

3 Hong Kong launches premium customer service for all Hong Kong handset users

Fresh digital customer service experience includes 24/7 iChat service

Plus new Super Switch cross-platform handset data-transfer offering

- Digital customer service platform is continually enhanced to provide a quick, simple and pleasing customer experience
- Premium iChat service runs on multiple platforms and provides 24/7 instant messaging for all Hong Kong's handset users
- New cross-platform Super Switch performs rapid handset data transfer – just about two minutes¹ to transfer 1GB of data
- Comprehensive “Better Service” campaign kicks off today

Hong Kong, 9 September 2015 - 3 Hong Kong, the mobile communications division of Hutchison Telecommunications Hong Kong Holdings Limited (HTHKH; stock code: 215) today unveiled the “Better Service” campaign. The main thrust of this large-scale campaign is to highlight the sophistication of the company's digital customer service platform.

This is complemented by the addition of Super Switch, a new handset data-transfer capability applicable to all handset users in Hong Kong, plus a premium version of iChat, 3 Hong Kong's successful instant online chat facility.

Digital platform offers fast and simple customer experience

HTHKH Chief Operating Officer Jennifer Tan said: “A fast, simple and pleasing customer service experience is essential to building a successful brand image, which is why 3 Hong Kong has been adding levels of sophistication to our digital customer service platform. A prime example has been a series of upgrades to the My 3, 3Care and 3Meter apps, enabling customers to solve everyday issues anytime, anywhere. We also plan to improve our instant messaging app so customers enjoy even closer links with 3 Hong Kong. In short, we have embarked on a journey of continuous improvement to the customer service experience, in line with our ‘Better at 3’ philosophy.”

Premium version of round-the-clock iChat service

iChat has been a tremendous success since launch as the local telecoms industry's first online instant messaging customer service facility. This followed inception of 3 Hong Kong's digital customer service platform in 2011 and was designed to provide 24/7 service, while taking the heat off the conventional phone hotline channel. iChat has been so successful that it now serves more than just 3 Hong Kong customers – and some 90% of enquiries, including billing and service matters, are now turned round by an iChat ambassador within just 30 minutes.

But a double upgrade is now making iChat even better. Adoption of the popular responsive web design concept reconfigures a webpage to provide optimal response to a variety of devices such as desktop PCs, smartphones and tablets. A new template has also introduced lively emoticons to create a customised and friendlier environment.

New Super Switch performs rapid cross-platform data transfer from old to new handset

Super Switch offers a safe and reliable one-stop data-transfer solution. Starting today, any handset user can visit a 3Shop so Super Switch can transfer their data from old to new smartphone for free.

The beauty of Super Switch is an ability to perform cross-platform data transfer – from iOS to Android and vice versa – as well like-to-like transfer. Another attribute important to users is that Super Switch’s data transfer speed is one of the fastest available, taking only about two minutes¹ to transfer 1GB of data. Items such as contact lists, SMS, photos, video clips, music and apps can be transferred to a new model without being retained by the Super Switch system. Customers therefore enjoy peace of mind, knowing their data remains confidential. In fact, Super Switch provides the additional option of performing a complete wipe of data from old handsets post-transfer.

In addition, an inspection function tests a handset’s screen, Wi-Fi, Bluetooth, camera and battery functionality as part of the Super Switch process.

Large-scale campaign highlights 3 Hong Kong’s customer service

Today sees launch of the large-scale “Better Service” campaign, which will touch the public in a variety of ways to promote 3 Hong Kong’s outstanding track record in digital customer service. For example, a TVC themed “One team, one heart! Better service from 3” will include stories based on schooldays and Hong Kong female stereotypes. The TVC will make prime-time appearances on TVB Jade and Pearl, as well as J2 and the i-CABLE News Channel.

The campaign launches in print tomorrow (10 September), followed in late September by a series of short films featuring web celebrity To Siu Kiu on the subject of 3 Hong Kong’s customer service. These will appear at makingbetter.hk, as well as 3 Hong Kong’s [Facebook](#) Fanpage and the [YouTube](#) channel.

Today’s news represents the latest milestone in 3 Hong Kong’s ongoing quest to offer the most satisfying customer service experience possible. Please stay tuned to www.three.com.hk or 3 Hong Kong’s Facebook Fanpage at www.facebook.com/threeHK – or visit any 3Shop or 3Xpress counter.

- Ends -

About 3 Hong Kong

3 Hong Kong is a leading mobile communications service provider and the only local operator to own blocks of spectrum across the 900MHz, 1800MHz, 2100MHz, 2300MHz and 2600MHz bands. 3 Hong Kong offers

cutting-edge data, voice and roaming services under the “3” brand via far-reaching advanced 4G LTE, 3G and 2G networks. 3 Hong Kong also works with renowned partners to offer a wealth of innovative mobile devices and value-added services, while providing high-speed Wi-Fi at “3HKWiFiService” hotspots to serve Hong Kong’s major areas. 3 Hong Kong is the mobile division of Hutchison Telecommunications Hong Kong Holdings Limited (stock code: 215), a group member of CK Hutchison Holdings (stock code: 1).

For more information on 3 Hong Kong, please visit www.three.com.hk.

For more information on HTHKH, visit www.hthkh.com.

Remarks:

1. Data transfer speed is for reference only and depends on handset model and volume of data.