

# M1 transforms its customer experience for the digital age

With continual innovation and a partnership with Capgemini, M1 develops a new digital platform to stay relevant in today's fast-paced digital environment

## Commitment to customer experience innovation

M1, a subsidiary of Keppel Corporation, is Singapore's most vibrant and dynamic communications company, providing mobile and fixed services to over two million customers. Since M1's launch in 1997, M1 has built a strong reputation for innovation, excellent service and network quality. M1 has also achieved many firsts, including the first operator to offer nationwide 4G service, as well as ultra high-speed fixed broadband, fixed voice and other services on the Next Generation Nationwide Broadband Network (NGNBN).

## Overview

**Client:** M1 Limited

**Region:** APAC

**Sector:** Telecommunications

### Client challenge:

- In order to remain relevant in a fast-paced, digital environment and cater to evolving customer needs and expectations, M1 wanted to deliver the best customer experience and simplify the customer journey

### Solution at a glance:

M1's simplified easy-to-build plans coupled with a more streamlined intuitive website developed by Capgemini, provided an enhanced digital experience for M1's customers

### Benefits:

- Intuitive streamlined website allows customers to easily understand and make decisions based on individual needs and preferences
- Faster time-to-market with seamless processes and improved digital capabilities
- Increased customer satisfaction for the online purchase journey
- Robust foundation for M1 to continue to improve its digital offerings through further system integration



## The journey towards digital transformation

M1 selected Capgemini as the preferred partner for the transformation of M1's digital platform due to its proved track record of delivering superior customer experience solutions, as well as its strong technical capabilities to create a best-in-class experience for clients worldwide.

Collectively, M1, Capgemini and other partners worked closely together as one team to conceptualize and develop an integrated e-commerce, web content and marketing solution, which is integrated with the backend systems providing an improved digital experience for M1's customers. The solution also provides a robust foundation for M1 to continue to improve its in-store experience and self-service solutions for both customer and enterprise customers.



*Capgemini has demonstrated a strong commitment to reinventing the customer experience through innovation and we value the collaborative experience they brought to the partnership. The enhanced digital platform enables M1's customers to intuitively navigate through the new website and to build their own plans on-the-go. We will continue to deliver the best customer experience and simplification of the journey for our customers.*

### Mustafa Kapasi

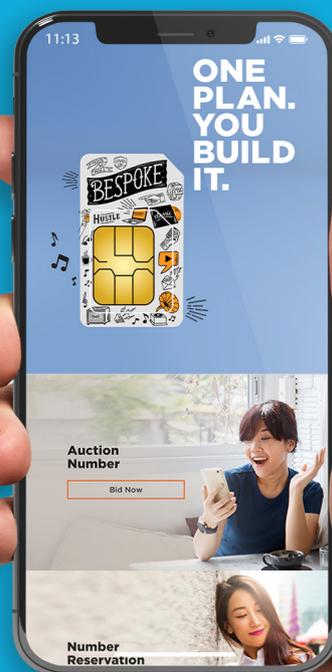
Chief Commercial Officer, M1

## New digital platform improves experience

The solution, which is built and hosted on Sitecore's e-commerce CMS, will leverage dynamic pricing to make rapid deployment of new pricing plans a breeze. Since the rollout of the new website, M1 has seen a significant improvement in website traffic and an increase in sales. Positive feedback has been received from M1 customers on the improvement of the online purchase experience.

The success of this partnership was due to the commitment of various stakeholders who had worked collaboratively across teams to implement the solution. By operating as a single team, M1 and Capgemini were able to achieve significant results for the business.

By undertaking this journey together, M1 and Capgemini have demonstrated their commitment to reinventing the customer experience through technological innovation. The successful collaboration demonstrated M1's strong commitment to innovation, while providing another proof point of Capgemini's aptitude for delivering unique, large-scale, best-in-class solutions.





## About Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)

## About M1 Limited

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Learn more about M1 at

[www.m1.com.sg](http://www.m1.com.sg)

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