

# City Telecom (H.K.) Limited

## “Service with Heart” Media Blitz

Zoie  
Poon

Wong  
Hei Lam

(HKEX:1137.HK / NASDAQ: CTCL)  
NiQ Lai, CFO and Head of Talent Engagement  
Feb 22, 2011



# TV Commercials at Prime Time

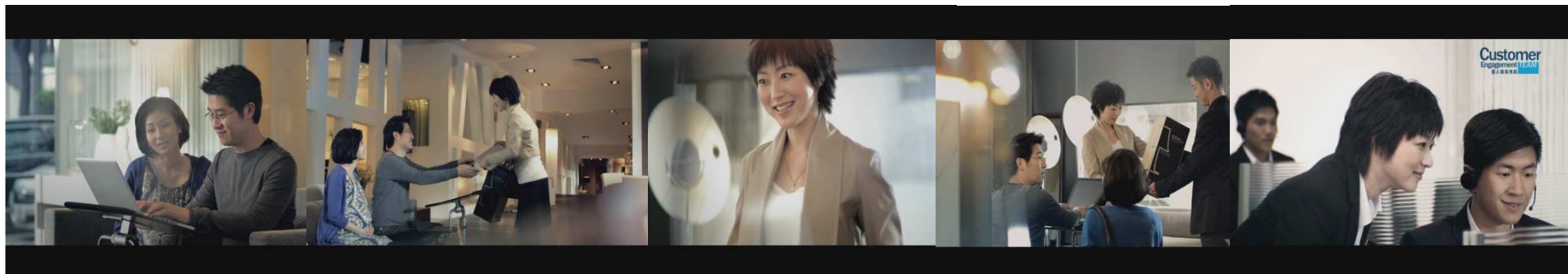


- TVB Chinese & English Channels
- To reach mass market

<<Coffee Shop Version>>



<<Furniture Shop Version>>



<http://www.hkbn.net/servicewithheart>

# Print Media

- Mass Newspapers
- To create awareness & impact



香港寬頻

## 熱誠由心

陳麗娟 個人服務主任  
李穎 個人服務主任  
何嘉莉 個人服務主任

專責・專注・專業  
逾五十萬名寬頻客戶，透過直撥專線，便可聯絡專屬的「個人服務專隊」，盡享貼心服務。

Customer Engagement TEAM  
個人服務專隊

www.hkbn.net

香港寬頻

## Service with Heart

Yoyo Tung Customer Engagement Officer  
Wayne Lee Customer Engagement Officer  
Lily Ho Customer Engagement Officer

Dedicated • Committed • Professional  
By providing our more than 600,000 customers with dedicated Customer Engagement Teams and a direct-access service hotline, we at Hong Kong Broadband pledge ourselves to deliver the most efficient, attentive service possible.

Customer Engagement TEAM  
個人服務專隊

www.hkbn.net



# Subway Indoor & Outdoor Panels



# High Traffic Billboards & Outdoor Panels



Cross Harbour Tunnel – highest traffic nexus



# High Traffic Billboards & Outdoor Panels



Shing Mun Tunnel –  
One of the tunnels that connects City and New Territories



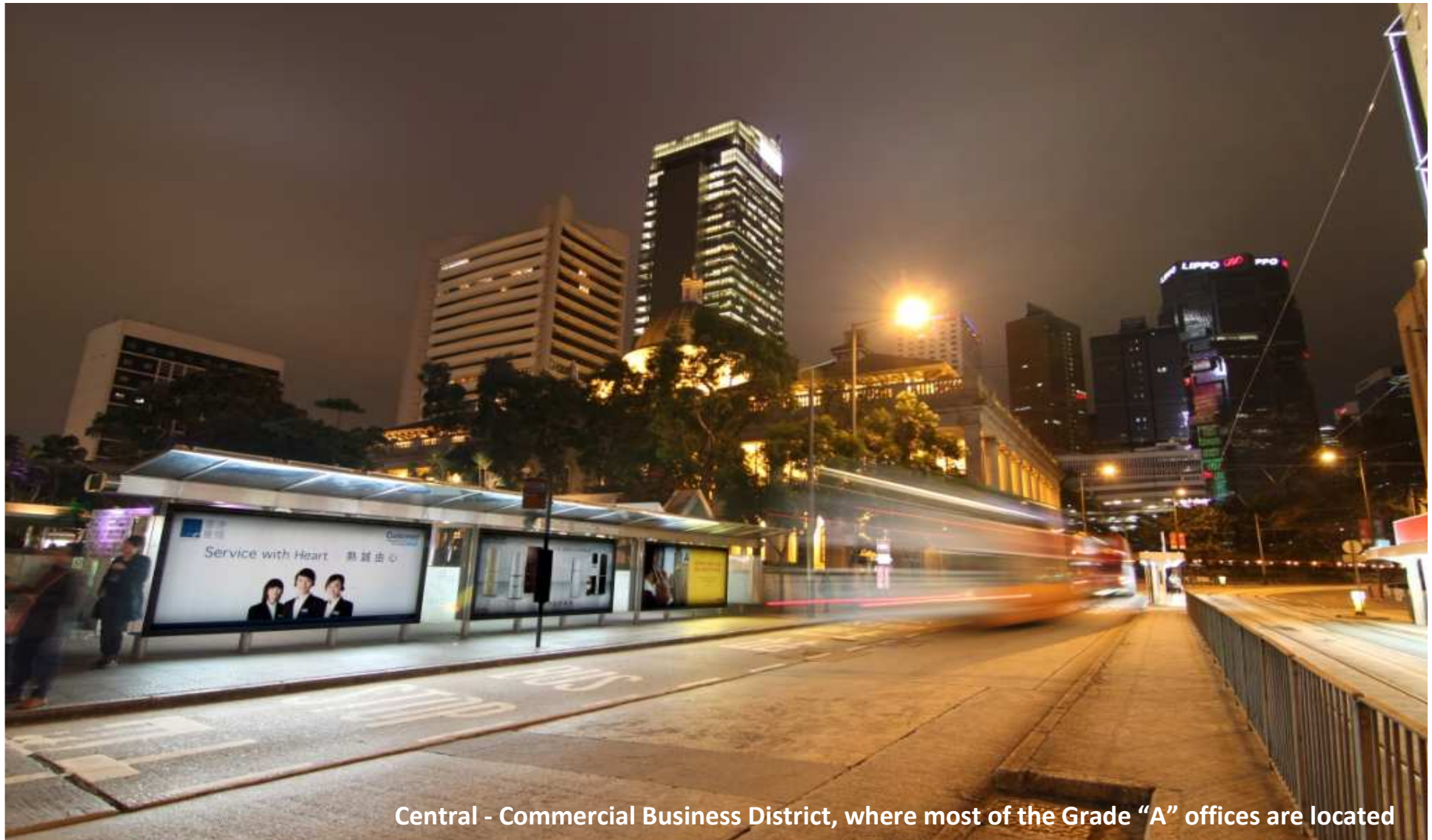
# High Traffic Billboards & Outdoor Panels



Central – Downtown of Hong Kong



# Bus Stop Signage



Central - Commercial Business District, where most of the Grade "A" offices are located



# Bus Stop Signage



Pacific Place, Admiralty – High-end Shopping Mall with various luxury brands



# Bus Stop Signage



Admiralty – Key Access to CBD



# Outdoor TV





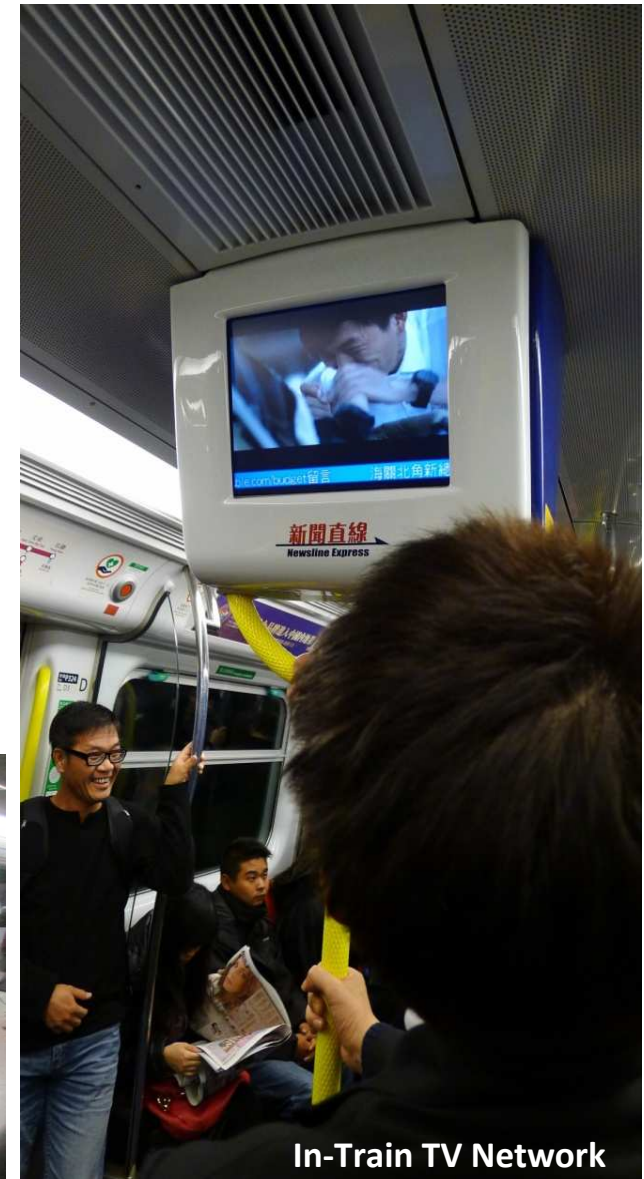
# Outdoor TVs



Chung King Mansion, TST – Near iSquare, the new shopping arcade



MTR 103" Plasma TV Network




In-Train TV Network




# Company Service Vehicles




# Online – Campaign Site ( <http://www.hkbn.net/servicewithheart> )



TV Commercial





Customer Service WOW




Customer Engagement Team

**Customer Engagement TEAM**  
個人服務專隊

Are you Delightful 



Check out how many friends you have **Delighted!**

 Facebook Connect


|| ◀ ▶


Coffee shop · 45 sec

Furniture shop · 45 sec

Coffee shop · 30 sec

Furniture shop · 30 sec

music | 中文 Eng | become HKBN facebook fans | 

 香港寬頻

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# Online – Campaign Site ( <http://www.hkbn.net/servicewithheart> )

The image shows a screenshot of the HKBN 'Service with Heart' campaign website. The website layout includes a TV Commercial section at the top, followed by a 'Customer Service WOW' section featuring a collage of staff photos. Below this is the 'Customer Engagement Team' section, which highlights the 'Customer Engagement Team' (CET) as an innovative one-stop service. The CET section includes a dedicated paragraph about their service, a committed paragraph about their hotline, and a professional paragraph about their officers. A 'Facebook Connect' button is also present. The bottom of the page features a 'Facebook Game (Coming Soon)' section with a group photo of the team. Annotations with blue arrows point to specific elements: 'TV Commercial Viewing' points to the TV Commercial section; 'Excellent CS Case Study Sharing' points to a case study about Jackal Wong; 'Introduction of CET' points to the 'Customer Engagement Team' section; and 'Facebook Game (Coming Soon)' points to the bottom section.

TV Commercial

Customer Service WOW

Customer Engagement Team

Are you Delightful

Check out how many friends you have Delighted!

Facebook Connect

TV Commercial Viewing

Excellent CS Case Study Sharing

Introduction of CET

Facebook Game (Coming Soon)

“Be prepared for the Worst with Flexibility”

Wong Ting Man, Jackal Customer Service Centre

Jackal has a love for challenges. In 2007, after years working at the Marketing Department, Jackal was looking for a new career challenge, and decided to transfer to the Customer Service Centre. Shifting from backend to the frontline, Jackal started over from scratch, and picked up new skills sets proactively by taking on the most complicated customers enquiries, which earned him praises from customers and colleagues alike in the past 3 years.

Looking back, Jackal shares that

An Innovative One-stop Customer Service “Customer Engagement Team”

About “Customer Engagement Team” Your Customer Engagement Officer

Dedicated

By providing our more than 500,000 broadband customers with dedicated Customer Engagement Team, we can respond to your enquiries promptly when you are calling from any registered phone numbers.

Committed

With a direct-access service hotline, it saves your time on keystrokes and call transfer.

Professional

Every Customer Engagement Officer is very familiar with the services of HKBN.

Are you Delightful

Coming Soon

# Online – Popular Forums



Discuss & Uwants  
Exposure in the Hottest  
Online Forums in Hong Kong





# Online – Yahoo!

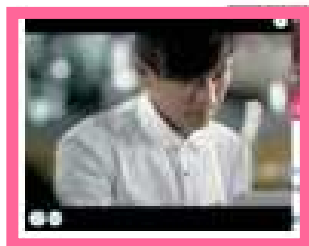


**YAHOO!**  
Website with Highest online traffic  
Hong Kong



# Online – Newspaper Portals

Apple Daily & On.CC  
Mass Newspaper Portals





# Online – Facebook



# Online – MYTV

The screenshot displays the MYTV website interface. At the top, the MYTV logo is followed by navigation links: 劇集 (Drama), 綜藝娛樂 (Variety/Entertainment), 飲食旅遊 (Food/Tourism), 生活消閒 (Lifestyle/Leisure), 新聞財經 (News/Economy), 音樂 (Music), KIDS, 動畫 (Animation), 資訊 (Information), and 愛的季節 (Season of Love). A '我的清單' (My List) button is on the right. A large banner for '板長壽司' (Itacho Sushi) features the text '魚躍在花見 網上問答遊戲! 板長壽司約定您!' (Fish in the Flower Online Q&A Game! Itacho Sushi promises you!) and '請即click入 立即參加! 贏取豐富獎品' (Click now to participate immediately and win rich prizes). Below the banner, a video player shows '魚躍在花見 第9集 - 兄長受傷 至贏自責' (Fish in the Flower Episode 9 - Brother injured, leading to self-blame). The video frame shows a man and a woman looking at a laptop. The player controls at the bottom indicate a progress of 36:04 / 44:10. On the left side of the page, there is a vertical advertisement for '板前壽司' (Itamae Sushi) featuring '天然鰹魚' (Natural Tuna) for \$9 and \$12. On the right side, there is a vertical advertisement for '興味' (Kumi) featuring various seafood dishes. The 'tvb.com' logo is at the bottom left, and the MYTV logo is at the bottom right.

MYTV

劇集 綜藝娛樂 飲食旅遊 生活消閒 新聞財經 音樂 KIDS 動畫 資訊 愛的季節

我的清單

板長壽司 ITACHO SUSHI

魚躍在花見 網上問答遊戲! 板長壽司約定您!

請即click入 立即參加! 贏取豐富獎品

魚躍在花見 第9集 - 兄長受傷 至贏自責

新品即日到着

板前壽司 ITAMAE-SUSHI

【富山本自產】天然鰹魚 天然ブリ 只售 \$9 \$12

36:04 / 44:10

廣告 (00:21/00:47)

tvb.com

MYTV

## MYTV

“Catch-up TV” that allows audience to watch missed TVB Programs shown on previous nights



# **Internal Promotions**

# Internal Pledge Ceremony



All-Talent Meetings in Hong Kong and Guangzhou for 3200 Colleagues



# Pledge Welcome Pack for Every Talent

## Welcome Pack

Welcome Pack including badges, warmth pack, retractable hook, thank you card and fresh apple.



# Desktop Wallpaper & Screensaver





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Investor Engagement Contact  
Mr. NiQ Lai  
CFO and Head of Talent Engagement  
Telephone: +852 3145 6068  
Email: [investor\\_engagement@ctihk.com](mailto:investor_engagement@ctihk.com)

#### **“Fibre Wonderland”: Network for Our Next Generation**

In “Alice in Wonderland”, the 1865 novel by Lewis Carroll, Alice falls down a rabbit hole and enters a world of fantasy where amazing things happen. Today Hong Kong enjoys a Fibre Wonderland with some of the World’s most compelling broadband service offerings.

At City Telecom, we have rolled out our Fibre based network with our Next Generation in mind, to help them fulfill their dreams and full potential. The story of “Fibre Wonderland” unfolds as Zoie and Hei Lam jumps through a manhole and discovers a colorful and playful world that is filled with fun and infinite possibilities enabled by Fibre.

