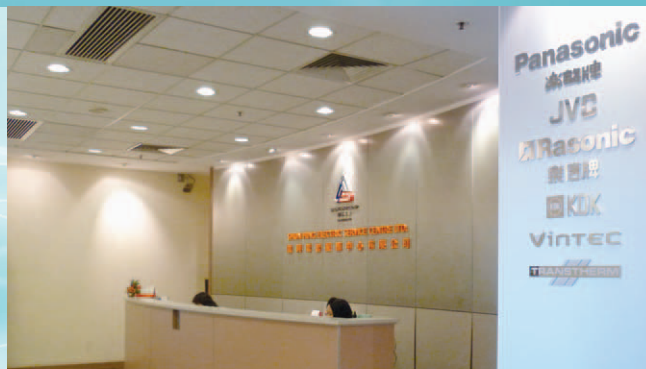


# Investment in technology produces quantum leap in customer service

## How PCCW-HKT mobile service and Shun Hing Electric Service Centre (SHESC) are taking customer service excellence to new heights

Excellence in after-sale service is a core value at Shun Hing Electric Service Centre. In fact, as an ISO-certified company for both Environmental Protection and Quality Management, SHESC is dedicated to quality service and achieving 100% customer satisfaction. This is reflected in the company's investment in technology and efforts to nurture a positive-minded and friendly workforce. With PCCW-HKT mobile service's help, SHESC now uses sophisticated mobile technologies — setting the scene for an upswing in customer satisfaction and market recognition.



### Overview

#### ► Industry

Customer service center for electrical appliances.

#### ► Business Profile

Shun Hing Electric Service Centre provides after-sales service for Shun Hing Group products, bearing famous brand names.

#### ► Business Challenges

Managing more than 500 technical professional and operational procedures is a challenging task.

#### ► Solutions

PCCW-HKT mobile service's Location Based Services (LBS) provide the ideal solution for SHESC. With 3G mobile phones and LBS, the company can check the location of every field technician instantly and assign tasks using SMS.

### Advantages

- Made possible by simply equipping your 3G mobile phone with LBS.
- Locate field staff locations and route them instantly on a map portal.
- Send group or individual SMS or MMS via the Internet.

Shun Hing Electric Service Centre provides installation and after-sales service for products sold by the Shun Hing Group. As a major importer of electrical appliances, Shun Hing serves millions of customers, thereby placing heavy demands on the company's employees to handle calls and deliver onsite service efficiently.

### Using mobile technology to track customer service operations

SHESC has been using PCCW-HKT mobile service's Location Based Services (LBS) since 2006. As each field technician is equipped with a 3G mobile phone, LBS enables SHESC to locate each operative instantly on a map portal. When an urgent assignment arrives, a supervisor simply sends an SMS to the technician nearest a location in need.

### Real-time data on demand

After enjoying significant improvement as a result of PCCW-HKT mobile service's solution, SHESC sought to derive even greater benefit from LBS. For example, each call center operator now has two computer monitors — one dedicated to the

LBS map portal, plus an overhead mounted plasma screen to display whereabouts of technicians.

Using the tracking function, supervisors can see how each technician spends time and at which locations. While a history function allows review of how any one field operative spent time on any given day.

Because each 3G mobile phone includes a camera, technicians can make a visual record onsite and use MMS or a video conference feature to illustrate a query when consulting a colleague at headquarters, or simply for the records.

Most importantly, field technician productivity has rocketed because LBS enables quicker dispatch and more effective use of time.

### Soaring customer satisfaction

LBS has become an indispensable success factor, enabling the company to serve more customers more quickly and to higher standards.



**Business Customer Hotline**

Knowledgeable • Swift • Comprehensive

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Want to know more about our solutions, you can contact your PCCW account manager.