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# CUSTOMER MANAGEMENT SERVICES

# Quality

Backed by a well-established infrastructure, i-CABLE's professional team of sales, customer management and service personnel work incessantly round the clock to provide quality service to subscribers. Shaolin represents the pinnacle of Chinese martial arts. Likewise, the all round customer management services of i-CABLE is matched by few operators in town.



## CUSTOMER MANAGEMENT SERVICES

During the year, the rapid growth in business volume and new initiatives taken to enhance our distribution platform combined to give our customer management and services a great challenge. Once again, the infrastructure that the Group has established over the years stood up well against the challenge.

On top of achieving a very high rate of successfully fulfilling new customer

orders, the technical and customer service teams responded to additional demands as a result of digitisation of our network infrastructure and the migration of our microwave service to another radio frequency. The latter project required the installation of new reception devices in over a thousand buildings and was successfully completed in August. The former continues into this year and the team is now proceeding at full steam to meet





the first target of installing over 200,000 digital set-top boxes before the 2002 FIFA World Cup kicks off at the end of May. The co-ordination and management tasks that are required of this massive exercise are daunting but our highly professional team has already devised innovative working and operational methods to overcome this challenge.

In 2001, our technical team handled on average 48,000 service orders a month, ranging from Pay TV and Broadband installation, maintenance, service calls and disconnection. Our two hotline centres handled close to 450,000 calls a month. On top of simply increasing manpower to

cope with the expansion of our customer base, the Group invested to streamline work processes and then to automate these processes to ease the pressure on more human resources. This has allowed us to contain our headcount growth and therefore our operating expenses.

Over the years, the Group has successfully built up a professional team of customer management and service personnel, backed up by investment in infrastructure. While our experience and infrastructure are matched by few, the modus operandus the Group has established in these areas are widely followed by the industry.