

Digital services a pillar for Digi's growth

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- **Focus on building brand, winning new customers via digital services**
- **Aims to upscale SMEs with enterprise-grade telephony**



DIGI.com Bhd is expanding a suite of new digital services on top of its existing mobile connectivity services in a bid to grow its revenue and brand recognition amongst prospective clients, according to its head of digital services.

Speaking to the media on July 31 during the launch of its new virtual telephony service Omni, Digi chief digital officer Praveen Rajan said the end goal of launching its digital products and services is to not only empower local small and medium enterprises (SMEs) with advanced digital services but to make itself known to customers which are not Digi's clientele as yet.

"Our strategy is to use our new digital services to allow us to get us get access to new customers who may not yet consider Digi [as a service provider]," he said during the launch of Omni.

Many of these new services are developed under Digi's digital arm, known as Digi-X. The group was created to be a part of the Digi in May 2016, with Praveen then being appointed its head. Digi-X's charter is to "construct digitally adjacent businesses and competencies" to Digi, the company said in a statement then.

"We have an ambition to transform into a digital company and become our customers' favourite partner in digital life by 2020," Digi chief executive officer Albern Murty had said then.

"Digi-X will dream up and bring to life projects and businesses independent of Digi – from adjacent services to new digital verticals that could someday become part of our core business," he added.

Asked how Digi-X has progressed since its inception, Praveen said Digi-X complements what Digi does as a core business – that is to serve as many SMEs with its connectivity plans.

To this end, many of the new services introduced in the past two years have this agenda in mind. This includes the introduction of its mobile payment terminals, where Digi partners with banks to help SMEs with their payment solutions; the roll out of iFleet, its vehicle tracking solution; and launch of its vcash e-wallet, Praveen explained.

Praveen said although Digi has introduced these various products at different stages, its goal remains the same – to use these products and services to open doors to new SMEs and new organisations.

Some clients that have signed up with Digi's iFleet vehicle tracking service, for instance, are Sime Darby Industrial Sdn Bhd; electrical retailer Tan Boon Ming; and logistics player Ninja Van Malaysia, Praveen noted.

"Thus, our goal is to open doors to new markets for us at Digi," he declared, adding that this is why potential Omni customers do not need to be Digi customers and can continue using their own existing services alongside Omni.

Omni for SMEs

Digi said Omni is designed to help SMEs enjoy the full suite of services normally only available to larger enterprise customers at an affordable cost.

Digi claims the service is an upgraded version of the commonly used PBX (private branch exchange) systems used by enterprise customers in today's market. Omni is said to be able to turn any smartphone into a call centre and is controlled by a web/ mobile app.

Omni comes with a fixed line prefix, which is designed to do away with the need to share personal mobile numbers for business purposes while enabling its users to project a more business-like way of working, Digi said in a statement.

Customers use the Omni web portal to manage their business phone system such as determining their business hours, sub-accounts and call rerouting structure; tracking usage, activities and managing their subscription and setting their virtual assistant message, extensions and numbers.

It also allows users to monitor real-time activities via an online dashboard, route calls intelligently and set up to 50 smartphones to ring in sequence or simultaneously, the telco said.

The Omni mobile app transforms team smartphones into a call centre; team members can receive incoming calls and make outgoing calls via the fixed line prefix; send business SMSes using the fixed line prefix and record, transfer or listen to incoming and outgoing calls, it added.

Aside from this, users can also record calls, send SMSes, transcribe voicemails into text, set custom greetings for callers, and manage and view call history. More information can be found [here](#).

According to Praveen, the two biggest selling points of Digi's Omni is that it is a very affordable and easy service to sign up for. There is no contract to sign and no installation fees to pay. The service can be cancelled anytime without any penalty and you get a 30-day money back guarantee if customers are unhappy with the service. Registration only takes five minutes and payment can be made via credit card.

Secondly, customers do not have to sign up to Digi in order to use Omni and the service is not tied to any Digi Prepaid or Postpaid plan. Prices start from RM60 per month for an Omni basic plan; while the Omni Plus and Omni Pro plans are priced at RM100 and RM200 per month respectively. More details on pricing can be found [here](#).

Asked what kind of future services would be included in Omni, Praveen declined to be specific, only noting that future features will centre on automating processes so that Omni users can benefit from such upgrades.

"There is no specific timetable for upgrades as this year, our focus is to get Omni into the market," he explained. "Our job is to show the different use cases that different customers are using Omni for," he said, adding that other new features such as multilingual capabilities and automated chat and translation are also in the pipeline.