

Sales – Commercial and Consumer Groups



Through its Commercial and Consumer sales groups PCCW provides award-winning service for customers big or small

Beginning in 2001 and continuing today, PCCW is transitioning towards a customer-centric approach. To achieve best-possible efficiencies and synergies within its multi-services operation, PCCW products and services are now marketed via a unified sales channel consisting of Commercial and Consumer Groups, formed in August.

COMMERCIAL GROUP

This Group provides integrated communications services targeting four main areas: finance, public sector, enterprise and communications. The goal is to enhance our customers' profitability by taking care of their communications needs so they can take care of their business.

Commercial Group utilizes the aforementioned Business eSolutions, Teleservices and Internet Data Centers to offer IT and telecommunications solutions to some 300,000 SME, 5,000 corporate and 3,000 global clients. Other channels within Commercial Group that deliver IT&T services are:

Commercial Business This channel provides total solution communications packages ranging from strategic planning to implementation and maintenance. Commercial Business is responsible for sales – corporate and business, product marketing and presales, while providing building and wholesale services.

Commercial Business serves customer accounts in Hong Kong, including local corporations and SMEs, and is focused on capturing China business.

In 2001, Commercial Business conducted the first round of an executive development program on marketing management and strategic marketing at the Chinese University of Hong Kong. Approximately 150 PCCW staff from various business areas attended the program.

Global Business and Consulting Services This channel markets all Telecommunications Services products, providing international product marketing and consulting services,

advising businesses – including a large proportion of Fortune 500 companies with regional operations – on which technology suite best fits their business strategy.

In 2001, Global Business and Consulting Services was instrumental in establishing the venture company PCITC with Sinopec of China, as well as generating PCCW business in the areas of call centers and Asia-Pacific IP networks.

Commercial Group also provides global sales services from offices in North America (New York and San Francisco) and Europe (London). Its strong Asian presence is demonstrated by its offices in Hong Kong, Beijing, Guangzhou, Kuala Lumpur, Seoul, Shanghai, Singapore, Taipei and Tokyo.

CONSUMER GROUP

PCCW Consumer Group is dedicated to understanding the needs and requirements of local consumers to provide innovative products and superior customer service. In 2001, more than 15,000 consumers were sampled by various means, including interviews and surveys, to help PCCW monitor brand health, assess telecommunications trends, and new product developments while measuring overall customer satisfaction.

This consumer-focused approach allows PCCW to be responsive to market dynamics. Consumer Group manages a professional sales team in its local Hong Kong market through its retail shops, call centers, roadshows, online shops, catalogues and partnership sales to provide a truly integrated sales channel, offering a unique and convenient experience for our customers.

PCCW Retail

PCCW shops are situated throughout Hong Kong, offering a full range of communications, multimedia products and services together with advanced equipment ranging from top of the line computer hardware to fashionable accessories.

In addition to retail shops, PCCW Retail also takes PCCW products and services directly to the consumers via various

channels including, roadshows, door-to-door direct sales teams, and sales and information booths located in shopping malls and new housing developments.

In 2001, PCCW retail shops won a customer service award from the Hong Kong Retail Management Association: Service & Courtesy Award in the Junior Frontline Level of the Specialty Shop category. The Association also named PCCW Retail as Service Retailer of the Year 2001 in the Electronic & Electrical/Telecom category.

PCCW Sales Call Center

PCCW operates the largest 24-hour sales call center in Hong Kong, enabling around-the-clock sales and service. This consultative selling approach addresses customer needs, providing tailored solutions and user-friendly support.

Partnership Sales

This sales team extends the consumer sales channel network to more than 1,000 business agents in Hong Kong. Through this channel, banks, department stores, convenience shops and computer agents offer PCCW phone cards, network services, computer hardware and accessories.

No.1 Club

PCCW further encourages customer loyalty through its No.1 Club – a program to recognize and reward PCCW's most valued individual customers – where eligible members earn No.1 points when they pay for PCCW's fixed-line, IDD, mobile or Internet products and services.

The Club has more than 1.1 million members who receive exclusive discounts at PCCW shops and special merchant offers. Members can use a dedicated 24-hour hotline, and receive advance notice about new PCCW products and services.

In July, PCCW and The Bank of East Asia, Limited launched the innovative No.1 Club VISA Card offering members a wide range of special services, from easier travel on the local transit system to calling card functions.