

## Customer Obsessed Day 2020 Team Leader Briefing (Pt 1)

5 Oct 2020

## Making COD 2020 all about our customers

Considerations & uncertainties faced:

- Digizens safety
- Consumers safety
- SOP
- Covid situation in Sept-Oct

People are clouded by worries over wave 2, cases are also rising.

Though SOP on events & functions were loosen up, social distancing & facemask still a must.

Certainties

- COD is Digi's tradition, a company-wide event to build a customer-obsessed culture and ingrained 'customer first' into Digizen's mind
- COD going virtual (avoid physical engagement/exposure risk)





## **COD** Theme

## You inspire us

#### Our customers, our priority.

Digi is not just about connectivity, network and internet. We go a step further to ensure that our customers are not only heard, but are also part of our important decision-making processes and business plans. Everything that we do, we make sure that they are done with utmost consideration of making a positive impact in our customers' lives.

Also, serving as a reminder to all of us Digizens to always, always have customer first in mind. It is our responsibility to know our business, know our customers in order to be able to serve them well.

Do take that little extra effort, go that little extra mile, making that hard decision or taking that little extra action, all for the benefit of our customers in our every day work – every little thing MATTERS to our customers.

The COD 2020 Activities are crafted with these thoughts:

- Tone & Manner for customer engagement less hardsell, more empathetic in view of the challenging time we're in. We want to help our customers get better experience with Digi.
- Everyone of us is Digi ambassador, it's important for us to listen to our customers and keep ourselves equipped with products & services knowledge in order to be able to help our customers.
- Not forgetting to show our appreciation for our customers' support.





**CUSTOMER OBSESSED DAY 2020** 

## **OUR CUSTOMERS, OUR PRIORITY**



### 3 Key Purpose, 3 Parts to COD Activities





Points will be given separately for COD tasks & contribute towards the same team formation from TB with COD prize-giveaway.



#### **CUSTOMER OBSESSED DAY 2020**

### TASK 1 THANK YOU CUSTOMERS PERSONALISATION OF THANK YOU CARDS

Please collect the cards, bring home and colour them. Bring them back once done. Have fun colouring!

COLLECTION OF THANK YOU CARDS @ 1B13 & 1B15				
TEAM A	Tues- Thurs 6 - 8 Oct	10AM - 12PM	Marketing, Sales, Tech	
		3PM - 5 PM	CEO Office,Corp Affairs, Finance, HR, Biz	
TEAM B	Mon - Wed 12 - 14 Oct	10AM - 12PM	Marketing, Sales,Tech	
		3PM - 5 PM	CEO Office,Corp Affairs, Finance, HR, Biz	

#### SUBMISSION OF THANK YOU CARDS @ 1B13 & 1B15

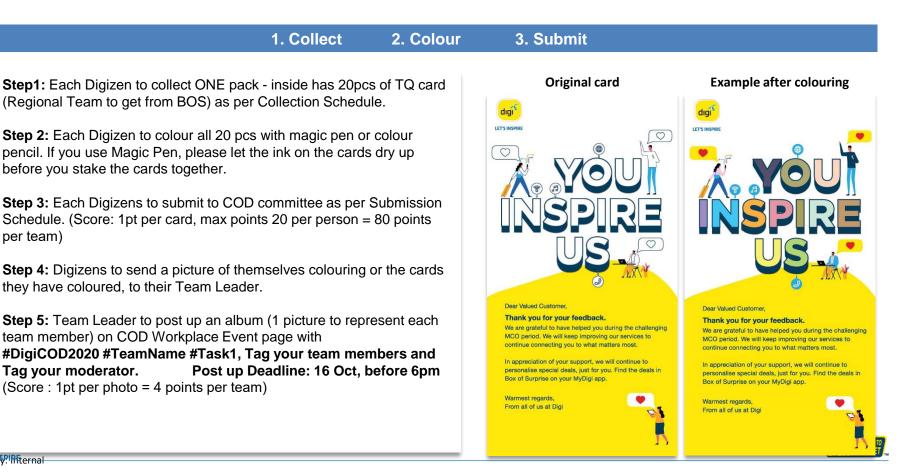
ΤΕΑΜ Α	Mon - Wed 19 - 21 Oct	10AM - 12PM	Marketing, Sales, Tech
		3PM - 5 PM	CEO Office,Corp Affairs, Finance, HR, Biz
ТЕАМ В	Mon - Wed 26 - 28 Oct	10AM - 12PM	Marketing, Sales,Tech
		3PM - 5 PM	CEO Office,Corp Affairs, Finance, HR, Biz

Remember to practice social distancing when queueing up for Thank You Card collection and submission.



### TQ Card – TO DO (Task 1)

Serfsitive? Internal



#### Sample of Photos for #Task1



#### **Reminder:**

**Step 4:** Digizens to send a picture of themselves colouring or the cards they have coloured, to their Team Leader.

PART 1

Step 5: Team Leader to post up an album (1 picture to represent each team memberon COD Workplace Event page with **#DigiCOD2020 #TeamName #Task1.** 

Tag your team members and Tag your moderator. Post up Deadline: 16 Oct, before 6pm

(Score : 1pt per photo = 4 points per team)

If and only if: MCO2 or for sudden Red Zone Restricted areas:

Please keep the cards with you first. Cards will be collected at later date and details to be advised if this happened.

### Your Team COD Promise (Task 2)

#### 1. Craft 2. Share

**Step1:** Each team to craft/wrte a Customer Obsessed Promise (Less than 15 words and must use the words "Customer Obsessed" in their submission)

Step 2: Each team to post their promise up on COD Workplace Event page with **#DigiCOD2020 #TeamName #Task2, Tag your team** members and Tag your moderator.

(Score : 5pt per promise = 5 points per team)

COD Promise - Deadline: 9th Oct, 6pm







**OUR CUSTOMERS, OUR PRIORITY.** 

# CUSTOMER OBSESSED DAY 16 OCTOBER 2020

Save the date Digizens! Stay tuned for the next update.



#### PART 3

#### **CUSTOMER OBSESSED DAY 2020**

## **COD E-LEARNING** 17 - 31 OCTOBER 2020

Learn more from fellow Digizens on how they put customer first in their every day work. COD Modules coming soon on Telenor Campus.



