPs for our staff, which is revised periodically in line with government advisories.
- Preventing staff with preconditions from reporting to work. Staff are also required to conduct a weekly COVID-19 self-test every Sunday night.
- Ensuring all in-store staff are fully vaccinated.

On top of that, all our Maxperts continue to maintain the highest hygiene and safety standards for themselves and our customers while on-site. Maxperts undergo regular health checks, and are not permitted to work if unwell.

FUTURE PLANS

Our objective is to establish mutual trust with customers and provide them with Unmatched Personalised Experience in their interactions with Maxis. This enables us to further deliver additional value to them, assisting them in their digital transformation, while helping us become a more complete and sustainable connectivity provider. Our objectives can therefore be summarised as follows:

- Deliver distribution excellence.
- Maximise customer lifetime value.
- Deliver an Unmatched Personalised Experience.