AI Empowers, Humans Deliver: The Vital Role of Human Touch in SmarTone's World-Class Customer Experience

AI 賦能、以人為本：
SmarTone 世界級客戶體驗

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In an era of rapid technological advancements, SmarTone seamlessly integrates AI and 5G to revolutionize customer experiences. While AI's ubiquity transforms the telecommunications landscape, SmarTone's true distinction lies in its unwavering commitment to human touch. The company's vision is rooted in delivering customer-centric, premium, and trustworthy services. This unique synergy of AI and human touch positions SmarTone as a leader in AI-powered 5G networks, setting new standards for future-ready communication for the industry.

Blending AI Innovation with Human Touch for Superior Customer Experience

"Ultimately, our key objective is to deliver a better customer experience. AI plays a crucial role in achieving this effectively and efficiently by enabling our customer service team to quickly understand the challenges our customers face and provide accurate, timely information. In no way can AI replace the human touch; in fact, the rise of security risks such as deepfakes emphasizes the need for a higher degree of trust-based, person-to-person interactions. I believe AI actually frees up valuable time for our team to foster deeper and more meaningful relationships with our customers." - Ms. Fiona Lau, CEO of SmarTone

The rapid development of AI has revolutionized various industries, leading many to believe that AI alone can transform the world. However, SmarTone recognizes that while AI is crucial, it cannot deliver a superior customer experience without the human touch. Human touch in telecommunications goes beyond automated responses and real-time data analysis. When a customer faces a complex issue, SmarTone representatives can understand the issue, empathize, and provide a tailored solution in an efficient and accurate manner. This level of standard and understanding are beyond AI's capabilities alone.

SmarTone's mission is to be a leading, customer-centric telecommunications company, delivering a premium experience built on trust. Now, with the power of AI, SmarTone has the most powerful tool to elevate customer experience to a whole new level.

Customer service has now been evolved from manual processes to the demand for instant, personalized responses. AI plays a critical role in this transformation. SmarTone leverages AI to analyze vast amounts of data, allowing for personalized customer interactions, proactive issue resolution, and optimized network performance. This integration creates an intelligent ecosystem, ensuring that every customer receives the best possible service. SmarTone's commitment to customer-centricity places customers at the heart of every decision, using AI-driven chatbots and advanced analytics for round-the-clock support and deep customer insights. This guarantees a high-quality, trustworthy network and customer experience tailored to customers' needs.

在新科技迅速發展的時代，SmarTone 將 AI 與 5G 無縫結合，徹底革新客戶體驗。儘管 AI 技術的應用正在推動電訊業的變革，但 SmarTone 真正的獨特之處在於其對人性化服務的堅持，致力於提供以客為本的優質及可靠服務。SmarTone 結合 AI 及以人為本的理念，帶來獨有的協同作用，成為電訊業界在 5G 網絡應用 AI 方面的領導者，並為業界樹立未來通訊的新標準。

AI 與人性化服務結合，帶來超卓的客戶體驗

「為客戶帶來最佳的客戶體驗一直是 SmarTone 最重要及最終極的目標。AI 在當中擔當著關鍵角色，協助我們的客戶服務團隊有效率地了解客戶所面對的挑戰，並提供準確及適時的資訊。但 AI 亦絕不可能取代人性化服務 — 尤其近年網絡危機處處，例如深度偽造的技術出現，大大增加了保安風險，亦正正突顯基於信任、及人與人之間互動的重要性。我相信，AI 能為我們的團隊節省更多寶貴時間，從而令我們能夠與客戶建立更深厚且富有意義的關係。」—SmarTone 行政總裁劉若虹女士

AI 的迅速發展引發各行各業的變革，令許多人認為單靠 AI 足以改變世界。儘管 AI 潛力無限，SmarTone 仍然相信，要為客戶帶來超卓的客戶體驗，人性化服務是不可或缺的。在電訊業中，人性化服務超越自動化回覆和實時數據分析。當客戶面對較複雜的問題時，SmarTone 團隊能夠從客戶的立場出發，理解問題所在並準確提供度身訂造的解決方案。這種服務的標準及理解客戶需求的能力，僅依靠 AI 是無法實現的。

SmarTone 致力成為以客戶為先的電訊業界領導者，以優質體驗獲得客戶的信任。如今，憑藉 AI 的強大力量，SmarTone 將客戶體驗提升至全新境界。

現時，客戶服務已由人工流程演進至需要更即時及個人化的應對，而 AI 在這個演變中發揮了關鍵作用。SmarTone 利用 AI 分析龐大數據，實現個人化的客戶互動、主動辨識問題並提供解決方案，以及持續優化網絡表現。這些整合建構了一個智慧生態系統，確保每位客戶都能享受到最佳服務。SmarTone 將客戶置於每一個決策的核心，堅持以客戶為先—透過 AI 聊天機器人和先進的分析技術提供全天候的支援，深入洞察客戶需求，並確保網絡服務優質可靠，以滿足客戶的期望。

AI's Transformative Impact on Network Experience

"SmarTone is leveraging advanced AI-driven network optimization to ensure fast, reliable network experience that goes beyond mere connectivity and fulfils our customers' ever-evolving demand for seamless connectivity." – Lau

AI has transitioned from a futuristic concept to an indispensable part of daily life, powering everything from TVs and mobile phones to home appliances and applications like ChatGPT. AI-enabled smartphones, featuring virtual assistants, real-time language translation, and personalized content recommendations, have become essential tools for modern living. It is important for SmarTone to capture the opportunities with best network capability to handle massive data handling in ultra-fast speed. The explosion in data created by the increased use of AI is one of the reasons for the implementation of 5G standalone mobile networks which offer higher speeds and capacity.

Telco networks are complex, with constantly fluctuating traffic patterns and performance requirements, AI-powered network can analyse network data real-time, identify issues proactively, and predict traffic pattern, for improved network reliability, speed and efficiency.

SmarTone's AI-Driven Technological Innovations: Leading Smart City Synergies Through the Innovative Solutions for Sun Hung Kai Properties

"As a subsidiary of Sun Hung Kai Properties Limited (SHKP), SmarTone can leverage this advantage to apply innovative AI solutions with real usage scenarios across diverse industries within the portfolio of the group" – Lau

There is increasing demand from enterprises looking for solutions to enhance productivity and digitalize their operational processes. As a subsidiary of SHKP, SmarTone benefits from applying cutting-edge technologies across diverse industries within the SHKP group, including transportation, hospitality, real estate management, construction and retail etc.

By utilizing 5G and AI technologies, the SmarTransport Solution, which was co-designed and adopted by KMB, provides 5G WiFi on the bus, and real-time information on occupancy which is used by passengers to plan their journeys and the bus operator to improve operational efficiency and fleet management. This solution was awarded the "Top 5 Best Mobile Innovation for Digital Life" by the Global Mobile Awards at the Mobile World Congress earlier this year in Barcelona and SmarTone is the first-ever Hong Kong operator to win this prestigious global award.

AI 對網絡體驗的的變革性影響

「SmarTone 正利用先進的 AI 網絡優化技術，提供高速且可靠的網絡體驗，超越基本的網絡連接，滿足客戶對無縫連接日益增長的需求。」—劉女士

AI 已經從一個未來概念轉變為日常生活中不可或缺的一部分，廣泛應用於電視、手機、家電及 ChatGPT 等各範疇。目前支援 AI 的智能手機更具備虛擬助手、實時語言翻譯和個人化內容推薦功能，成為現代生活的必備工具。對 SmarTone 而言，利用最強大的網絡來處理龐大的數據並實現超高速傳輸尤為重要。隨著 AI 應用的普及，數據需求急劇上升，SmarTone 透過 5G 獨立流動網絡，提供更高的速度和更大的網絡容量。

電訊網絡極其複雜，且網絡流量的模式和規格持續變化。支援 AI 的網絡能夠實時分析網絡數據，主動識別問題並預測流量模式，從而提升網絡的可靠性、速度與效率。

SmarTone 以 AI 推動技術創新：透過為新鴻基地產提供創新解決方案，引領智慧城市發展

「作為新鴻基地產有限公司的子公司，SmarTone 能夠利用這項優勢，將創新的 AI 解決方案應用於集團內不同行業的真實使用場景。」—劉女士

隨著企業對提升生產力及數碼化營運流程的需求與日俱增，SmarTone 作為新鴻基地產的子公司，受惠於集團內各行各業的尖端技術應用，包括交通、酒店、物業管理、建築及零售等。

SmarTone 與九巴合作推出 SmarTransport 方案，利用 5G、AI 技術，為乘客提供車上 5G WiFi 及實時乘客量資訊，幫助乘客規劃行程，同時提高巴士營運商運營效率和車隊管理。此解決方案於今年初在巴塞隆拿《世界行動通訊大會》上躋身「全球移動大獎」中的「最佳數碼生活移動創新獎」五強，SmarTone 亦成為首個獲得此國際殊榮的香港營運商。

In the construction industry, SmarTone's AI-driven SmartWorks system uses AI-integrated smart helmets to create a connected safety network, issuing timely alerts in emergencies. This innovation enhances worker safety and improves overall site efficiency by providing real-time data on site conditions and worker locations, ensuring a safer working environment.

Additionally, the Smart Safety Monitoring system uses AI and IoT technologies to enhance tunnel safety and traffic efficiency by detecting and alerting for jaywalkers in real-time. Leveraging AI in these ways, SmarTone not only improves service delivery but also contributes to safer, more efficient public infrastructure.

We are also collaborating with different enterprises across different sectors for innovative solutions and our aspiration is to help businesses to take advantage of AI to improve their operation efficiency and productivity. This will be good for Hong Kong, reinforcing its role as an innovation and technology hub.

The Human Touch: SmarTone's Key Asset

"Customer centricity is in our DNA, we capitalize on AI to enhance our capabilities, but we firmly believe the human touch, empathy, and strategic thinking of our employees remain irreplaceable in delivering exceptional, personalized service." - Lau

SmarTone firmly believes AI cannot replace the human touch. While AI enhances capabilities, the value of human resources remains irreplaceable. Employees bring empathy, creativity, and strategic thinking to their roles—qualities AI cannot replicate. This human touch is essential in providing the high-quality, personalized service customers expect.

To harness the full potential of AI, SmarTone invests in training staff to effectively use these technologies. This ensures the team is equipped with the skills and knowledge needed to manage and optimize AI-driven systems. Combining AI with human insight allows SmarTone to deliver superior customer experiences and maintain the personal connection that sets the company apart.

Customers' data privacy and cybersecurity is paramount to SmarTone as we value the trust from our customers. We believe that it is all down to people and process. The company trains employees to have a mindset of urgency and alertness, ensuring that security and data privacy are taken very seriously.

Guiding the Future: Insights and Recommendations

"SmarTone's Vision for the Future: Blending AI, 5G, and the Human Touch"—Lau

SmarTone is committed to leading the telecommunications industry into the future with AI and 5G. As SmarTone continues to develop and integrate new technologies, the focus will always be on enhancing the customer experience and fostering a smarter, more connected society.

For industry players looking to explore AI technologies, SmarTone's CEO shares valuable insights: businesses must identify the main issues they want to solve and their business objectives before adopting AI technologies. AI should be used to eliminate business pain points and drive meaningful improvements. The dedication to combining advanced technology with human touch positions SmarTone as a leader in the AI-powered 5G network landscape, setting industry standards for future-ready communication solutions. 🌱

在建築行業中，SmarTone 的「SmartWorks 智安建」系統透過 AI 智慧安全帽，於緊急情況下發出即時警報。這項創新不僅加強了工人的安全，還透過提供工地狀況和工人位置的實時數據來提升整體工地效率，確保工作環境更加安全。

此外，「智慧交通安全管理系統」運用了 AI 和物聯網技術，透過實時偵測及對誤闖行人發出警示，從而提升隧道安全和交通效率。

SmarTone 透過這些 AI 應用改善了公共基礎設施的服務、安全及效率。我們亦與不同企業合作，提供創新的解決方案，協助他們利用 AI 來提升營運效率及生產力，以鞏固香港作為創新科技樞紐的角色。

SmarTone 重視人性化服務的核心價值

「以客為本是我們的 DNA。縱然 AI 優化不同範疇，但我們仍然深信，員工的同理心和策略思維在提供超卓且個人化的服務上依然是不能取代的。」—劉女士

SmarTone 堅信 AI 無法取代人。儘管 AI 帶來各方面的提升，但人力資源的價值依然無可取代。AI 無法重現員工在工作中注入的同理心、創造力和策略思維，這些因素對於提供高質素、個人化的服務至關重要。

為了充分發揮 AI 的潛力，SmarTone 投入資源培訓員工有效使用相關技術，確保團隊具備管理和優化 AI 系統所需的技能和知識。SmarTone 透過將 AI 與人類洞察力相結合，提供卓越的客戶體驗，並與客戶保持人性化聯繫。

信任是客戶關係的基石，因此 SmarTone 非常重視客戶的數據私隱和網絡安全。SmarTone 相信員工及流程在業務運作中扮演著重要的角色，因而為員工提供相關的培訓，以提高他們的警覺性，確保網絡安全及數據私隱獲得最嚴謹的對待。

引領未來：洞察與建議

「SmarTone 的未來願景：融合 AI、5G 及以人為本」—劉女士

SmarTone 致力於引領電訊業開拓 AI 和 5G 的未來。隨著 SmarTone 不斷開發和整合新技術，其重點始終放在提升客戶體驗和促進更智慧、更互聯的社會。

對於希望探索 AI 技術的業界成員，SmarTone 行政總裁提供了寶貴的見解：企業在採用 AI 技術之前，必須清晰釐定需要解決的問題及其業務目標，並應以消除業務痛點及推動更有意義的改進為前題。SmarTone 專注於將先進技術與人性結合，領導支援 AI、5G 網絡的發展，樹立具前瞻性通訊方案的行業標準。🌱