



**Bussaya Satirapipatkul**

**EVP-Customer Service Management**

# **AIS Annual Investor Day 2017**

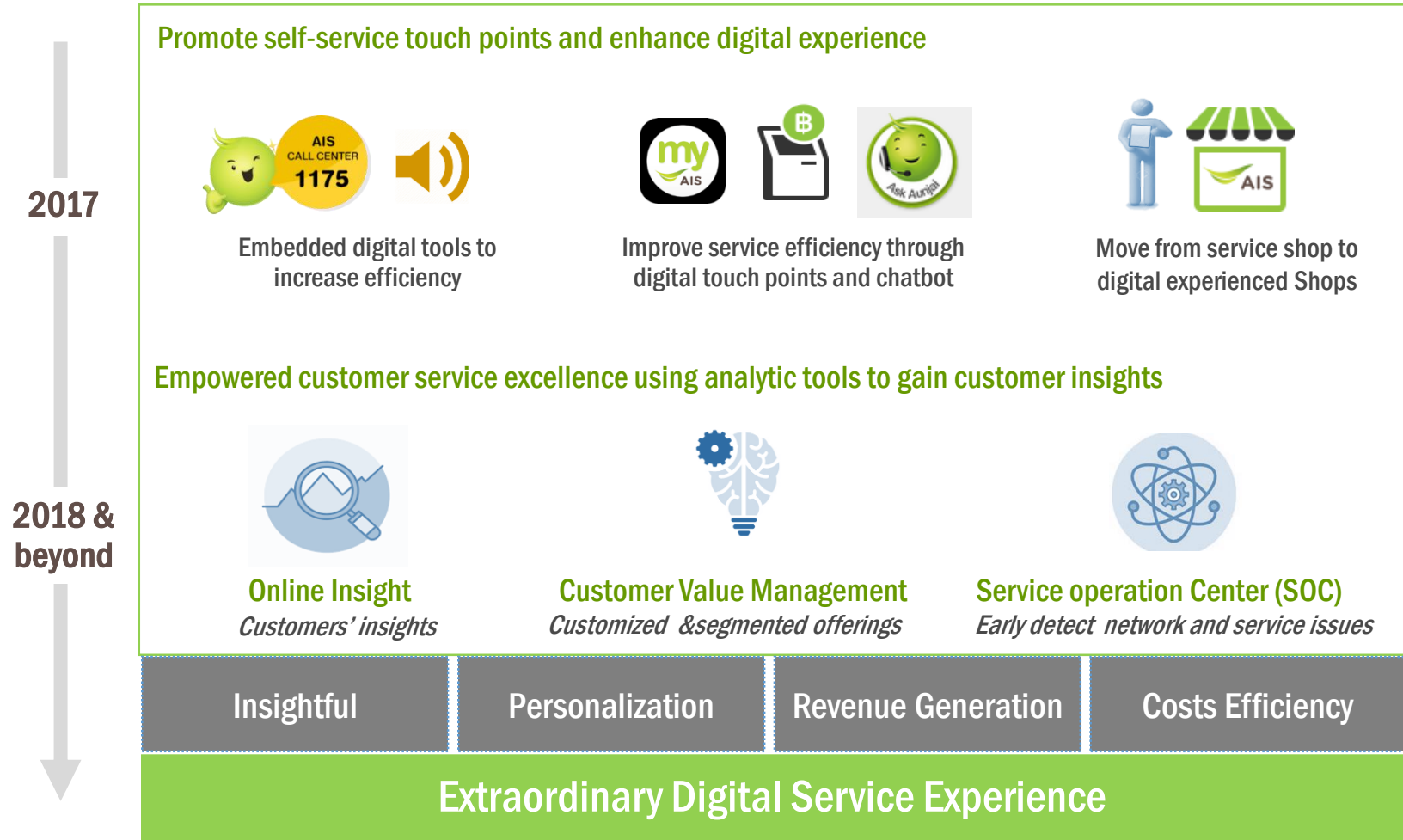
**17<sup>th</sup> November 2017**



# Next Generation Xperience

# Next Generation of Customer Service with **Digital Experience**

Promote **SERVICE EXCELLENCE** by equipped all touch points with the better customer insights, generated though the powerful big data analytic tools.



# 2017

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**Promote Self-service Touch Points  
& Enhance Digital Experience**

# Enhance Digital Experience by Self-service Touch Points

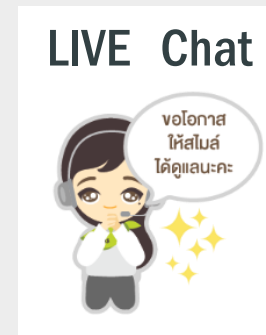
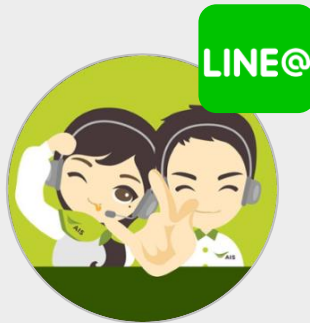
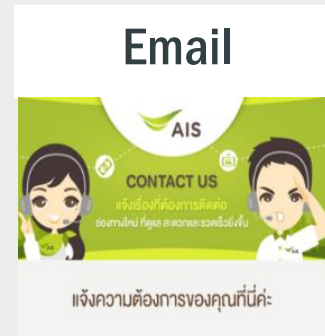
## My AIS



## IVR



## Digital & Social Media Channels

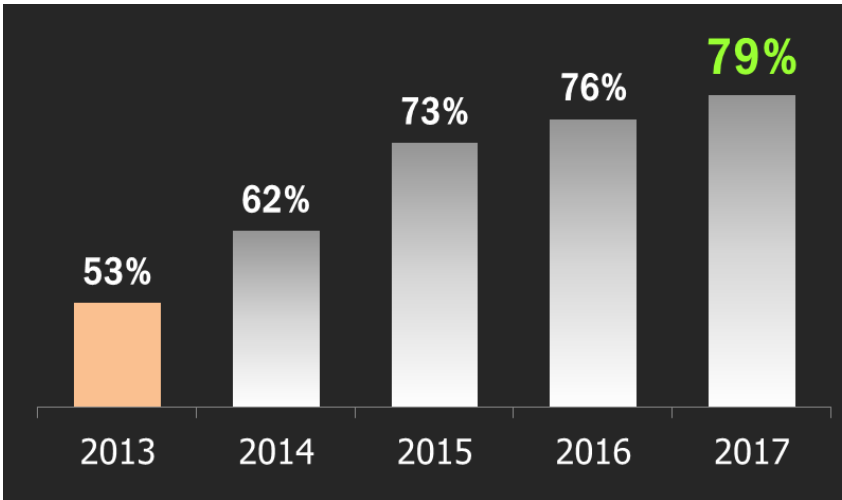


## Social Media

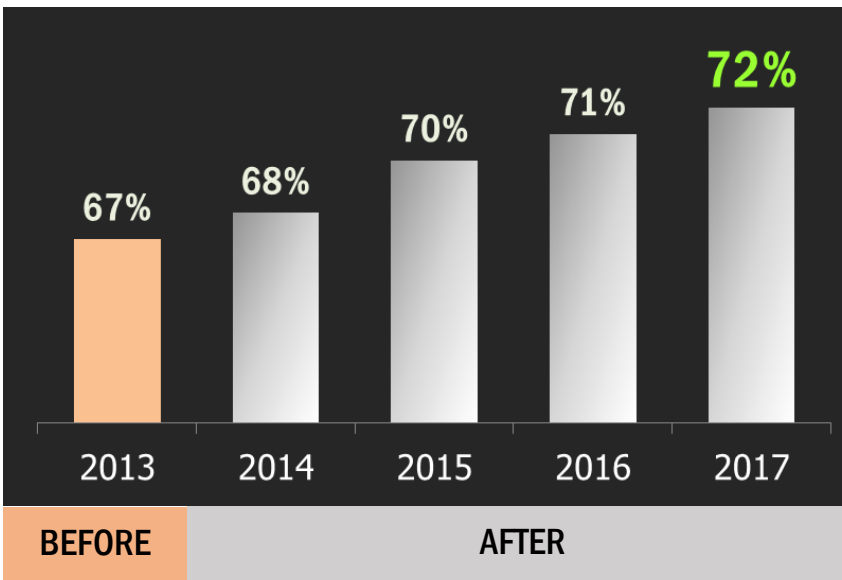


# Intelligent & Conversational IVR

**%IVR  
VS Total  
Contact**



**%CSI**

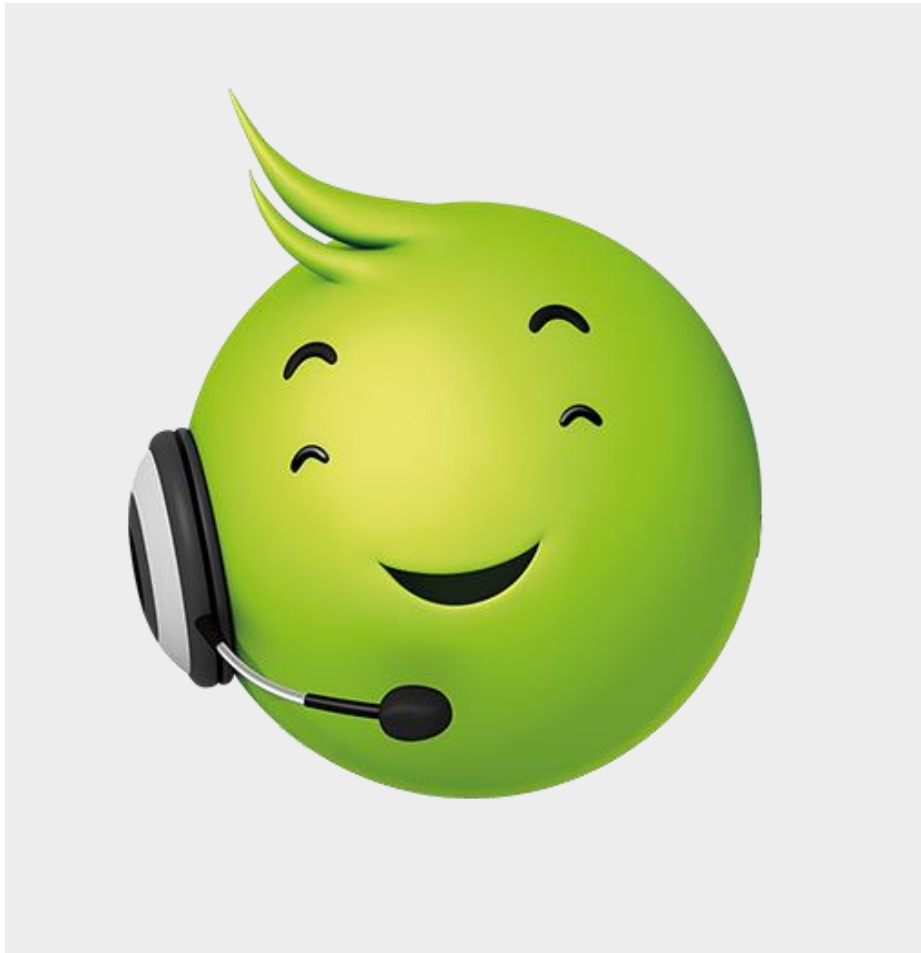


- Continuously **simplify call flow** to match needs & reduce time in IVR
- **Personalized** greetings & menus
- **Speech recognition**, go straight to topics using voice command within 15 secs.
- Agents **focus on sales & providing digital service consultations**



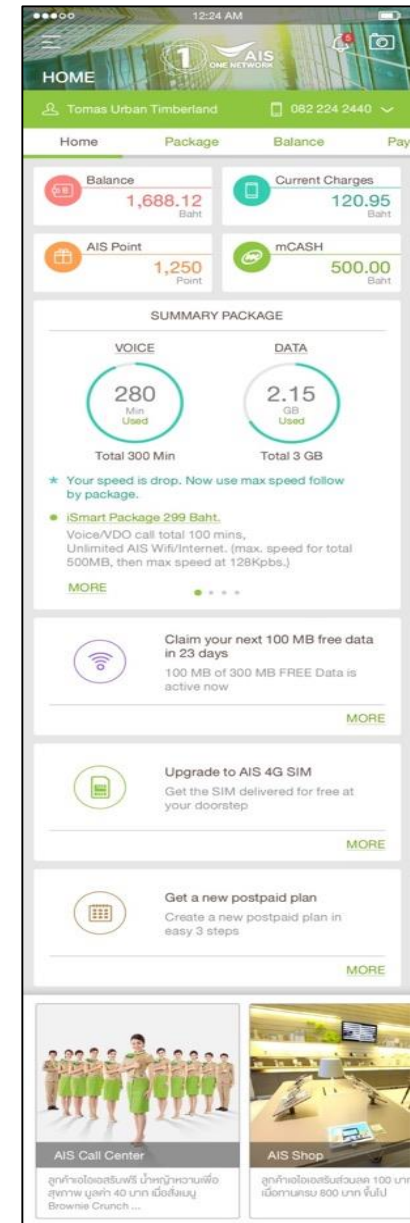
# Ask Aunjai Virtual Agent: Chatbot

## Natural Dialogue and Emotional Response by Aunjai's Stickers



# My AIS

- Boost 'My AIS' as 'AIS Shop' with new features delivering delightful digital experiences
- Promote 'MY AIS' both online and offline channels eg. Call Center, AIS Shop, Social Media, etc.





# AIS Shop : Digital & Experience Shop

- Redesign **shop visibility & service interact** to deliver digital service experiences
- Deploy **OMNI-Channel** in product purchase across AIS Shops, Call Center & Online Store



**142** Shops nationwide

Bangkok 58 | Upcountry 84

**0.7M**

contacts / month

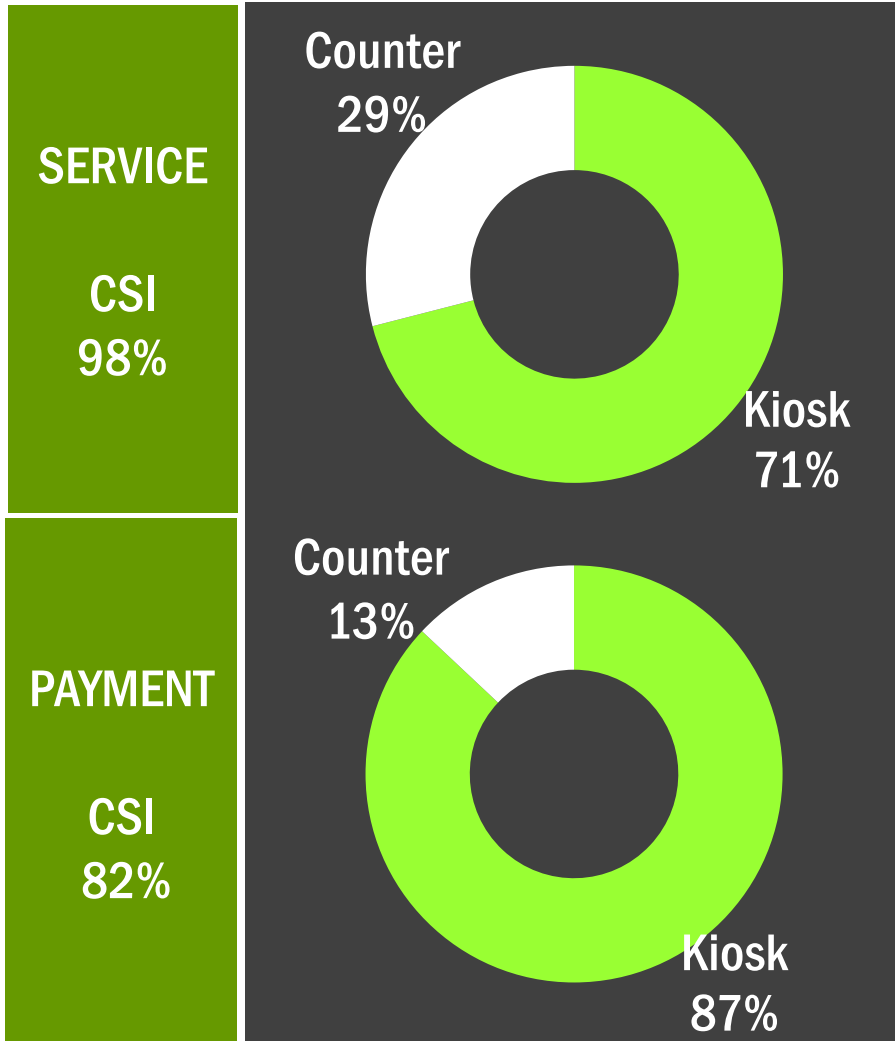
**87%**

served within 15 mins.

**85%**

CSI

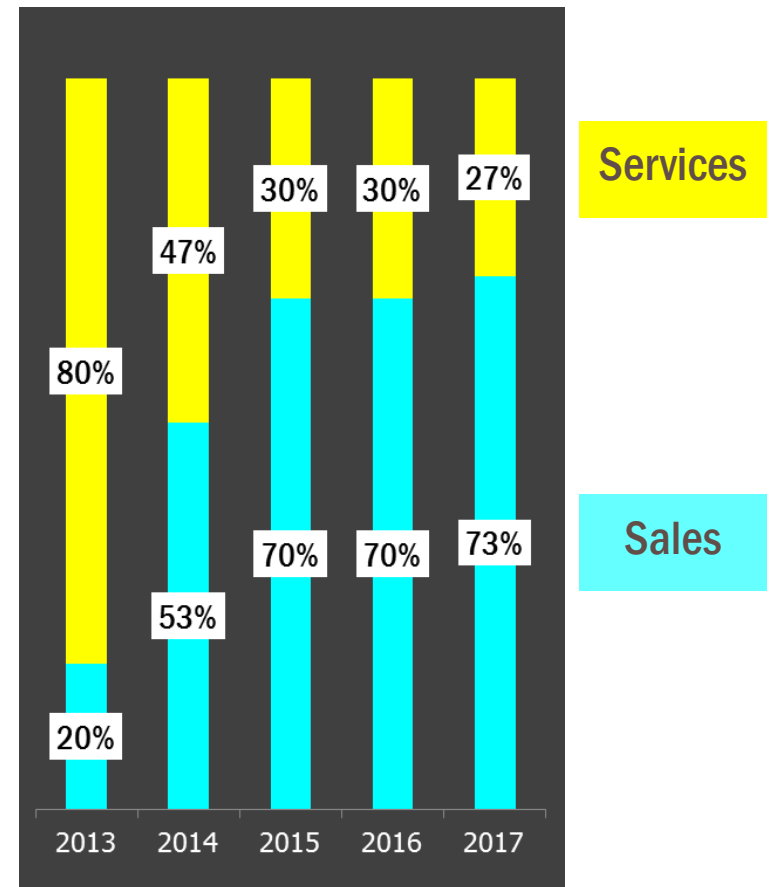
# Service & Payment Kiosks



# Frontline Staffs

Staffs seek **customer insights** to deliver more

- Sales opportunities
- Digital solution consultations
- Engage customers



Before 2000

2004

2010

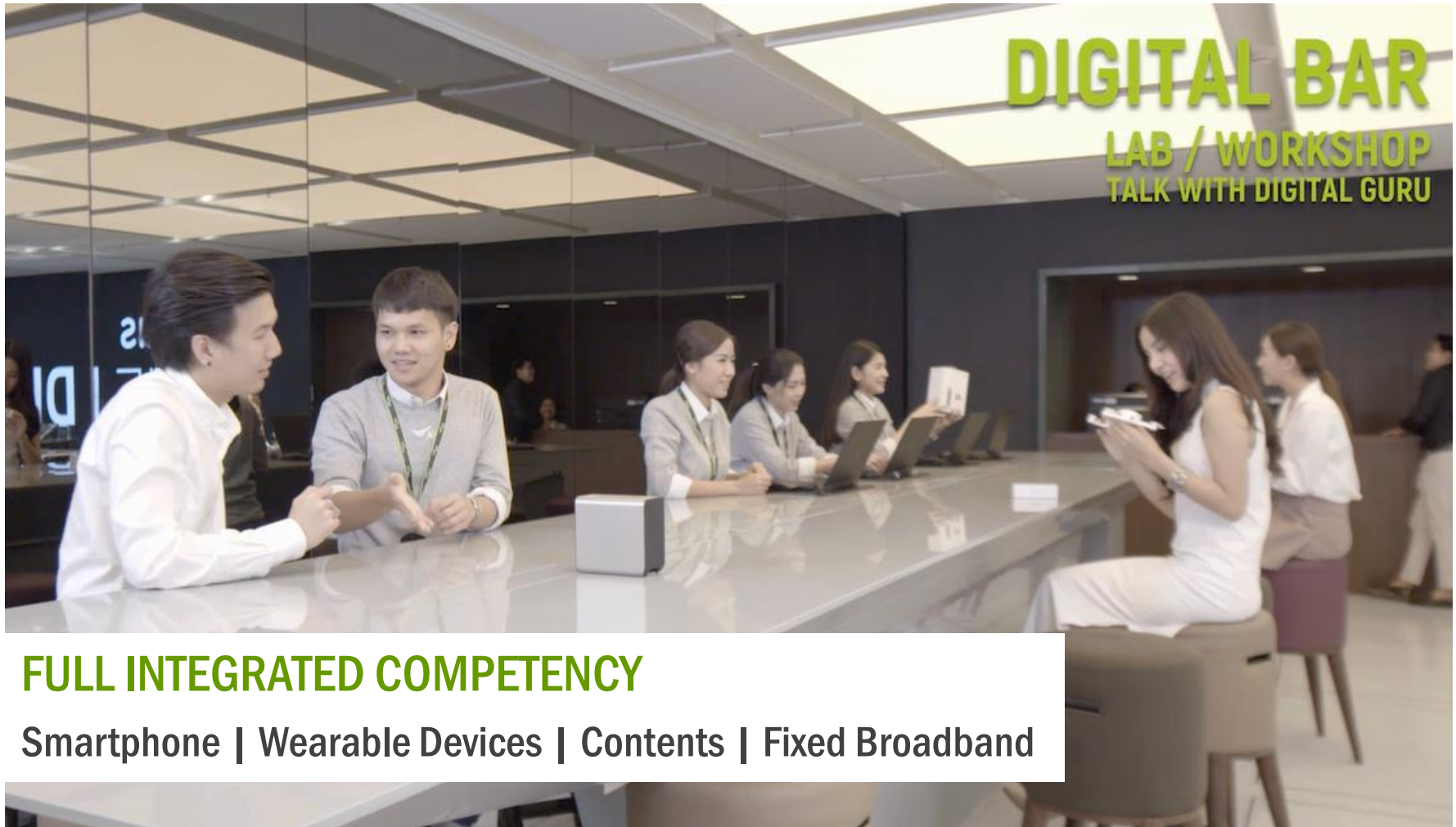
2015

Customer Care

Service Consultant

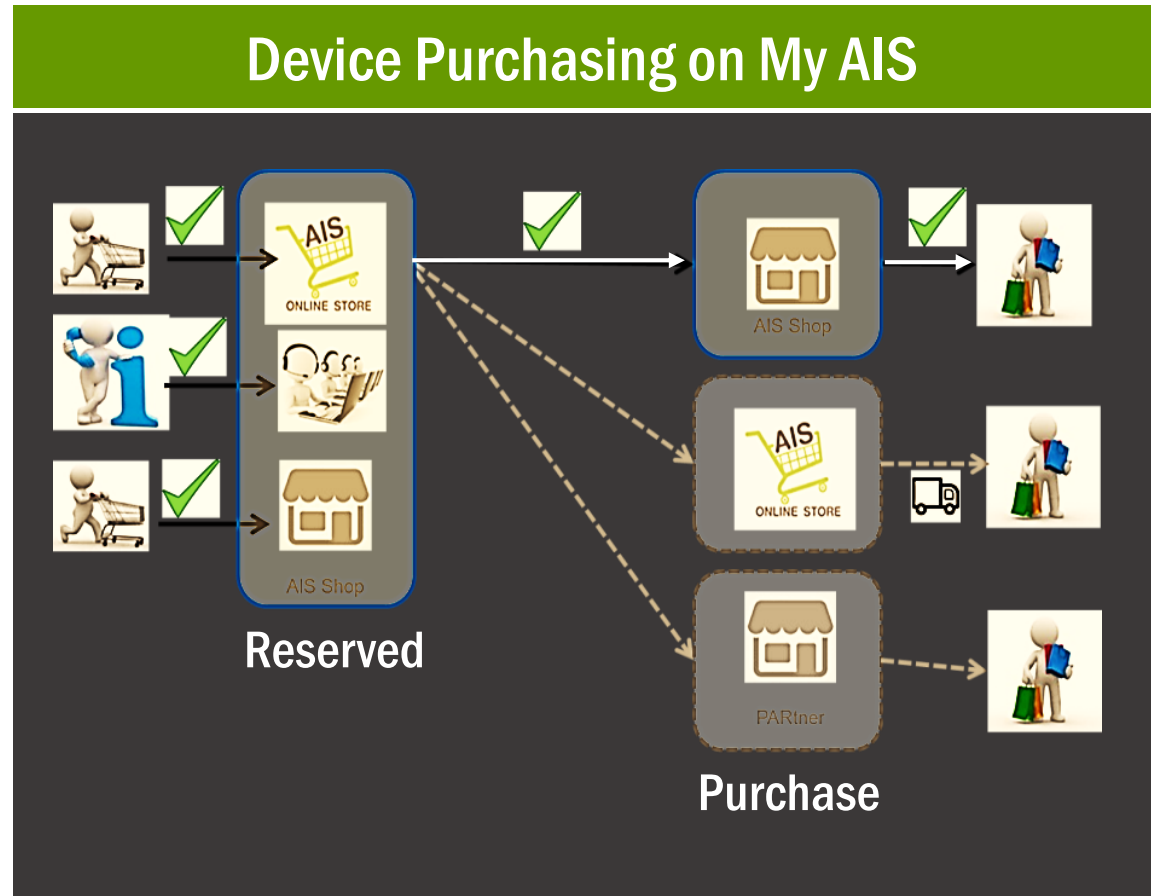
Device Guru

**Digital Life Guru**



# OMNI Channel

Insightful & Consistent Online to Offline & Offline to Online



# 2018 & beyond

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**Empowered Customer Service Excellence using  
Analytic Tools to Gain Customer Insights**



## INTEGRATED SYSTEMS

### Customer Value Management (CVM)

Holistic view of integrated offering  
in every stage of customer lifecycle

#### DIGITAL BRAIN

Online behaviors analytics

from **NOC** to **SOC**

Capture network quality  
& guarantee Best CE in real time

### Intelligent Knowledge Base (iKM)

Products & Services  
Portfolio



## CONTEXTUAL INSIGHTs

### GATHERING A DEEP CONTEXTUAL INSIGHT by AI

Provide to all interaction platforms  
& service channels



## INTERACTION PLATFORMS



### CHATBOTS

Embed into all self-service channels  
for enquiries

(My AIS, Conversational IVR, Ask  
Aunjai, LINE, etc.)



### IM SCREEN

Total solutions service screen



### MY CHANNEL APPS

Handy apps for mobility services

### OMNI CHANNELS

Seamless flow of enquiries



## I-MESSAGES RELATIONSHIP



### CHATBOTS (AI)

&



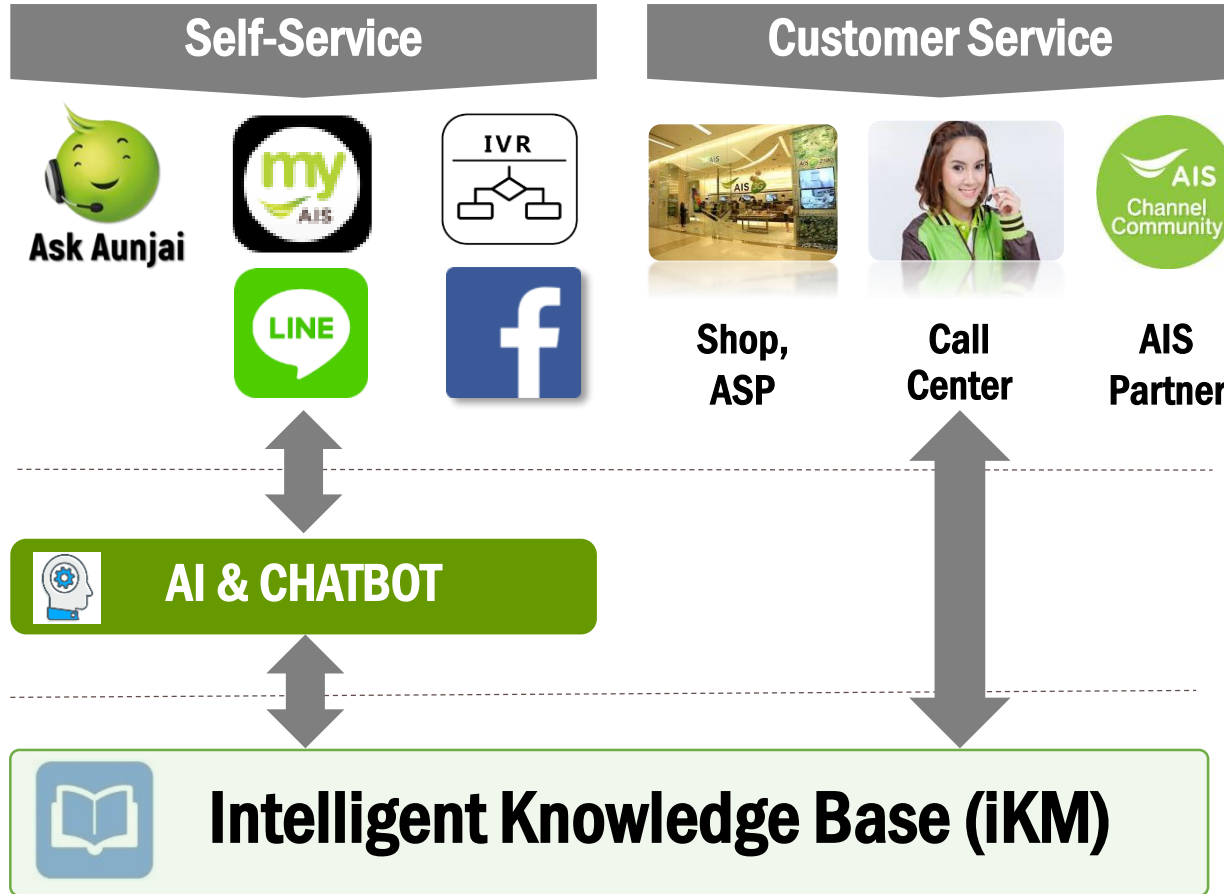
### LIVE AGENTS (IA)

Seamlessly serve customers  
...predictably ...accuracy  
..faster...personalized

# FOUR-I SERVICE EXCELLENCE

REVOLUTION OF PROCESS STARTING FROM **BRAIN** TO **HEART**

# Digital Service Experience by “enabling AI & Chatbot”



## Seamless Customer Interaction

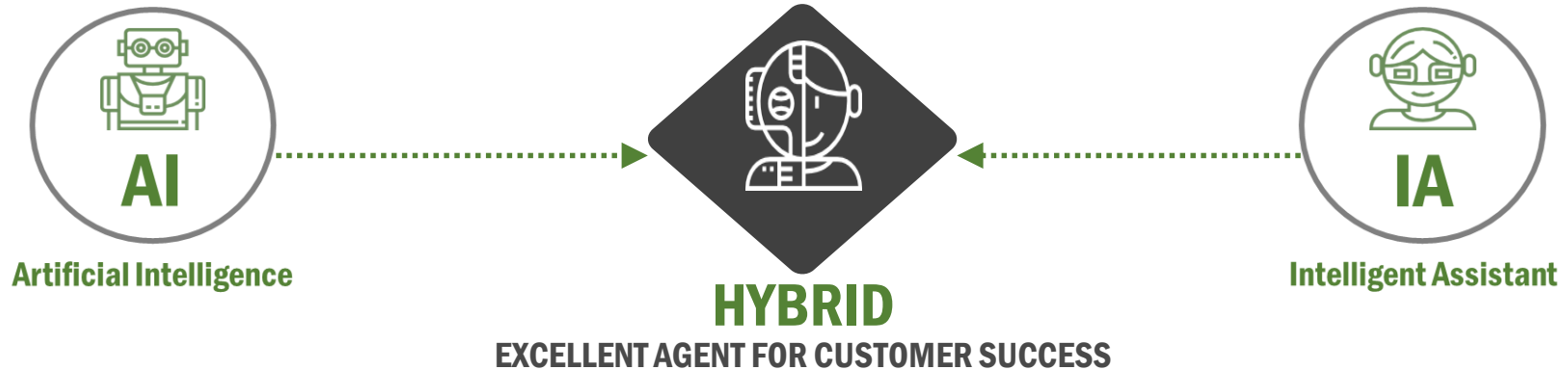
- Immediate & smart answer
- Enable personalize service
- Innovation customer service

- Smart agent both text and speech recognition with natural conversation
- Build Fast / Low cost

- Knowledge centralization
- Multichannel consistency
- Simplify data management

# EXCELLENT HYBRID AGENT

THE BEST INTEGRATION OF **AI** AND **IA**



Contextual analytics & prediction .....	<b>PROCESSING</b> .....	Accuracy & insightful offering from AI
Holistic views for customer needs .....	<b>PERSPECTIVE</b> .....	Emotion detection & Sales motivation
Basic enquiries .....	<b>COMPLEXITY</b> .....	Mixed products & Complicated issues
Offload a number of repetitive calls .....	<b>VALUE</b> .....	Free up for high value customers
Avoid human errors .....	<b>SKILL</b> .....	Develop skills for new products



# Seamless Experience from Online-to-Offline Purchasing

Help customers make decision on their interested products with seamless experience

## USE CASE 1



## SOLUTION

Online-to-Offline  
Integration

“Omni Channel”

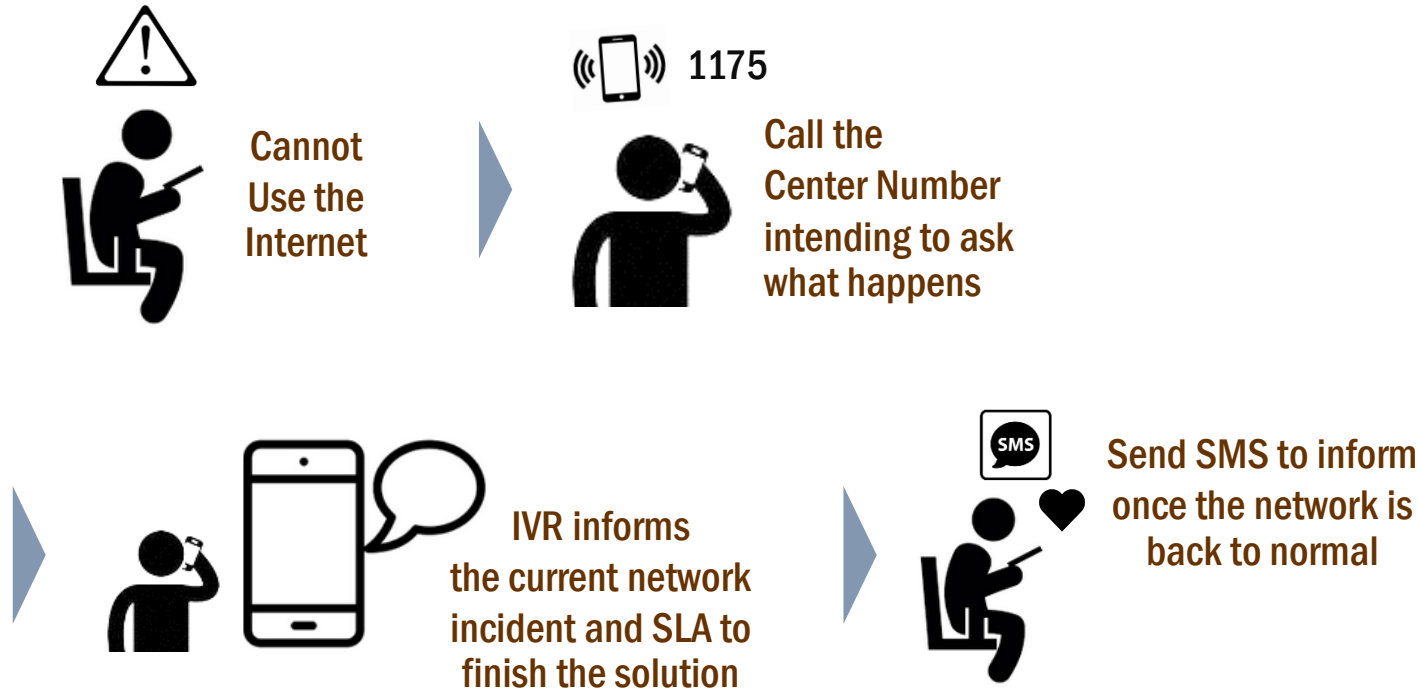
### Proactive conversation:

- “We notice that you have Samsung Note 8 pending in your Shopping Cart”
- “Are you still interested? Would you like me to help you with more info?”
  - Inform special deals
  - Give consultation for decision making
  - Assist with purchasing or reserving if needed

Launch:  
Jul 2017

## Informing Network Incident on IVR (based on profile)

Notify customers of network incident and solution time based on customer's problem area



### SOLUTION

SOC Solution

(Service Operation Center)

#### Proactive alert:

"There is network problem in Rama II area at the moment due to broken cables. We are fixing it asap and expected to be finished in 2 hours by 4 p.m. Sorry for the inconvenience."

Launch:  
2018

## VIP Usage Monitoring – Expanded Scope

Ensure quality network experience for VIP customers with expanded scope of usages

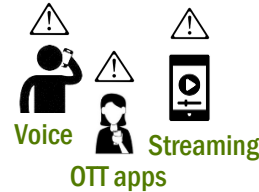


Using Mobile Services



Roaming

Both domestic  
and international usages



Experience Usage Difficulties  
e.g., cannot use Internet while abroad



Alert Engineer Team  
to quickly investigate  
and fix the problem



Received SMS  
informing solution

SOLUTION

SOC Solution

(Service  
Operation  
Center)

### Proactive conversation:

“We notice that you have just experienced difficulties using Internet while roaming.  
We have already fixed the configuration for you, and now you can use the Internet normally.”

Launch:  
2018

# Pre-Roaming Alert at Suvarnabhumi Airport

Reduce customer's pain point of High data roaming charges unknowingly

## USE CASE 4

### Passing Passport Control



**Send location-based SMS to AIS customers, only after the passport control**

### Waiting for Flight



**Customers normally play with phone, increasing chance to read SMS and thereby take preferred action**

### Home: Checking Out Bill



**Peace of mind. No surprise**

- ▶ Increase AIS integrity
- ▶ Reduce Waive Requests
- ▶ Generate Revenue from IR Package Subscription

## SOLUTION

**SMS Notification customized by location & profile**

**right place,  
right offer,  
right time**

#### **SMS Message:**

"Using smartphones abroad may cause Internet roaming charges unintentionally. Subscribe Internet roaming packages before leaving by calling 1175. (If you do not wish to use Internet roaming, turn-off Internet by pressing \*129\*1#)."

Launch:  
Dec 2015

# Contextual Privilege Notification at the Airport

Travelling customer's awareness to enjoy privilege and get delightful experiences at the airports

## USE CASE 5



Passing  
Immigration  
Point

Use location-based  
to filter for travelers only



Using Mobile  
While Waiting  
at the Airport

Trigger the network by customer usage  
or location update



Received  
SMS  
Notification

The system checks customer profile  
and send SMS accordingly



Redeem and enjoy  
themselves while  
waiting for flight



Take Off  
Happily

### SMS Message:

“Enjoy AIS Privileges while waiting at the airport. **Check out privilege especially for you, dial \*545\*xx#.** To check out participating shops at **Suvarnabhumi Airport**, visit [www.ais.co.th/airportprivileges](http://www.ais.co.th/airportprivileges)”

### SMS Features:

- Inform privilege by segment
- Real-time checking for remaining privilege quotas
- List of shops and restaurants with privilege offers specifically at this airport
- Visual Zone Map to easily locate specific shops & restaurants

## SOLUTION

SMS Notification  
customized  
by location  
& profile

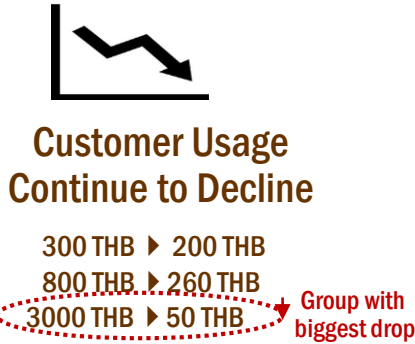
right place,  
right offer,  
right time

Launch:  
2018

# Customer Insight for Right Offering : Customer's Complaints

Finding unspoken dissatisfaction & solve or offer solution before customer's complaints or churn

## USE CASE 6



## SOLUTION

Customer Value  
Management  
(CVM) Solution

Utilizing data  
analytics and  
predictive  
modelling

Details	Scenario 1	Scenario 2
Scope	Most subs use XYZ package	Most subs reside as cluster in XYZ district
Findings	Package does not match with customers usage behavior	Engineers finds weak signal in that area
Assumption	Customers are not satisfied, seeking to try the competitor's	
Action	<ul style="list-style-type: none"><li>Offer best fitted package</li><li>Personalized offer based on usage pattern using data analytic tools</li></ul>	Quickly fine tune and boost up network quality in the area

Launch:  
Scenario1 - 2018  
Scenario 2 - Q4 2017

