



## SINGTEL

*Making Each Day Better in Singapore*

Singapore is Asia's most connected country with mobile penetration of over 150%, and over 99% internet connectivity.

Founded more than 135 years ago, Singtel has always been the largest player and consistently facing dissent about its services and reputation for being 'institutional and cold'.

In early 2013, the company embarked on a journey to become warmer and in turn, well loved. Singtel chose UP as their partner for this cultural transformation. UP worked with Singtel's strong group-wide Centre of Excellence, starting with the Singtel Consumer group.

Results have been very positive with the UP methodology now being implemented across the Group, including Enterprise, shared services, subsidiaries, and the partner community.

***"The Uplifting Service methodology has changed the way we serve our customers and made a difference across the Singtel Group. It has helped us create a new level of service that our customers appreciate and recommend."***

**YUEN KUAN MOON**  
Chief Executive Officer



### CLIENT

Singapore Telecommunications

### PROFILE

The Singtel group of companies has a total subscription base of 477 million, and operates in 25 countries across APAC, Middle East, Europe and the US.

Founded in 1879, Singtel is the largest company by market cap listed on the Singapore Exchange, has expanded aggressively, and owns shares in many regional operators.

### PRODUCTS

Fixed-line and mobile telephony, broadband and fixed-line internet services, digital television and media, IT and network services, innovation incubator.

### TEAM MEMBERS

23,000+ employees in the group.