



# News Release

## **SmarTone Unveils New Shop Design to Provide Superior Total Customer Experience**

*New shop design provides better environment for customers to experience faster, richer multimedia services in 3G*

**(4 November 2004, Hong Kong)** In line with the belief that 3G will bring a superior customer experience, SmarTone has recently introduced a new shop design and service upgrade at its retail shops to provide customers with a better shopping experience. This front-of-house improvement programme forms part of SmarTone's uncompromising efforts in preparing for its 3G service launch. The new design will be rolled out in all of SmarTone's 34 retail shops within a year, including three new shops recently opened in Kwai Chung, Tsing Yi and Shatin.

Mr. Douglas Li, Chief Executive Officer of SmarTone said, "The new design opens up more space in our shops for interaction between customers and frontline staff. This also allows customers to better experience the value SmarTone's products and services can bring. Together with the service upgrade, SmarTone will provide more efficient and personalised service which we believe is an indispensable element of our promise on what 3G must deliver to customers: the ability to **Get it Faster, Get it Richer and Get it Anywhere.**"

The newly designed retail shops adopt a modern, clean design and remove all traditional service benches. They are equipped with more touch and feel panels, LCD screens and live phones for service demonstrations.

To further improve customer services, we have installed customer tagging systems in most shops to categorize customers by the services they require, to shorten queues and waiting time. New workstation counters are equipped with all necessary equipment so that service fulfillment can be completed without leaving the customer unattended.



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Individual frontline staff will also be equipped with PDAs which can handle most customer enquiries and services. This enables them to serve customers on the spot, thus further reducing waiting time for customers.

“We are sure these pioneering initiatives will provide a much better environment for our customers to experience faster, richer multimedia services in the 3G environment,” added Mr. Li.

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## About SmarTone

SmarTone is Hong Kong's leading mobile network operator in multimedia services. It aims to bring its customers closer to the people, the information and the entertainment that is important to them and, through this, to generate greater shareholder value. SmarTone is committed to delivering the best value proposition in the market through continual improvements in the three pillars of its business – products and services, network performance and customer service.

SmarTone offers best-in-class multimedia services which are marketed in three categories: (1) SmarTone , a ground-breaking mobile multimedia service providing information and entertainment for all customers; (2) SmarTone **BIZ**<sup>™</sup>, a suite of simple and easy-to-use mobile business services for business executives and professionals to help them stay ahead of the game; and (3) messaging services, such as the popular **picturemail**<sup>™</sup>. Among its many ‘firsts’, SmarTone was the first operator to launch GSM mobile services in Asia in 1993 and the first in Hong Kong to introduce automatic international roaming. It was also the first in the world to implement Enhanced Full Rate Technology in 1997 and the first in Hong Kong to pilot launch GPRS in 1999. SmarTone will be launching 3G services by the end of 2004.

SmarTone is the only mobile operator selected as one of Asia's Top 20 Brands in the annual “Top Asian Brands” survey conducted by *Media* magazine in June 2003. SmarTone was ranked first by The Chinese University of Hong Kong for best network performance for both voice and multimedia services. SmarTone also excels in customer service, and awards won in 2004 include the Best Team Performance Award and Supervisory Level Award from the Hong Kong Retail Management Association (Service & Courtesy Award); the Distinguished Salesperson Award from the Hong Kong Management Association; Best-in-Class Recognition: Customer Satisfaction Management in the Asia



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Pacific Customer Service Consortium's Regional CRM & Call Center Benchmarking Programme; and the Top Service Category Award and Best Staff Award in Next Magazine's Top Service Awards.

Publicly listed in Hong Kong since 1996, SmarTone's major shareholder is Sun Hung Kai Properties Limited, which holds about 52%.

For more information, please visit SmarTone's website at [www.smartone.com.hk](http://www.smartone.com.hk).

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