



Sustainable Digital Services for Customers

Pratthana Leelapanang
Marketing

Our Customers Today...

Our Customers: The Digital Youth

Meet Chanarong...

- University student
- 20 years old
- Lives in dorm close to Thammasat University



Spends hours shopping and window-shopping online. Welove shopping.com and Lazada are his preferred sites



Listens to the latest U.S. pop songs his iPhone to learn English

Fell in love connecting with friends via LINE and SMS

"My friends opinions really matter to me!"

Takes advantage of the offers from the different operators (he has been with the 3 mobile operators)



Meet Isra...

- Just graduated and work in the company
- Lives alone in Bangkok, parents in Chiang Mai



Watches short video clips on PC and phone



Uses a laptop for work, but her iPhone for everything else

Talks by video with her mum almost daily



"Well-known foreign brands matter to me"



Loves playing Hello Kitty mobile app while commuting to work



Recently upgraded from feature phone to an iPhone



Our Customers: The Fast Growing Middle Class

Meet Kamol & Family...

- Owns a small laundry-mat in Rangsit
- Daughter has tutoring in Math, English, and Art



Family has all kinds of home appliances and consumer electronics “the flat screen TV came with a warranty insurance”



“Willing to pay significant part of income to our child’s education”

Many important decisions are made together as a family

“I will buy an iPhone for my daughter when she is 12 years old”



“While I have a PC I do not use it that much. And the phone mainly for calls”



Meet Tasanee...

- 18 years old
- Eldest daughter of large family. She is now living in Bangkok
- Works as a hostess in one of the main restaurants of a hotel



“Intends to remit 50% of her earnings back to her family”



“Goal of saving up for university education with recent minimum wage increase”



Loves chatting on WeChat and Bee Talk with her friends



Connects with family via Facebook.. And she likes to post

Does not have a PC; Accesses internet via entry smart mobile device



Our Customers: The Connected Mass

Meet Somchai...

- 52 years old
- Policeman from Phuket. Most of his family works in rubber plantations but he has been a police for many years



They have a flat screen TV at home.
“Enjoy multiple local shows and has a preference for comedy (favorite actors are Sithao Petcharoen and, Chusak Aiemsuk)



5 family members live with him and his wife at home. Fixed line but no ADSL



Connects with his daughter through Line.
(She taught the family how to use it)



Does not have a PC at home but her daughter has a laptop



Got his first smartphone 2 years ago



Meet Gan.....

- 42 years old
- Farmer
- Lives in a village in Chaiyaphum Province



They have a TV at home as well as several appliances at home



He still mainly uses voice. Not very keen to engage with new applications “but my son is very internet savvy”



Still carries a data-enabled feature phone



He uses an SMS service to get free agricultural-related and lotto information



Does not have a PC at home but her family uses an internet café in the village



Our Customers: Businesses

Meet Thana...

- 50 years old
- Managing Director
Trading business



They have office & warehouse
and 500 employees living in Chonburi



Using many internet & mobile, PC for
communication in working life and
professional life



Connects to colleague via mobile app like
LINE and e-mail (corporate)



Meet Tod.....

- 32 years old
- Small start up owner (15-20 employee)
- Lives in Bangkok



Like to work remote by meeting
customer outside, and social
networking to create way of doing
business

Using high performance but lifestyle
PC and smart phone to communicate



Looking for best connectivity with the
best price

and many more segment
which behaviors are evolving...

The core of these evolution of Thai consumer behaviors is the connectivity and digital services



Connectivity is transforming
the way we live & the way we
operate our business

4-Trends Driving Customer Behavior

Connected Devices

Increasing to >100M connected device enabling highly connected consumer life



Convergence

Becoming increasing reality in mobile, fixed, wifi and all kinds of networks



Digital Services

Driving the new lifestyle for connect, convenience and entertainment



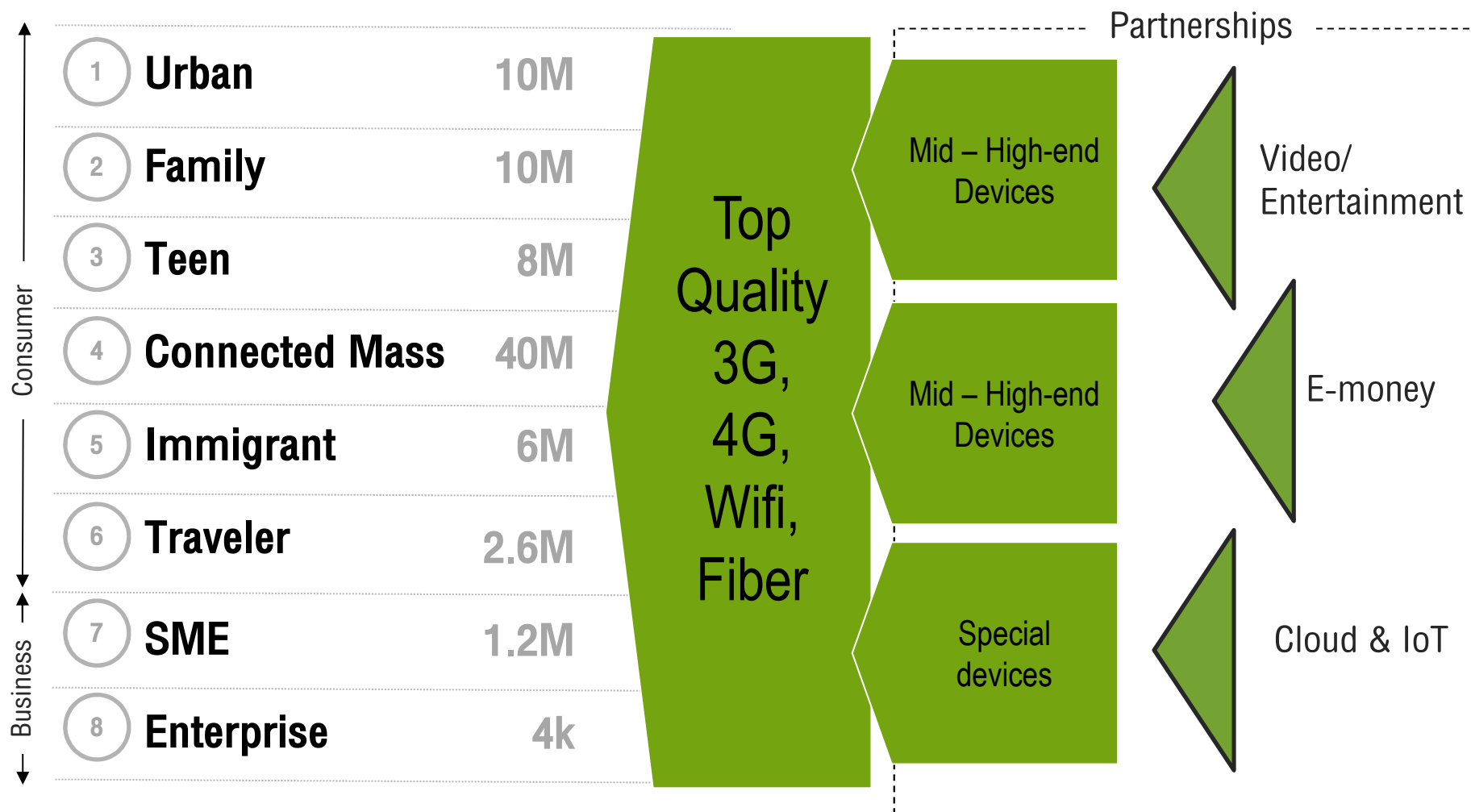
Digital Enterprise

Providing opportunity, more value for the business, efficiency and etc.





**Our Focus is
Customer,
Customer,
Customer**



Unique & Exclusive Entertainment

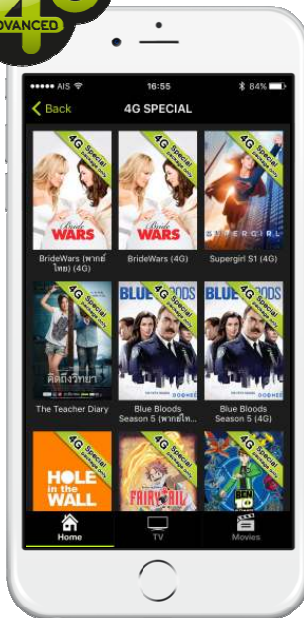
Embarking on Live and VoD entertainment

e.g. live concerts on top of 130+ live broadcast channels & VoD

AIS
PLAYBOX



Premier contents serving to AIS
4G customers every Thursday



First in ASEAN to watch all
live Olympic Games Rio full
12 channels with Full HD



Live Streaming SOLD OUT Concert that everyone has been waiting for!
Experience a new world of entertainment with the
LIVE x 3 camera angles technology



Mobile Money

The partnership with all banks & Financial Institute

to jointly create most convenience way to access financial services

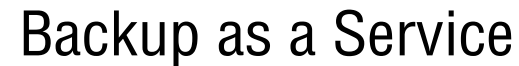




24x7 service & monitoring, IT professional services, IT consultancy



Top quality, wide varieties of cloud application services



The world class secured “banking level” backup services



The first in Thailand secured build-in network virtualization infrastructure



The best Tier-4 data centers in Thailand



The largest local fibre and wireless networks with global alliances



Our Brand toward Digital Life

Pornrat Janjarassakul
Head of Marketing Communication



AIS BRAND IN A DIGITAL ERA

WHY BRAND'S MATTER..

To plan for one year,
Grow sales.

To plan for three years,
Grow channels.

To plan for decades,
Grow a brand.

SALES

CHANNEL

BRAND

BRANDING OVERTIMES



PRODUCT CENTRIC ERA

1998



Anytime, Anywhere, Everyone. เครื่อง่ายของคุณ ทุกที่ ทุกเวลา



- Be a leader in building Thailand communication Infrastructure.
- Highlight on fundamental product features.
- Educate market.

CUSTOMER CENTRIC ERA

2005

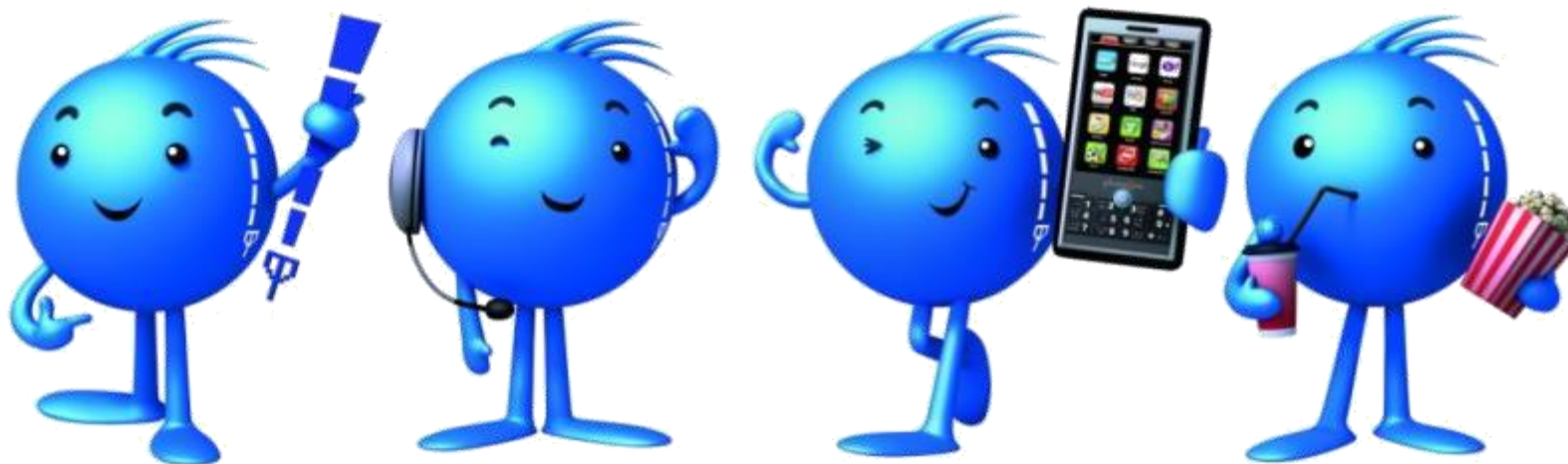


With You Always. อยู่เคียงข้างคุณ



- The first initiator of customer relationship strategy.
- Implemented CRM campaigns; customer service, privileges, call center.





AUNJAI
BLUE FRIEND

MOBILE INTERNET ERA

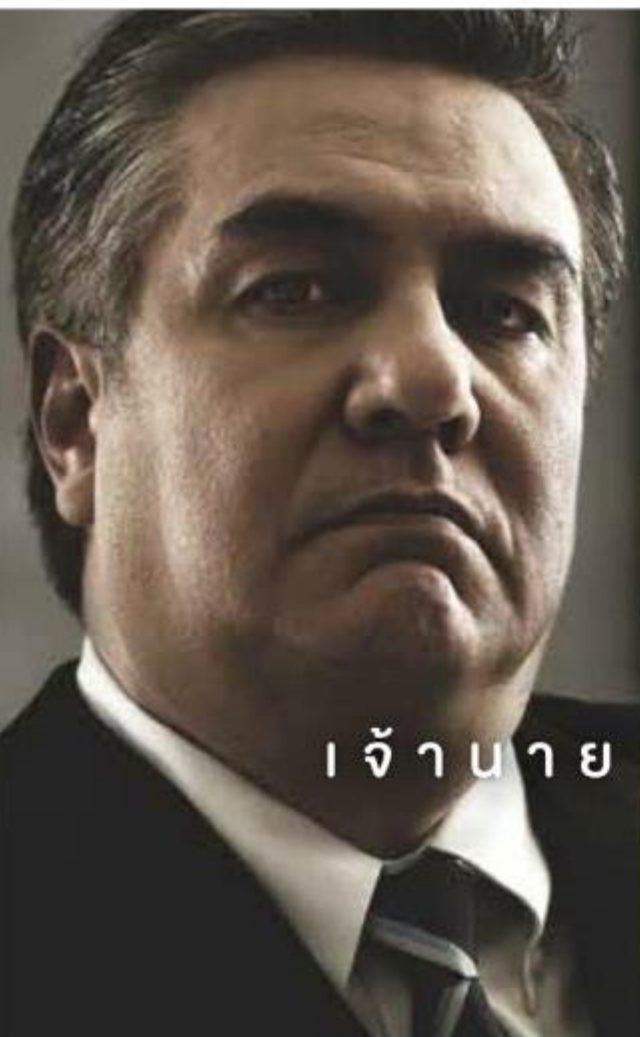
2011

Your World. Your Way. ชีวิตในแบบคุณ



- Fulfill customers with 3G technology through products & services, both voice and data, that meets every lifestyle.
- Re-branding – changed ourselves while we were strong





เจ้านาย ปู่จ๋ออ่อน



เพราะชีวิตมีหลายด้าน
เอไอเอส พร้อมตอบทุกด้าน
ของการใช้ชีวิต ที่เป็นคุณ

DIGITAL WORLD ERA

2015

Live Digital, Live More ใช้ชีวิตได้มากกว่า

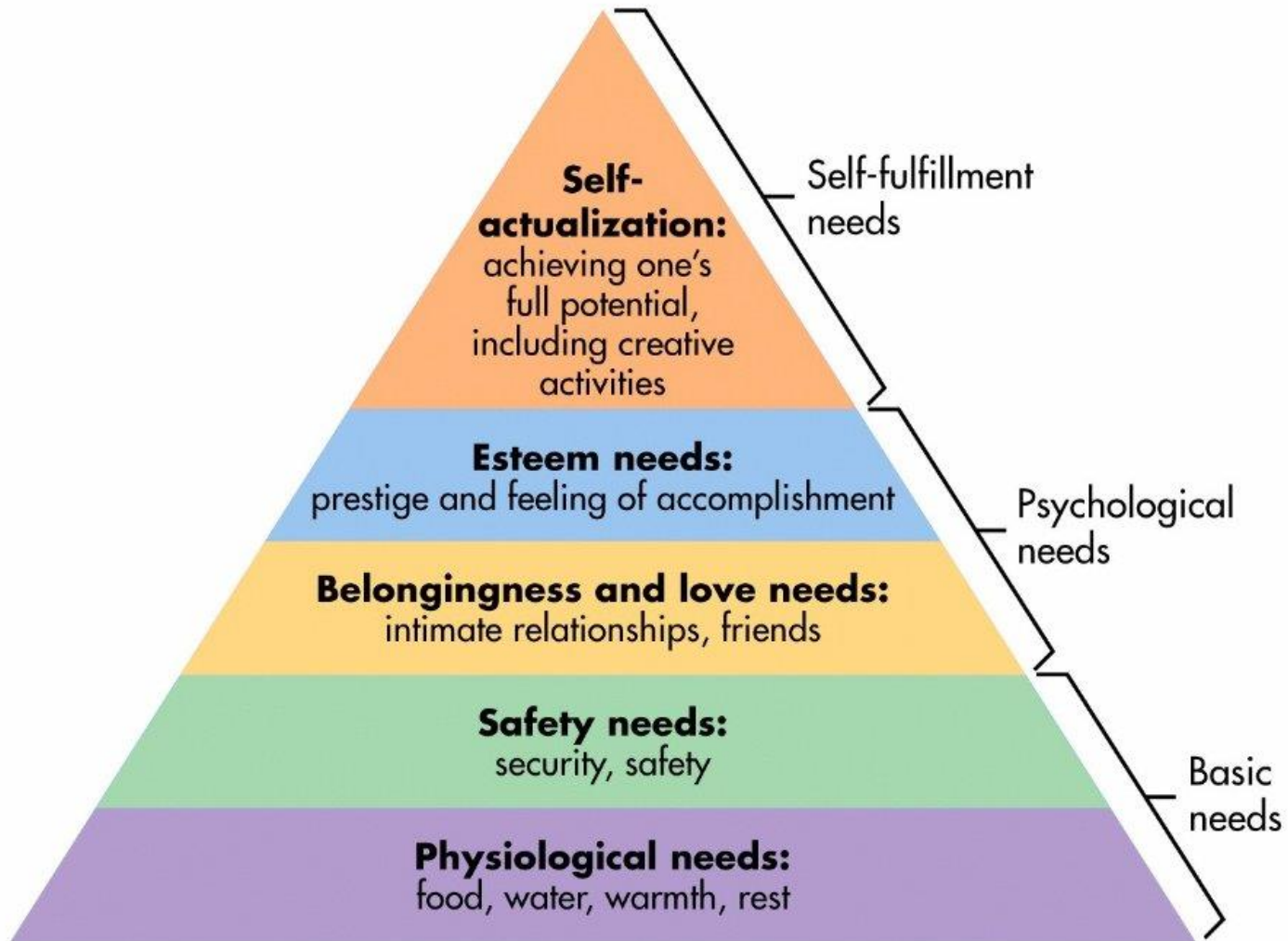


- Business transformation and expansion to fulfill customers lives in a digital era.
- Shifted to be more than a mobile communications, but a digital life service provider.



HUMAN PSYCHOLOGY

is the foundation of brand building.





Some of the leading brands...



Dove

“Create a World
Where Beauty is a
Source of
Confidence, Not
Anxiety.”

DOVE



- ☐ grey?
- ☐ gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- ☐ withered?
- ☐ wonderful?

campaignforrealbeauty.ca  | Dove



- ☐ fat?
- ☐ fit?

Does true beauty only squeeze into size 6? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- ☐ flawed?
- ☐ flawless?

Is beautiful skin only ever spotless? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



Real woman.
Real beauty.

You are more beautiful than you think.



“Bring out the baby in you”




evian
Live young




evian.
Live young

To motivate every
athlete in the world.
“We believe if you
have a body, you can
be an athlete”.

NIKE



**GREATNESS
IS SCARY,
UNTIL
IT ISN'T.**

FIND YOUR GREATNESS.





CHANGE
HISTORY WITH
JUST ONE STRIKE

FRANCK RIBERY / 73 : 25

WRITE
THE
FUTURE



NIKEFOOTBALL.COM

PLAY
TO BE
REMEMBERED

DIDIER DROGBA / 82 : 15

WRITE
THE
FUTURE



AIS MOVING FORWARD

Inspirational Brand

Engage

Best Customer Experience





**We created
connection
for Thais**

Today, we will stimulate
Thai people's POSSIBILITIES



Entrepreneur....





Seller...

performer..



creator..



A woman with dark hair, wearing a white tank top and blue denim overalls, is smiling and looking down at a gold-colored smartphone she is holding with both hands. She is standing outdoors in front of a large window or glass door. The background is bright and out of focus, showing green foliage and sunlight streaming in, creating a warm, pleasant atmosphere. The text "Live Digital, Live More." is overlaid on the left side of the image.

Live Digital, Live More.

How to measure the
greatness of the brand?



