



ASTRO MALAYSIA HOLDINGS BERHAD

ANALYSIS OF CUSTOMER SERVICE FOR ASTRO MALAYSIA HOLDING BERHAD

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1. INTRODUCTION

1.1 Background Of The Study

Astro Malaysia Holdings Bhd (Appendix 1) is Southeast Asia's leading integrated media group with key operations in pay-TV, radio, content and digital. Astro today has a 67% penetration of TV homes in Malaysia (i.e. 4.8 million customers). Astro broadcasts 183 channels including 54 HD channels, delivered via DTH satellite TV via the Measat satellite network, IPTV and OTT platforms. The organisation operates from two centres. It is headquartered in the Technology Park Malaysia in Kuala Lumpur, with the second site, known as CBC, 30 km away across the capital in Cyberjaya. The two sites split broadcast functionality between them, each broadcasting about half the channels. In times of disruption, the channel bouquet is adjusted so that all of the most popular channels can be delivered from a single site to provide business continuity. (Appendix 2)

As we know, people watching television for spending their leisure time with their family in the house as well as acquire the new information. Astro is the only one company that is using the satellite technology for broadcasting which can make the picture in the TV screen more clear nowadays and that is why more people buy this service compared with the people who are using UHF aerial. Research indicates that customers tend to buy from sellers who are innovative, honest, deliver satisfying products, offer more discounts, never compromise with quality & quantity, work for their satisfaction and possess other such relevant factors. The first and foremost thing is to understand the needs of your ultimate consumers. Without customers satisfaction you cannot operate your business in long run. You must communicate with the customers who will use your product and get their feedback. Make them know how buying from you will satisfy them. The customer must be managing friendly by their staff in order to build the customer trust.

1.2 Problem Statement

There is lot of customer complaints towards the services of Astro from the customer care service website such as repetition of programs in the channel, disagreed bills, decoder not function, poor connection and bad customer service operator. However the repetition of programs is the major problem need to be solved by the company to their customers.

1.3 Purpose Of The Study

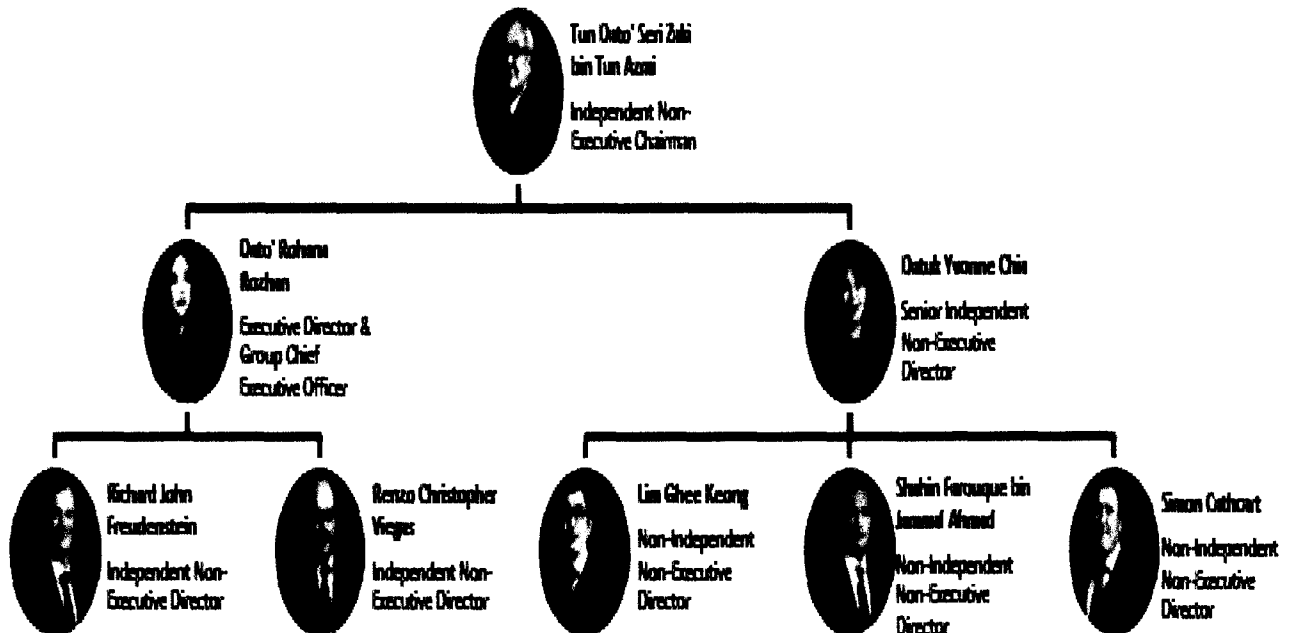
- 1.3.1 To study the customer complaint due to the repetition of the programs in one channel.
- 1.3.2 To recommend the technology in order to solve the repetition of the programs in every customer or houses.

2. COMPANY INFORMATION

2.1 Background

Astro Malaysia Holdings Berhad is Malaysia's leading content and Consumer Company in the TV, OTT, radio, digital and commerce space with growing ASEAN presence. The numbers of workers are 4.62k. (Financial Times, 2018). It has 11 radio brands include the highest rated stations across Malaysia's four key languages, engaging with 16.5 million weekly audiences on-air and online, so consumers now listen and watch radio. Their digital assets host 6.9 million average monthly unique visitors, and include Astro Gempak, the country's No. 1 digital entertainment portal. Astro multiplatform reach provides a unique and compelling integrated advertising proposition to serve marketers' needs. Go Shop, their commerce play, is carried across TV, online and mobile platforms with 1.3 million registered users in Malaysia and Singapore, fulfilling customers' lifestyle needs in the comfort of their homes.

2.2 Organizational Structure

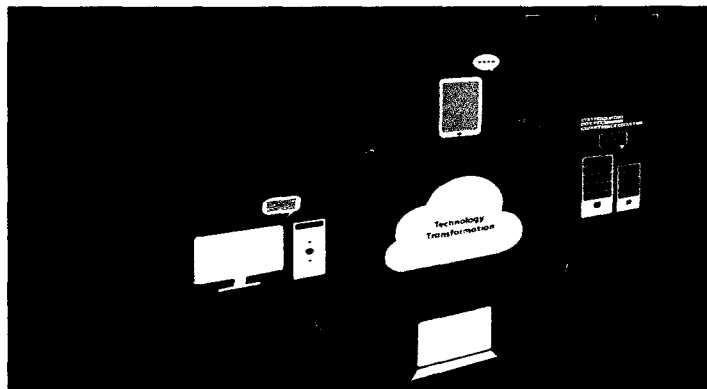


2.3 Products/Services



2.4 Technology

Astro Technology pioneered advanced, fiber-optic monitoring for the offshore energy and aerospace industries. Today, we offer extensive experience measuring pressure, temperature, strain, and flow properties of deepwater systems. Astro has real-time data translates into heightened productivity, greater safety, and significant cost savings.



This is the third piece in a series of blogs by Phuah Aik Chong, Astro Chief Technology Officer.

This called technology transformation journey we are going through to support our digital, cloud and mobile first, analytics driven strategy. Each workstream in the programme drives specific targeted outcomes. The combination and continuous iteration of all these changes is really what creates the overall transformation to our technology landscape.