

Leading on best customer experience in digital era

Panel discussion on AIS modernized sales and service channels

Bussaya Satirapipatkul

EVP – Customer & Service Management

Komsan Buppanimite

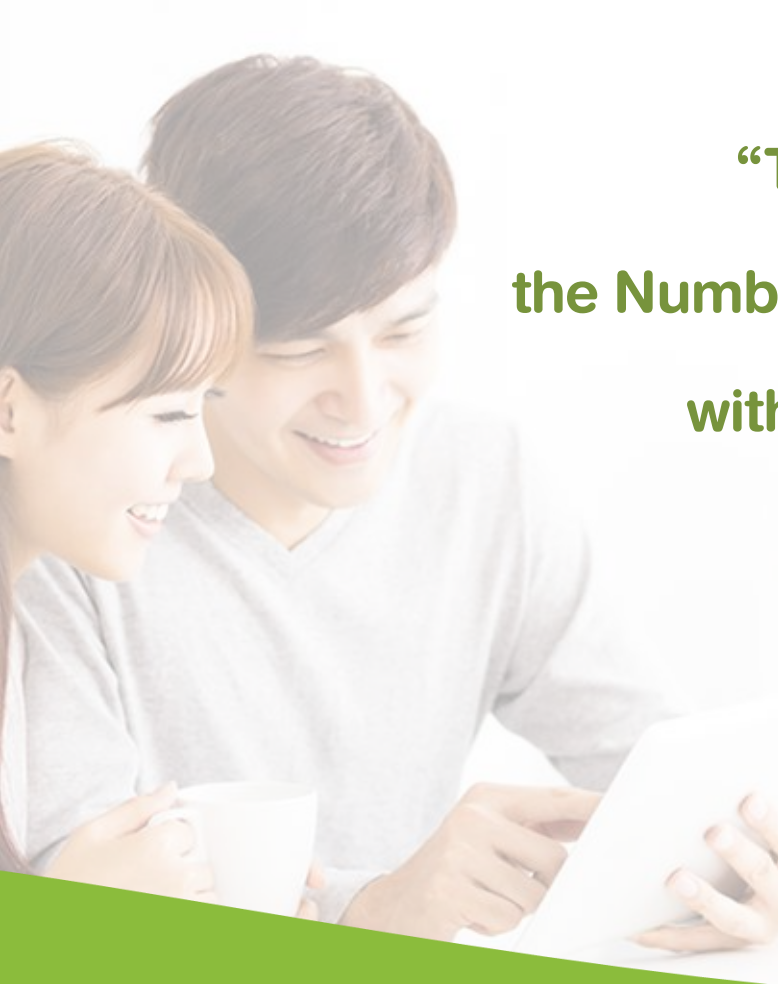
SVP – Channel Management

Wisut Ua-Anant

AVP – Online Channel Management

Our Goal is to Provide Ultimate Customer Experience

**“To empower our customers with
the Number One digital life experience in Thailand
with the latest advanced technology”**



THE THREE STEPS

OF ADVANCED INFO SERVICE

CHANNEL DEVELOPMENT

2014 – Present

1998–2013

1991–1997



- AIS SHOP
- TELEVIZ SHOP
- TELECOM RETAIL



- WHOLESALERS BUSINESS
- SMALL RETAILER
- TELECOM & IT CHAIN STORE
- MODERN TRADE & C-STORE
- MOBILE TOP UP AGENT



- ONLINE STORE
- SERVICE KIOSK
- SELF SERVICE
- AIS BUDDY
- EXCLUSIVE PARTNER

SINGLE
PRODUCT

MULTIPLE
PRODUCT

COMPLEX PRODUCT
& SERVICE

CHANNEL STRUCTURE : AIS OWN



AIS SHOP : 90 shops

AIS shop operated by qualified and high performance team



AIS CALL CENTER

2,800 Agent



AIS SELF-SERVICE

AIS App | eService
Social media
Service Kiosk
Payment Kiosk
IVR | USSD



AIS CORPORATE & DIRECT SALES

BUSINESS SOLUTION
CORPORATE & SMEs
DIRECT SALES

CHANNEL STRUCTURE : PARTNER



AIS SHOP by PARTNER : 33 shop

AIS shop operated by Qualified and High - Performance Partners



Telewiz : 436 shops

has been managed with standard regulations to control the quality of services

WHOLESALE AND RETAIL

> 22,000 shop

Advanced Distribution Partner (ADP) is the wholesaler distributing AIS products and services including Sims to small retailer in authorized areas



> 1,000 shop

AIS Buddy, the newest partner shop developed from potential phone retail shops

KEY ACCOUNT CHAIN



MODERN TRADE



A photograph of two women at a service desk. The woman on the left, wearing a tan blazer and a green and white patterned scarf, is smiling and looking towards the woman on the right. The woman on the right, wearing a white floral shirt, is looking back at her. They are seated at a white desk with a laptop, a microphone on a stand, and various cables. In the background, there is a glass partition and other people working at similar desks.

SERVICE is all
about **passion**
and **interaction** ♥

“The Best Service with Heart”

ที่สุด
จากใจ

ที่ 1

การให้บริการ



Fastest Speed
Social Media & Online Services

Most Convenient
‘My AIS’, Self-Service

Most Modern
Digital Shops

Most Variety
Benefits & Rewards

Fastest Speed

Fastest Response via Social Media



Instagram



Website



Email



twitter



Live chat
& VDO call



ใหม่!



Ask
Aunjai



Most Convenient

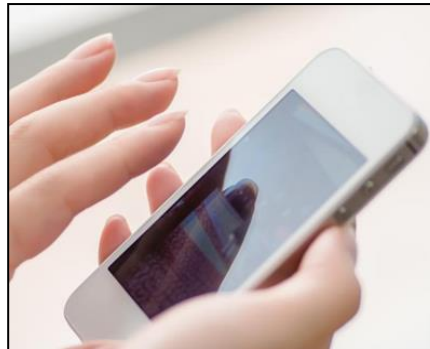
with the Widest Range of Self-Service Channels



‘My AIS’
All in One App



Service Kiosk
Payment Kiosk



*** 1175 Free**
Self-Service Center

Most Modern

Digital Shops, Mobile Service Solutions, Digital Gurus & Solution Advisors



Using intelligent kiosks,
smart devices and a suite
of digital tools to manage
the customer journey,
smoothly & conveniently

Most Variety



With 360° View of Customers,
AIS enhances every angle of a customer's everyday life

REWARDS

Rewarding profits
customers

EXPERIENCES

Giving the unique
experiences

POINTS

Returning customers every
25 baht of usage equals 1
point

SERVICES

Raising service
quality through
People, Process &
Technology

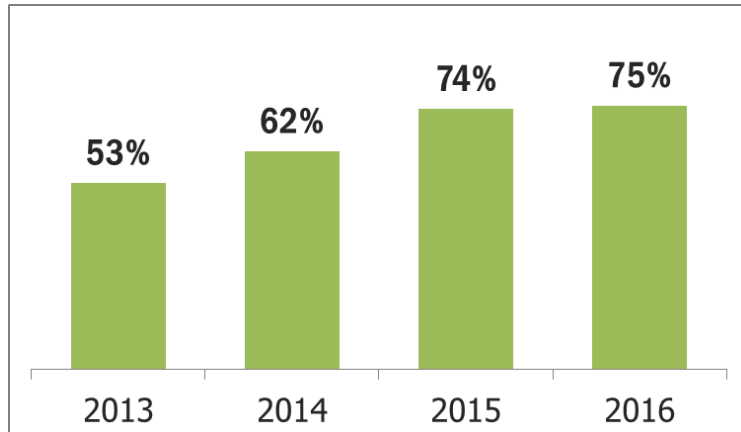
PRIVILEGES

Full privileges nationwide
with discounts over 15,000
stores



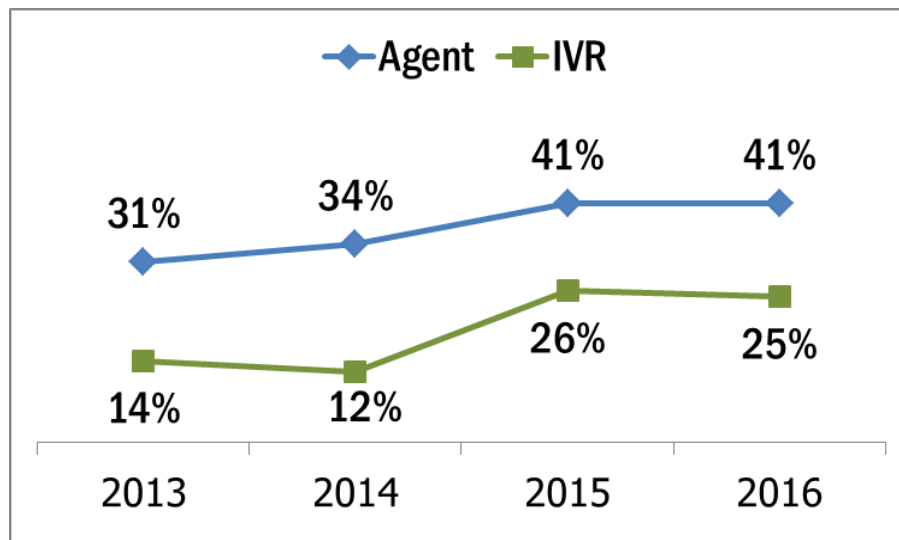
Encourage Digital Adoption & Sale Growth (AIS Contact Center)

% IVR Served vs. Total Contacts



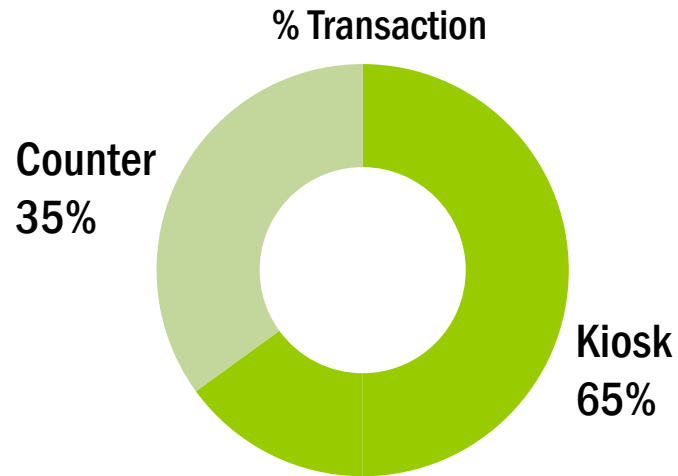
More transaction inquiries have moved into self-service channels

% sales via agents and IVR (by transaction)



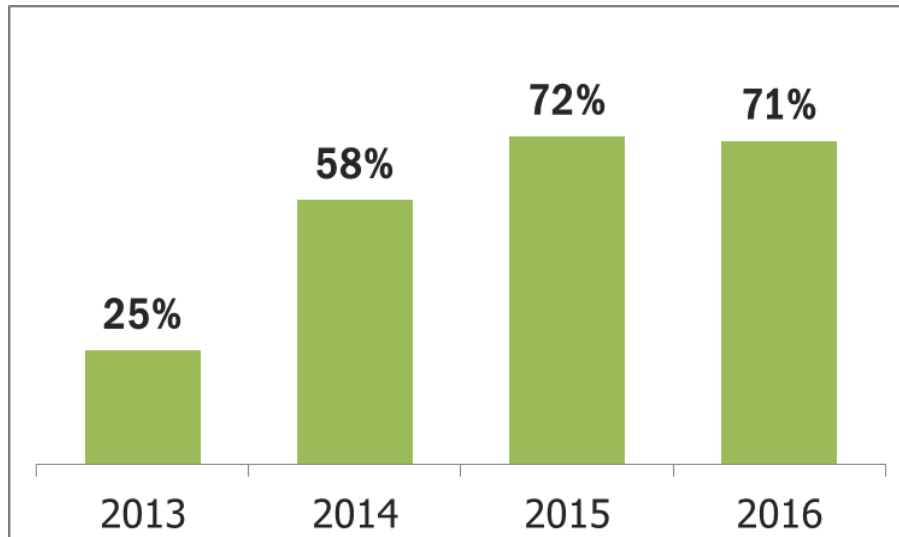
Agents focus on resolving complex issues, sales and providing solutions for customer needs

Encourage Digital Adoption & Sale Growth (AIS Shop)



65% of transactions are now served on Kiosks

% sales at AIS shop (by transaction)



Staffs seek customer insights and needs to deliver more sales opportunities and digital solution consultations

Before 2000

2004

2010

2015

Customer care

Consultant

Device Guru

Digital Life Guru



Full Integrated Competency

Smartphone, Wearable Devices, Contents, Fixed Broadband

“Grow with Partner Go Together”

Business Sustainability – Competency Development –Balancing Partners

1

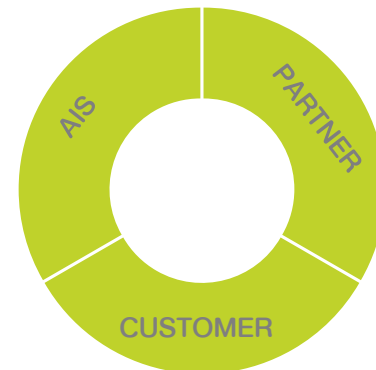
Next step of AIS franchise business by uplifted
“Telewiz Shop” to be **“AIS Shop”**

2

Increase capabilities of small retail shop to make
them survive in high competitive market by becoming
“AIS Buddy”

3

Co-operate with modern trade and chain store such
as exclusive model to cover more customer’s
segment; **“iStudio”, “Big Mobile”, “Big C”**





AIS EASY APP

EASY WAY TO ENHANCE YOUR BUSINESS CAPABILITIES



ENHANCE SALES

More transaction , more income

Several services available for partner in AIS EASY APP that will enhance your business opportunity such as;

Postpaid Register , Pre to post , MNP , VAS , Report and many more services



USER FRIENDLY

Simply use on smartphone

AIS Easy App. Has been developed with the concern of simplicity of the user. Less process and faster service is the main core of this application. Only 5 steps on your mobile phone, you can finish postpaid registration for your customer.



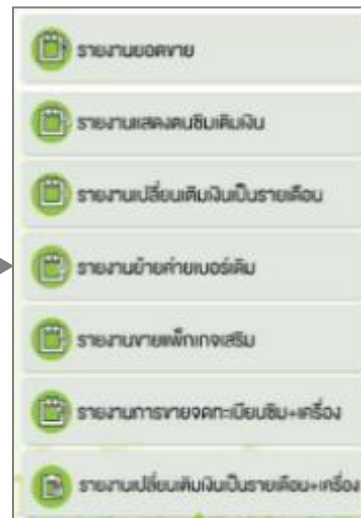
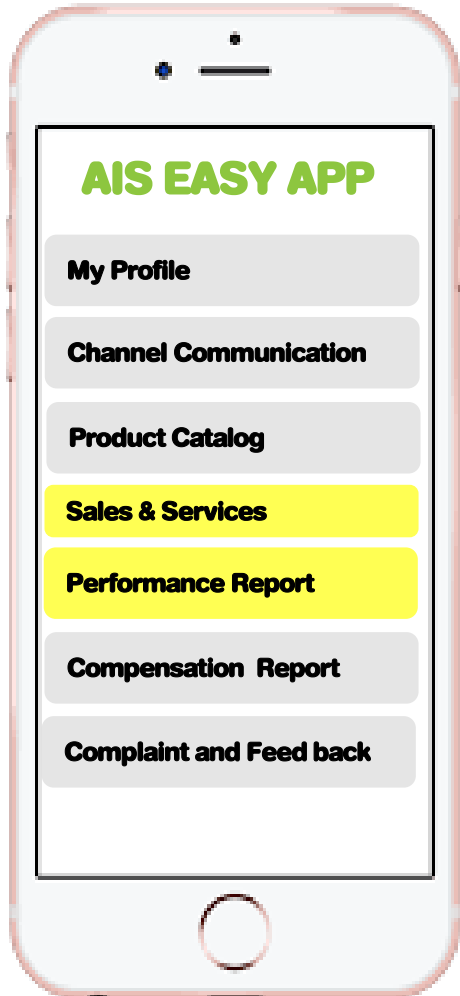
AIS Safety Standard

Your and end users information security are our concern. Using AIS Standard system to make sure that all information are well kept.



AIS EASY APP

EASY WAY TO ENHANCE YOUR BUSINESS CAPABILITIES



Sales & Services :

Focus on 6 highlight products and services

- New register
- Prepaid Identify
- Convert prepaid to postpaid
- VAS
- Device bundling
- Mobile number port

Performance Report :

Monitoring sales and service report in each transaction on Application anytime and anywhere



AIS EASY APP

“BETTER WAY FOR NEW REGISTER”



- Reduce process
- Reduce time
- Reduce cost



EASY APP takes **2-3 MIN**



PC takes about **15-20 MIN**



Calling *208 might take **up to 30 MIN**



The NEXT



“Transform TELECOM PROVIDER to **DIGITAL LIFE SERVICE PROVIDER**”



Marketeer

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วันนี้ AIS ได้เปลี่ยน Culture ตัวเองไปมาก

จากเดิมเป็น Product Centric
เป็น Digital Life Service Provider

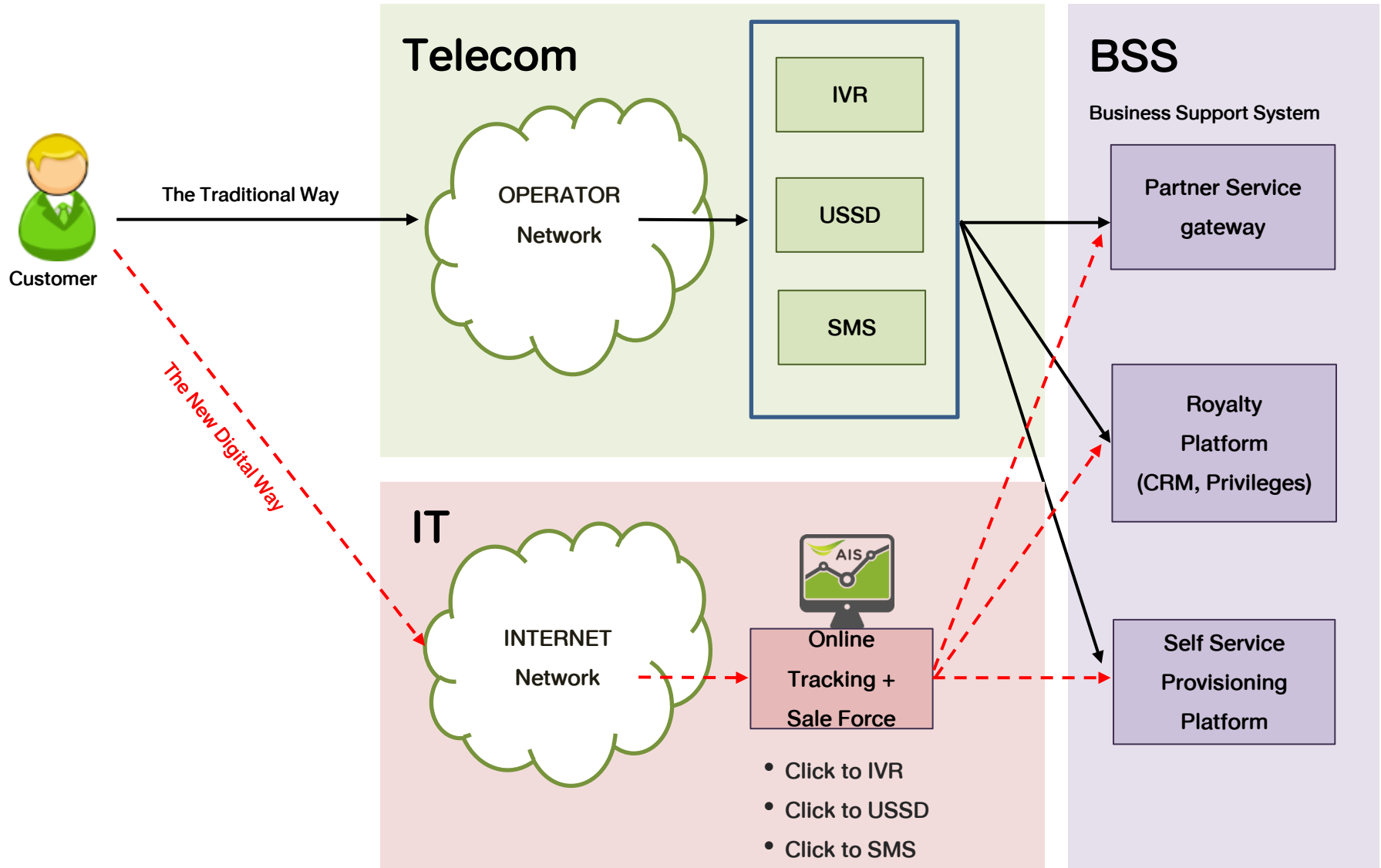
ผู้ Provider โลกของดิจิทัล
ไปสู่การใช้ชีวิตได้ดีขึ้นในยุคดิจิทัล

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สมชัย เลิศสุทธิวงค์
ประธานเจ้าหน้าที่บริหาร AIS

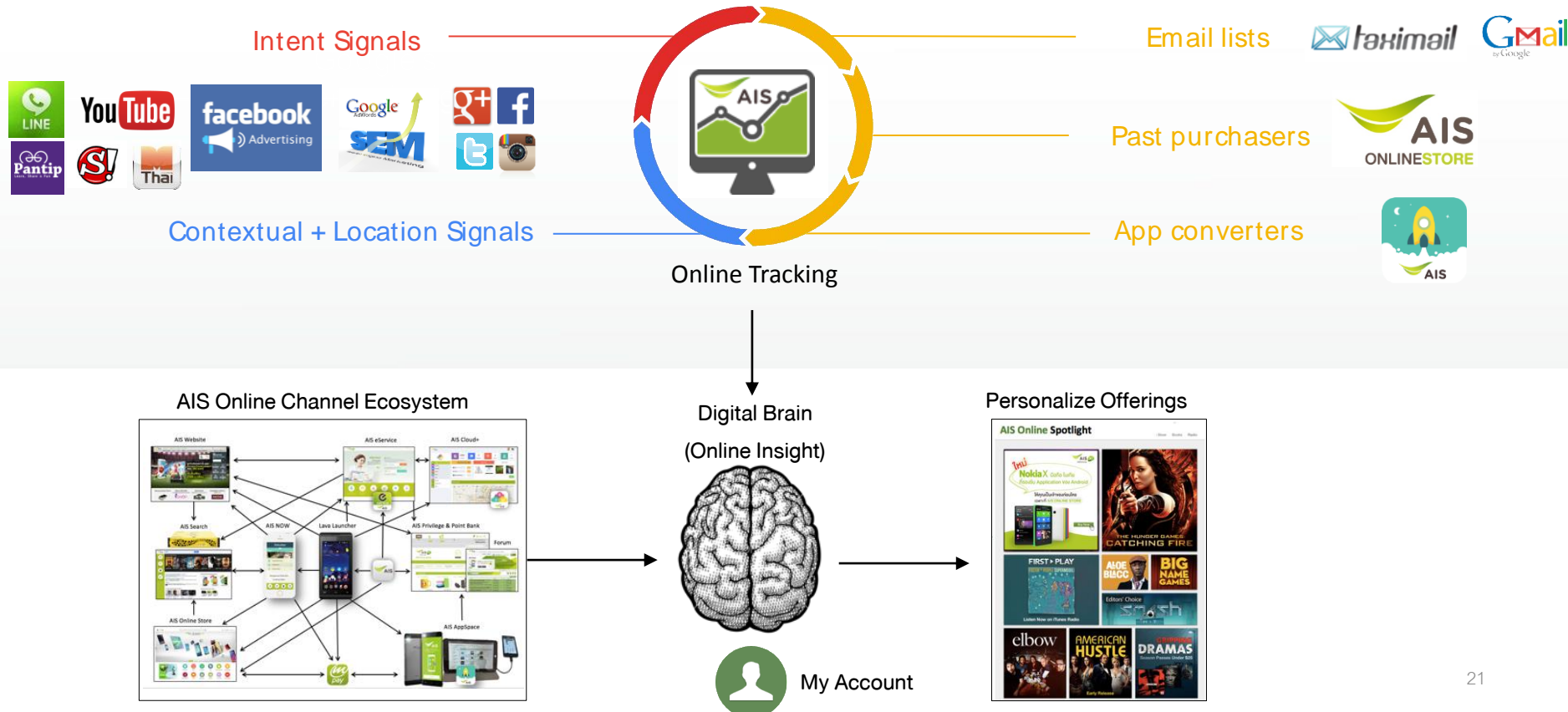
Disruptive Technology for digital telco **from telecom to internet**

Introducing “AIS Online Tracking + Sale Force”



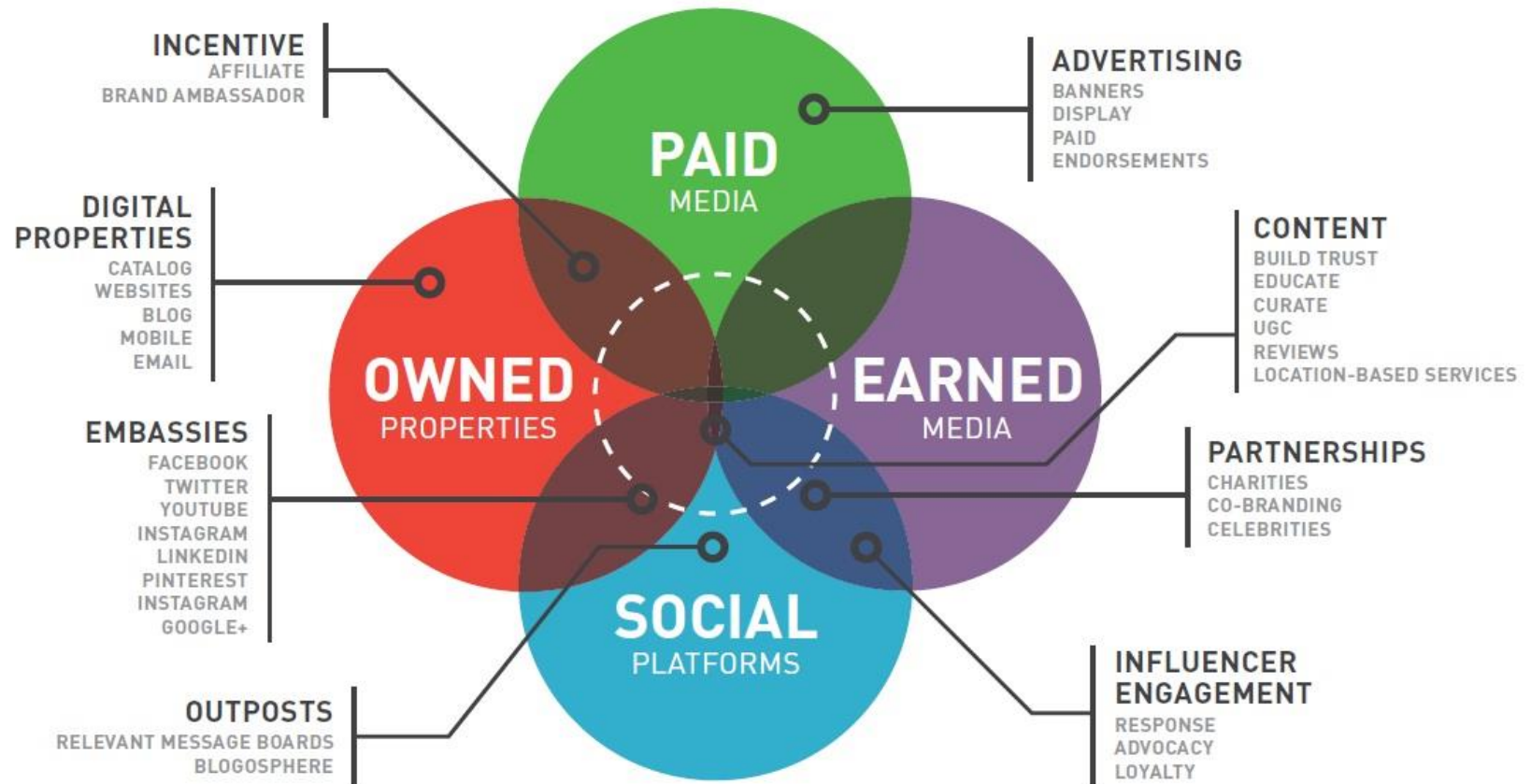
Collect all data across all customer touchpoints to set the foundation of our digital strategy

Build a 360° view of your customers with
Profile data + Intent data + Contextual signals
To do personalize real-time marketing



Digital Marketing Strategy

- Manage online media and leverage data analytics to offer personalized product and services



AIS Online Channel Roadmap



Vision: To become one of the strongest online channels in Thailand

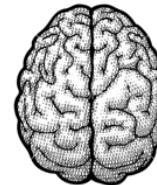
2015

Online Tracking + Sale Force



2016

Online Programmatic



Digital Brain

2017

Online Automation



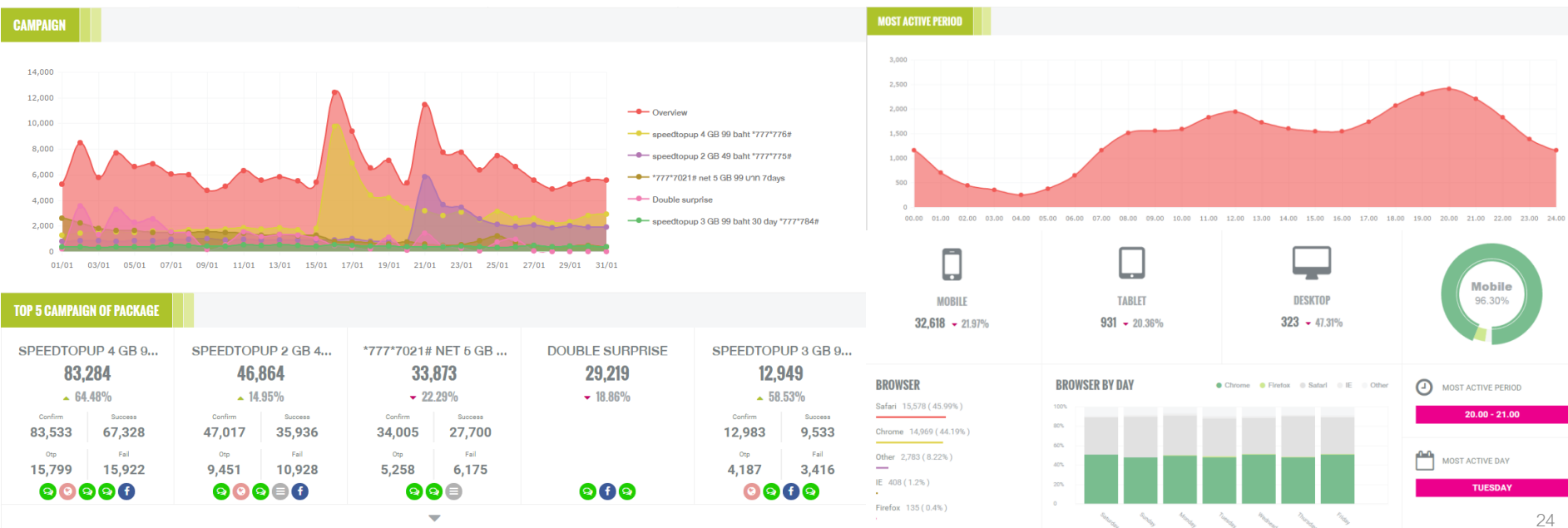
2018

Online Artificial Intelligent



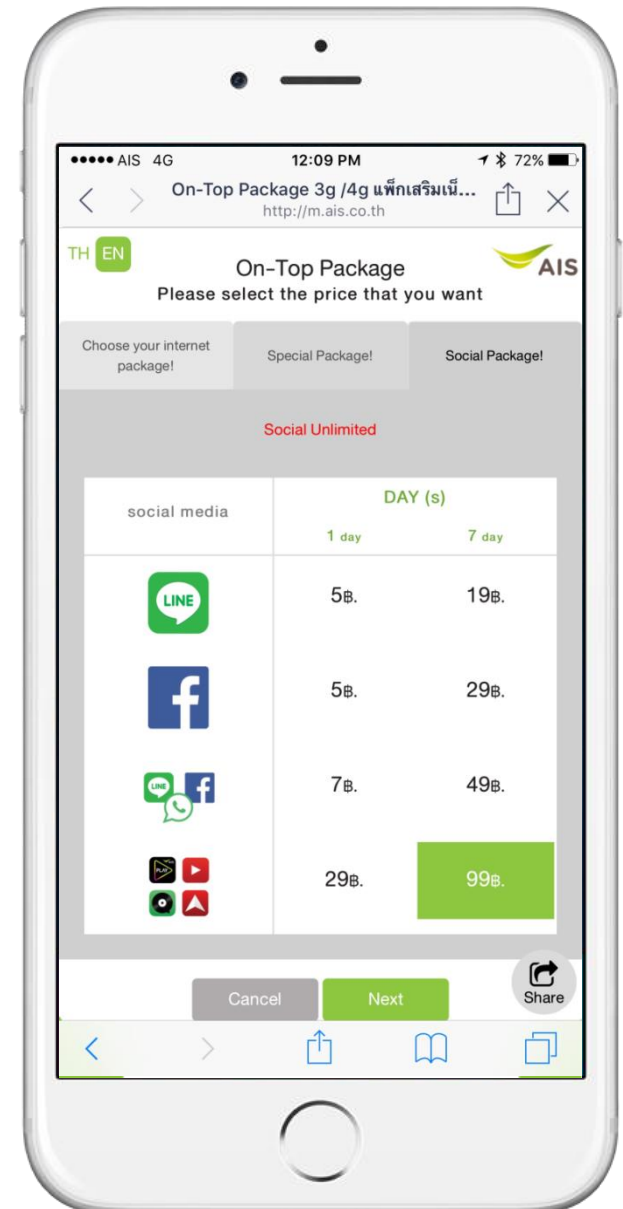
1. Online Tracking

- Media spending optimization
- Collect customer profile and behavior for personalized offerings
- Effective data monetization



2. Managed and Personalized On-Top Package

- Increase sales success rate
- Tool to increase sales value
- Customized offerings to prepaid balance
- Better and simplified customer experience



3. AIS App – All-in-One Online Self-Service App

- Drive customer digital lifestyle to reduce cost to serve
- Built-in effective and personalized offerings and advertising
- Improve customer engagement



4. Personalized Advertisement

- Build new revenue potential
- Enhance digital marketing for partners
- Targeted sales to profile and behavior

- by balance left over
- by purchase history



8x more click through rate comparing to paid

media from FB, Google (~2%)

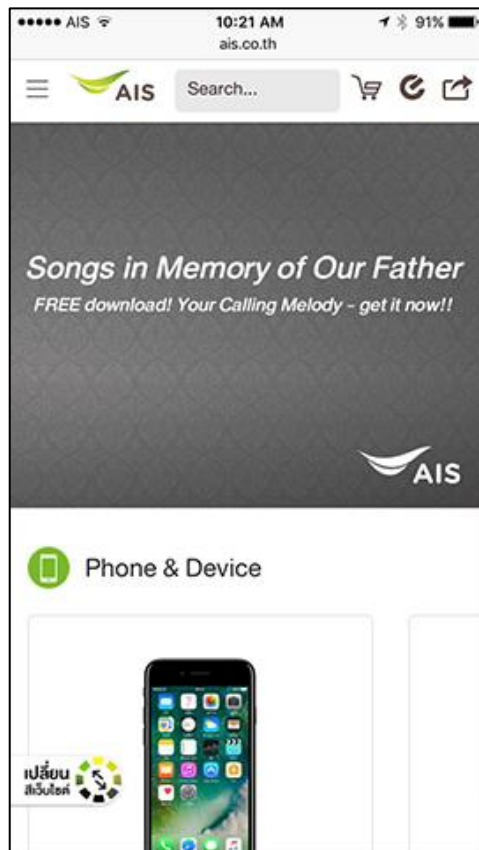
Package Offering	Page Views	% Page View
1. Promotion views (low data)	47,800	-
2. Click to View promotion	8,299	17.3%
3. Total Click on Purchase button	750	9%



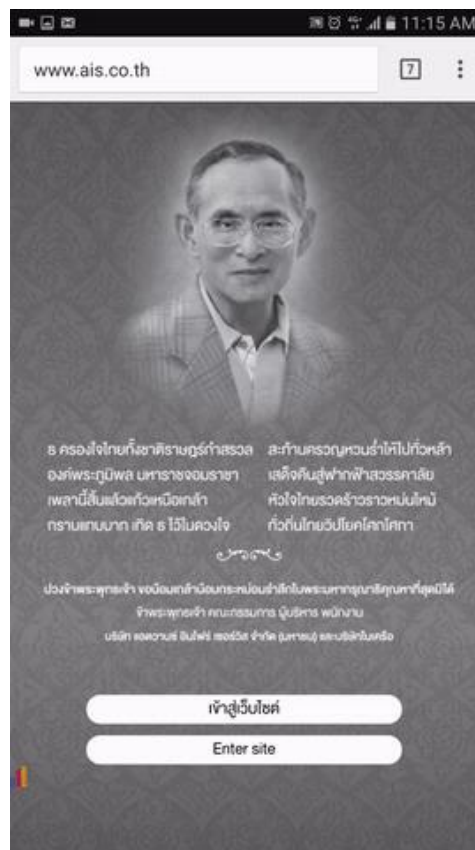
Notify on Website

AIS NOW Video Demo

“Push Banner Notify”



“Push Icon Notify”



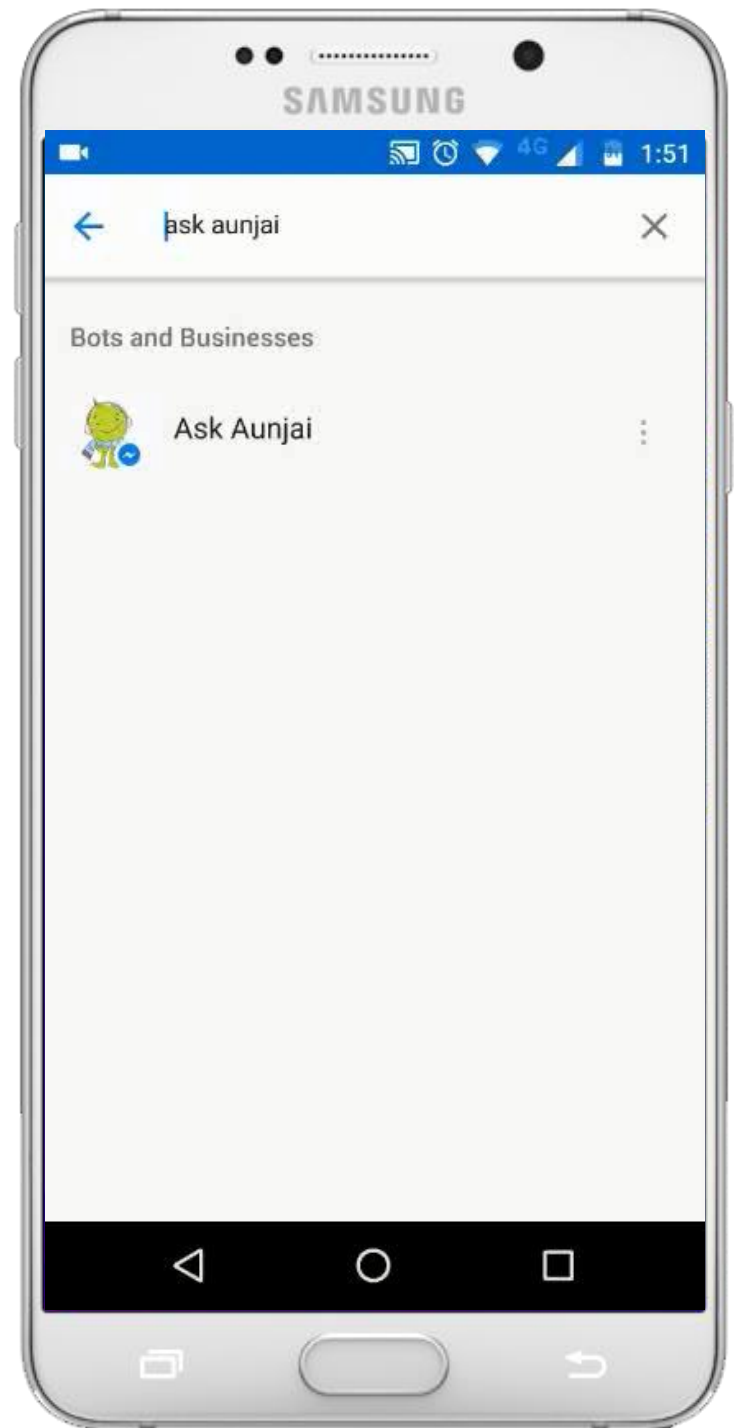
“Push Video Notify”



5. Artificial Intelligent

“Ask Aunjai”

- Use virtual agent to reduce cost
- Enhance digital experience for help and support
- Learn customer behavior to do the future offering



Serving Customers with

Smart people



Digitized process



Intelligent technology



Key differentiations

Channel Management



INFORMATION

All valuable information
must deliver to partner on
time and clear



COMPENSATION

All compensation must
competitive, rational and
accuracy



RELATION

Build relation with good
cooperative, sincere and
responsible

Key differentiation

Online Channel Management



Personalization

with info from digital analytics

‘My AIS’

ALL-IN-ONE ONLINE SELF-SERVICE APP



A unique digital self-service customer application that will empower customers to manage their requirements 24/7



OMNI-Channel

SEAMLESS MULTI-CHANNEL SERVICE EXPERIENCES

**Insightful & Consistent
Online to Offline and
Offline to Online
Interactions**



AIS Shops



AIS Contact Center



Social Media



'My AIS' & Self-Service



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Some statements made in this material are forward-looking statements with the relevant assumptions, which are subject to various risks and uncertainties. These include statements with respect to our corporate plans, strategies and beliefs and other statements that are not historical facts. These statements can be identified by the use of forward-looking terminology such as “may”, “will”, “expect”, “anticipate”, “intend”, “estimate”, “continue” “plan” or other similar words.

The statements are based on our management’s assumptions and beliefs in light of the information currently available to us. These assumptions involve risks and uncertainties which may cause the actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Please note that the company and executives/staff do not control and cannot guarantee the relevance, timeliness, or accuracy of these statements.

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