
SERVICES QUALITY

MANAGEMENT APPROACH

Today, customers expect more from products and services and so a focus on customers is vital to achieving sustainable business growth. By adopting a customer-centric approach to customer relationship management, True Group strives to design products and services to meet their needs and create positive customer experiences and satisfaction in every detail.

Moreover, we have embraced artificial intelligence and digital technology to improve our customer services across automated and online channels and complied with the Personal Data Protection Act (PDPA). Our customer service staff have been trained to meet the service standards set by the Customer Operation Performance Center for Customer Service Providers (COPC for CSP). This is to ensure that they deliver memorable services and experiences with a True Heart to customers under the slogan “Attentive, Knowledgeable, Passionate, and Happy.” Management has regularly reviewed customer service performance and experience to improve our operations, better meet customer needs, deliver superior customer experience, and achieve the highest level of customer satisfaction possible.



CONTINUOUS CUSTOMER SERVICE DEVELOPMENT

TRUE ISERVICE TECHNOLOGY FOR DIGITAL SERVICES

True Group has introduced the Virtual True Shop, which allows customers to access products and services from TrueMove H, TrueOnline, and TrueVisions without having to go to the True Shop, covering:

- Self-service amenities such as switching to an eSIM, registering a new SIM, and checking usage data and service charges.
- Customization such as changing packages or promotions, and buying additional packages.
- Self-troubleshooting, including Wi-Fi settings and managing SMS ads.
- Privileges.

DIGITAL SERVICES

True Group has transformed its services to become more digital and convenient for use, facilitating transactions 24/7 across its products and services.

In 2022, 75.55% of customers used digital services, which is higher than the 75% target.

True Group’s income from digital services accounted for 60.67% of the total revenue, which is higher than the 60% target.

CUSTOMER SATISFACTION ASSESSMENT

The Company regularly conducts online customer satisfaction (iCSAT) survey towards products and services among customers. The results of a survey conducted in 2022 show that customers were 93 percent satisfied with True Group’s services. Most customers were satisfied with the care, advice, and services provided by our enthusiastic and attentive staff. The areas needed to improve are response times, shop or call center queue lengths, and complicated processes. The Company has used the customer feedbacks and suggestions to continue to improve its products and services to satisfy customers.

• CUSTOMER SATISFACTION ASSESSMENT (ICSAT) : %

