

PLAYBOOK

TELKOMSEL

CUSTOMER CARE INTERACTION MANAGEMENT

11 JANUARI 2023

OPEN A WORLD OF MORE

Twenty-six years in the game, Telkomsel always has its fingers on the global pulse in the realm of digital connectivity. It has maintained its relevance and retained its reputation as pioneer in creating endlessly exciting customer experience.

Telkomsel's relentless evolution in digital connectivity is unleashing not just a world of infinite possibilities, but whole worlds of wonders that were once only present in the wildest of imaginations. Not only Telkomsel is elevating everyone's lives in the digital sphere, it is also conjuring magic out of every experience.

The legion of innovative features riding on Telkomsel's 5G infrastructure—**Indonesia's first, fastest, and most reliable**—work at lightning speed in delivering tomorrow's technologies to enable and empower people today.

Telkomsel's "World of More" is bound to equip everyone to dream up ingenious solutions, inspire ideas to transform the world for the better, and pave the path to more fulfilling lives.

With this, we stand poised to transcend the impossible.



Corporate Culture



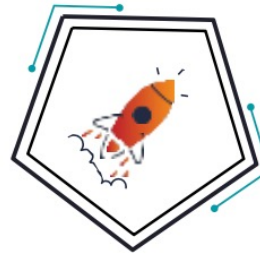
AGILITY in our process

Cepat beradaptasi dan fleksibel — dengan mengedepankan nilai khas AKHLAK yaitu core values Amanah, Harmonis dan Adaptif.



CUSTOMER CENTRIC in our solutions

Mengutamakan kebutuhan pelanggan dan memberikan solusi terbaik – dengan mengedepankan nilai khas AKHLAK yaitu core values Amanah, Kompeten dan Loyal.



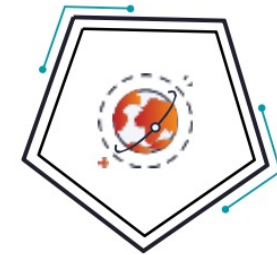
INNOVATION in our products

Membuat produk/ layanan/aplikasi yang dapat meningkatkan nilai tambah – dengan mengedepankan nilai khas AKHLAK yaitu core values Kompeten, Adaptif dan Kolaboratif.



OPEN MINDSET in our considerations

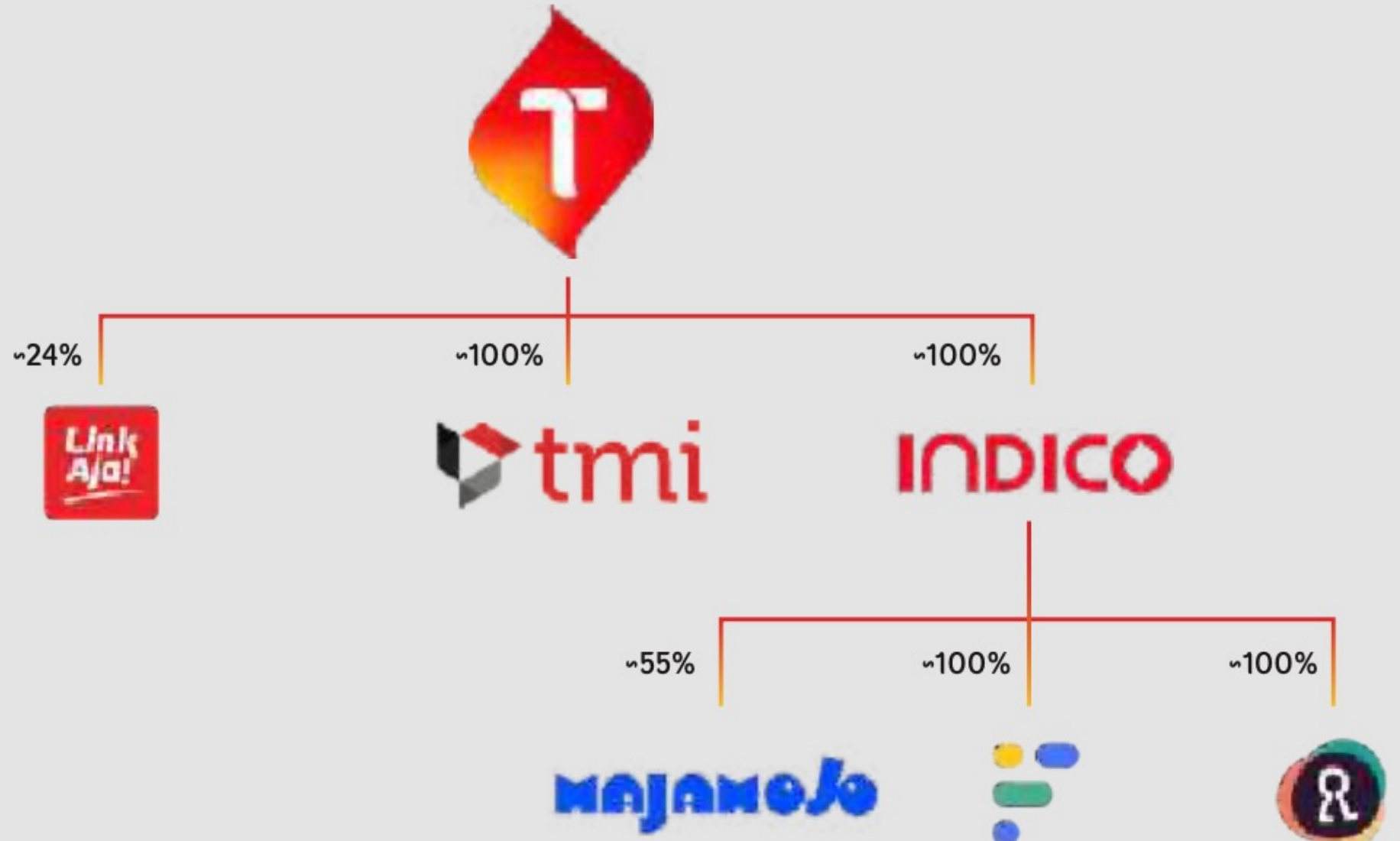
Selalu terbuka untuk mempelajari hal/ide/ peluang baru – dengan mengedepankan nilai khas AKHLAK yaitu core values Harmonis dan Adaptif.



NETWORKING in our approaches

Berkolaborasi dengan pihak lain untuk memperluas ekosistem kerja dan bisnis – dengan mengedepankan nilai khas AKHLAK yaitu core values Loyal, Harmonis dan Kolaboratif.

Corporate Structure



Key Product and Services

Telkomsel
Halo

Telkomsel Halo has been undisputably the preferred brand of postpaid mobile among professionals and corporate customers, having served the corporate and high-end segments for more than two decades. Rejuvenated from Telkomsel's long-standing brand, kartuHalo, in 2021, Telkomsel Halo now carries on to provide an unparalleled range of quality mobile services and a suite of exclusive privileges to its user base. Telkomsel Halo is spreading its reach to embrace young professionals, positioning itself as the coolest postpaid service with the best value for middle and upper segments, opening up a world of excitement and opportunity for them in their daily

Telkomsel
PraBayar

A powerful integration of Telkomsel's well-known prepaid brands— simPATI, Kartu As, and Loop— Telkomsel PraBayar now delivers convenience and comfort to its customers' fingertips. Through the rebranding, Telkomsel PraBayar has emerged to cater to all the nuances of customer experience, thanks to its wide range of packages available across the price spectrum. Telkomsel PraBayar unveils a horizon of possibilities in the realms of productivity, entertainment, and self-actualisation on the back of Telkomsel's superior and highly reliable broadband network.

Key Product and Services



A pioneer in the digital prepaid cellular service in Indonesia, by.U provides end-to-end, fully customisable digital experience for all telecommunications needs. Especially targeting the Gen Z with their relentless need for continuous connectivity, by.U amplifies daily online activities through its integrated services and versatile apps.



Telkomsel Orbit offers broadband home internet via Wi-Fi modem connected to Telkomsel's robust 4G and 5G cellular infrastructure available across Indonesia. Orbit requires no subscription, allowing users to enjoy the flexibility to go online instantly, simply by purchasing data packages.

Digital lifestyle

Telkomsel DigiAds

Telkomsel's DigiAds deliver targeted, cross-platform advertising, such as messaging, video, contextual, location-based, reward, and mobile coupon, layered with unique insights gained from sophisticated data analytics of over 170 million Telkomsel subscribers. DigiAds also offers Indonesia's first mobile authentication service, Telkomsel PNV, providing an additional layer of security for businesses in providing mobile-based services.

Telkomsel redi

Telkomsel joined forces with 90 financial institutions in Indonesia to develop Telkomsel redi, a mobile banking service available on mobile app, SMS, and USSD channels.

Telkomsel MSIGHT

With Telkomsel MSIGHT now opening the opportunity for more than 54 clients to transform their business by harnessing this data-driven platform.

Telkomsel ENTERPRISE



With digital transformation now becoming the focus of enterprises across the globe, we help them to accelerate their digital transformation journey by launching several digital services and digital platforms that are relevant for enterprises to establish their digital office to stay productive.

Telkomsel Orbit

Telkomsel Orbit became the first commercial 5G home broadband product in Indonesia. Telkomsel Orbit brings the peerless connection quality offered by its vast 4G and 5G networks across the nation directly to the home.

Telkomsel IoT

Telkomsel has elevated its role in the digital sector with Telkomsel IoT, broadly divided into three segments: Smart Connectivity, Fleet Management, and Industrial. With new innovations introduced in this field, to improve the ease and reliability for businesses to track and monitor assets.

LOOKING BACK: CTP AVAILABILITY 2022 HIGHLIGHTS

YEAR OF CONTINUOUS AND CATALYTIC MOMENTUM

PHYSICAL CUSTOMER TOUCHPOINTS



GraPARI Lite
2 locations



-5,3%
GraPARI
395 to 374 locations



GraPARI Café
3 locations



+1.7%
MyGraPARI
410 to 417 units



MyGraPARI Lite
50 units



Mobile PERSO
prototype RFC

Area 1	Area 2	Area 3	Area 4
GraPARI: 104	GraPARI: 73	GraPARI: 107	GraPARI: 90
Cust. Service: 439	Cust. Service: 494	Cust. Service: 465	Cust. Service: 275
MyGraPARI: 116	MyGraPARI: 83	MyGraPARI: 120	MyGraPARI: 98

NON-PHYSICAL CUSTOMER TOUCHPOINTS



Virtual Assistant

available at 4 major social platforms



Facebook



Telegram



MyTsel Apps

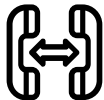


tsel.com



eCare

assisted digital



CC

assisted call



assist VA



TW



IG



Email

188

customer

357

reseller



GraPARI Online

reaching 281 cities nationwide

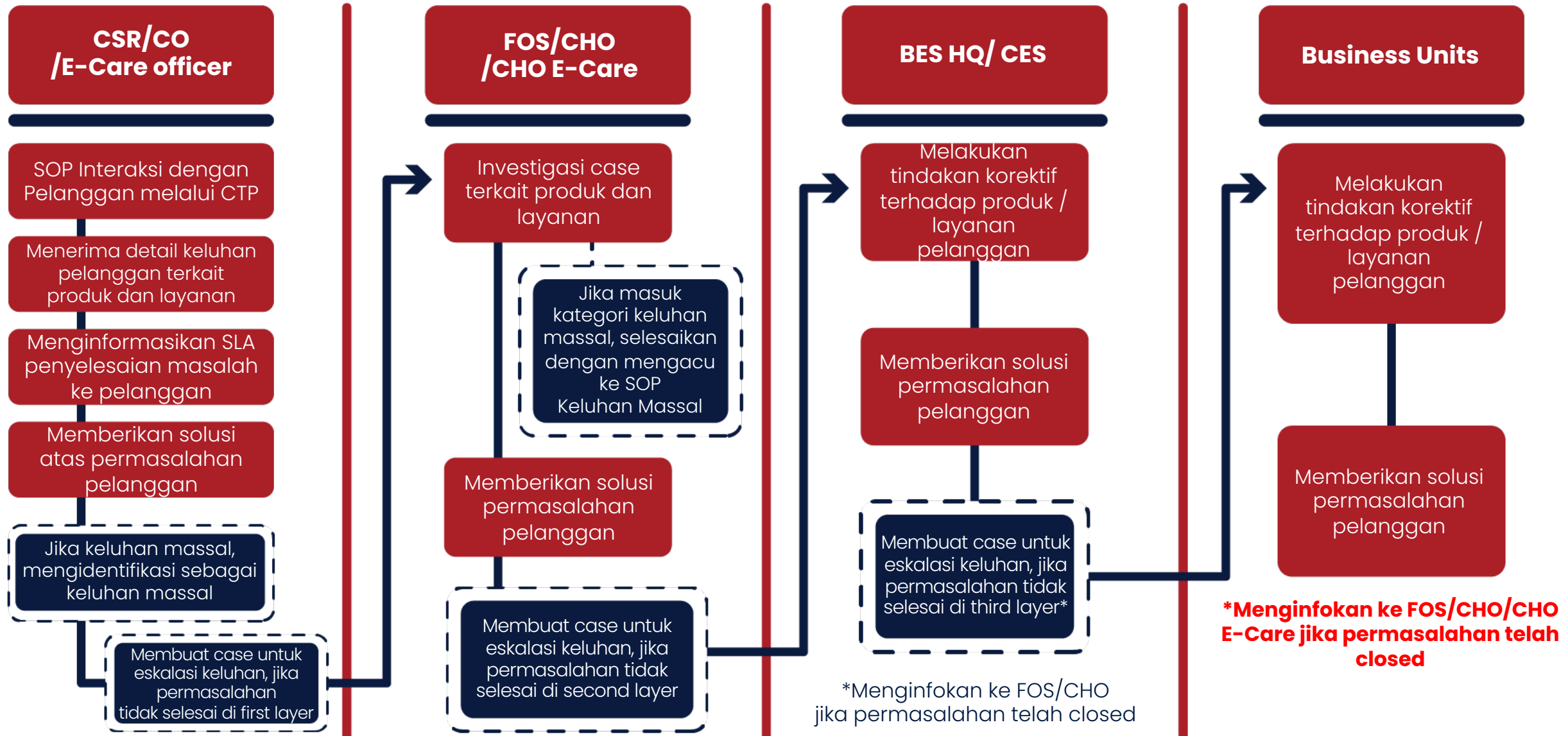
replace SIM card

PSB Halo

prepaid starterpack

P2P

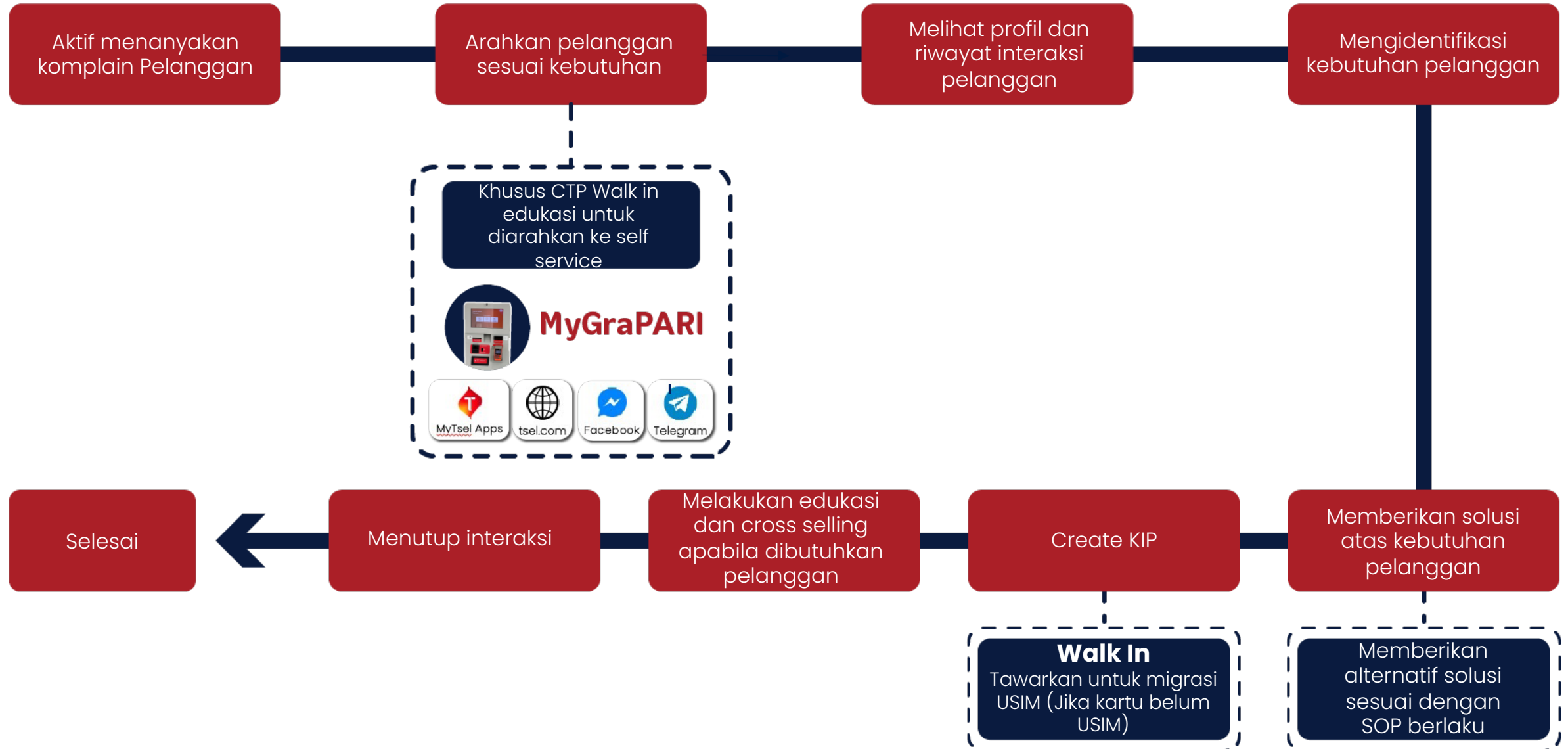
Penanganan Keluhan Pelanggan terkait Produk dan Layanan di CTP



*Menginfokan ke FOS/CHO jika permasalahan telah closed

***Menginfokan ke FOS/CHO/CHO E-Care jika permasalahan telah closed**

Alur Interaksi Pelanggan melalui CTP



Interaction on CTP 2022

Existing Channel Mix TSEL & Telkom

<u>Components</u>	<u>Telkomsel</u>	<u>Telkom</u>
Traffic		
Walk-in	~606,000 ^A	~190,000*
Call Center	~361,000 ^B	~1,100,000*
eCare	~248,000 ^C	~1,200,000*
#Agents		
Walk-in	1,778	1,015
Call Center	316	1,027
eCare	337	789
#Support		
2 nd Layer	132 (CHO)	262* (Tier 2-147)
3 rd Layer	21 (BES)	153* (C4)

^A **#Visit**

^B **ACD valid**

^C **MAU valid**

***Need further validation from TSE/INF**

Thank You