



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.





LET'S INSPIRE

CUSTOMER OBSESSED DAY 2020



CUSTOMER OBSESSED DAY 2020

OUR CUSTOMERS, OUR PRIORITY

THANK
OUR
CUSTOMERS

LEARN
FROM OUR
CUSTOMERS

HELP
OUR
CUSTOMERS



3 Key Purpose, 3 Parts to COD Activities

THANK

(to delight & thank our customers)

LEARN

(to listen & understand our customers better)

HELP

(to help & enable our customers get better experience)

Our Customers, Our Priority

PART 1

Personalisation of TQ Card - Digizens to colour the TQ Card which will be sent to est. 20k customer base.

Make a Promise

Digizens to craft and share their Customer Obsessed promise.

PART 2

COD Day: Customer Stories Watch Party

PART 3

COD E-learning: To complete 8 COD Modules on Telenor Campus

PART 2

COD Day: COD Virtual Engagement (Video Call) with Customers.
MyDigi Rewards Shopee Voucher as gift.

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

TEAM A	Mon - Wed 19 - 21 Oct	10AM - 12PM	Marketing, Sales,Tech
		3PM - 5 PM	CEO Office,Corp Affairs, Finance, HR, Biz
TEAM B	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)

1. Collect

2. Colour

3. Submit

Step1: Each Digizen to collect ONE pack - inside has 20pcs of TQ card (Regional Team to get from BOS) as per Collection Schedule.

Step 2: Each Digizen to colour all 20 pcs with magic pen or colour pencil. If you use Magic Pen, please let the ink on the cards dry up before you stake the cards together.

Step 3: Each Digizens to submit to COD committee as per Submission Schedule. (Score: 1pt per card, max points 20 per person = 80 points per team)

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

Step 5: Team Leader to post up an album (1 picture to represent each team member) on 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)

Original card



Example after colouring



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.

Step 5: Team Leader to post up an album (1 picture to represent each team member on 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.



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.



digi

THANK YOU



digi