



Digital Innovation to Fight Covid-19

Siti Choiriana
Direktur Consumer Service
PT Telekomunikasi Indonesia

OUTLINE

1. Impact Covid on any Industries
2. Company Anticipation
3. Digital Innovation in Covid Situation

“In The Next Two Years, people are scared with their money, and many conventional jobs will not be the same. So, **Invest our time in education, get IT skill, and use Digital Transformation** to improve our business”

A hand is shown reaching out from the left side of the frame, with the index finger pointing towards a circular interface. The interface is composed of several circular icons arranged in a ring, each containing a different digital symbol: a cloud with a refresh arrow, a Wi-Fi signal, a circuit board, a puzzle piece, a globe, a robotic arm, and interlocking gears. The background is a vibrant blue with abstract digital patterns and light effects, suggesting a high-tech or futuristic environment. The overall composition emphasizes human interaction with digital technology.

DIGITAL TRANSFORMATION

Impact Covid on any Industries



The COVID-19 Heat Map

Potential Winners & Losers in the Short Term



There are **8 important** implications from consumer and market behavior



Managing For Now

1. **Protect customers and employees**
2. **Identify and strengthen vulnerabilities** in value chain to ensure business continuity
3. **People are price inelastic** for essential goods hence be laser focused on promos and trade spend and create a war chest for a down cycle post crisis
4. **Move to digital** is sharp and will persist even after the crisis
5. **Strong modern trade** critical as customer rationalize stores visited

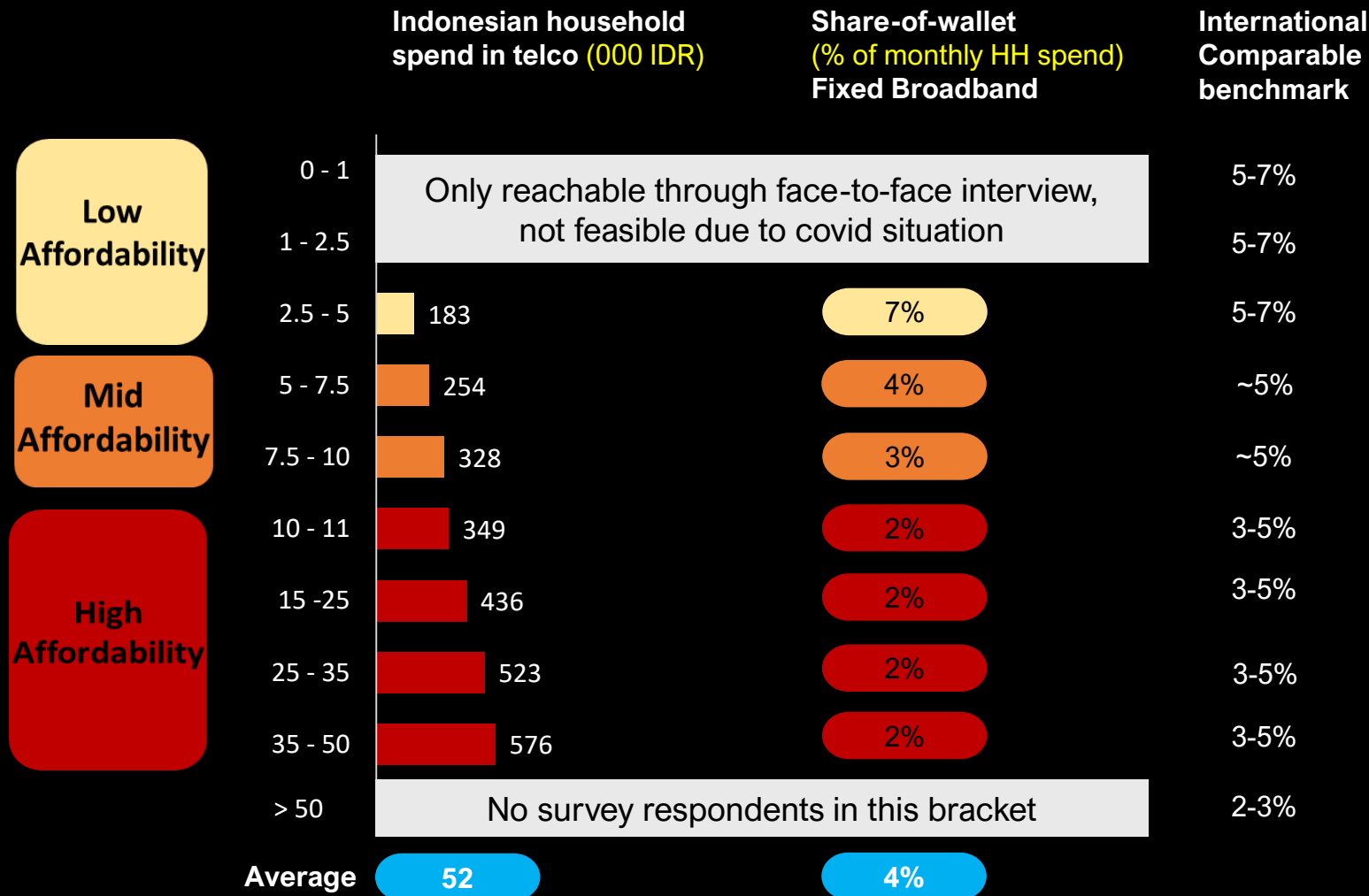


Managing For Later

1. **Go after talent pools** - digital talent pools have been released in hardest hit industries
2. **Double down on M&A – opportunity for;**
 - Vertical integration: distributors, deployment/maintenance vendors
 - Horizontal expansion: lending license, gaming
3. **Create product / enter business** to aid customer now and be in line with what will become **“the new normal”** e.g payment to enable cashless behavior

Family Share-of-Wallet in Broadband

“The average family spends **4%** share-of-wallet in Broadband”

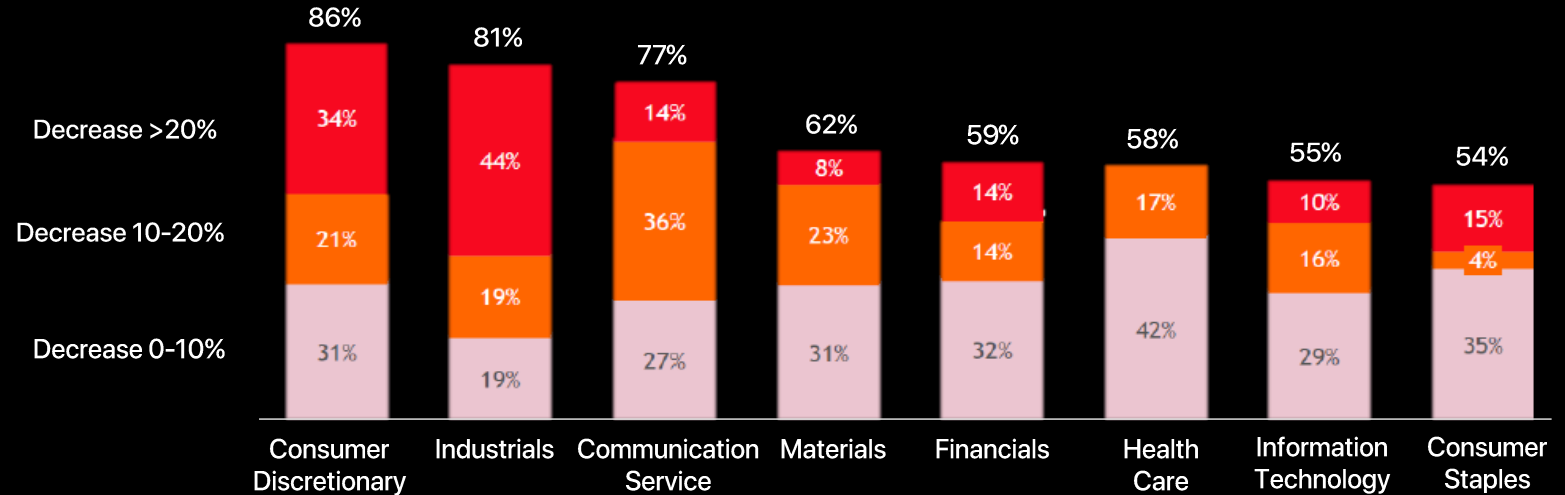


Key Insights :

- HH roughly allocate **50%** of telco spending to home broadband
- Broadband spend range from **~7% for low affordability**, down to **~2% for high affordability** HH
- Most volume comes from **mid-affordability HH** bucket
- **International comparable benchmarks are inline**, conservative on lower incomes

Impact on the Telco Sector

% of companies expecting negative revenue impact in FY20 due to COVID-19



COVID-19 Impact on the Telco Sector

DEMAND

- Delay in demand countered by greater and perceived value of certain product:
- Less / Delayed transactions
- Liquidity and payment challenges for some B2B customer
- + New product opportunities

SUPPLY & INSTALL

- Some supply chain risk, depending on evolution of pandemic with short term spikes in demand for specific product:
- Device sales / delivery dampened
- Roll-out & installation activities delayed
- + Certain purchases delayed and reducing load on supply

OPERATIONS

- Standard operations likely to remain stable, fault-related risks likely to increase:
- Greater pressure on fault resolution and NW stability
- + No Predictable risk to foundations of operations

Customer Insight : **IndiHome Case**

Work from Home and Learning from Home

- Needs of Internet Service
 - Needs of Entertainment
 - Service Level Guarantee
-
- Customer Purchasing Power



Vendors & Partner Issues

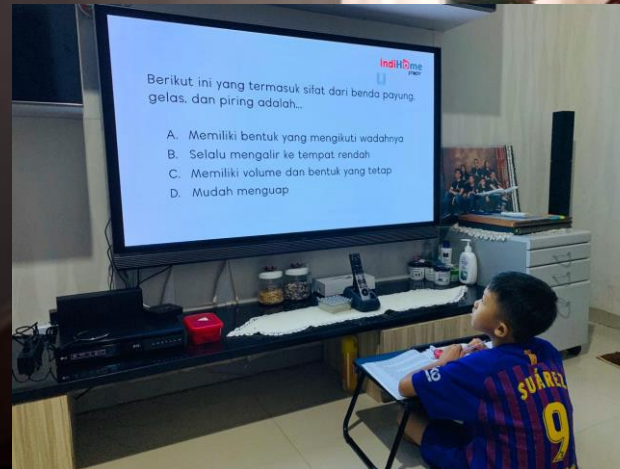
- Cost of Content
- Cost of Network and Infrastructure
- Cost of Customer-Premise Equipment



Trend Work From Home



Trend Learning From Home



Trend Teaching From Home

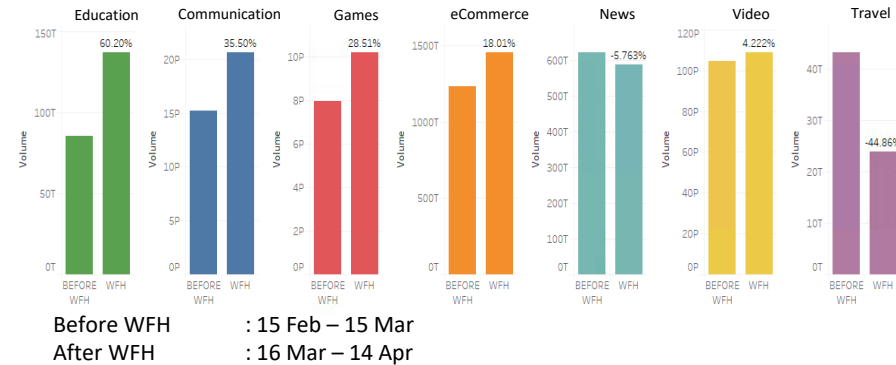


Trend Ceramah Online



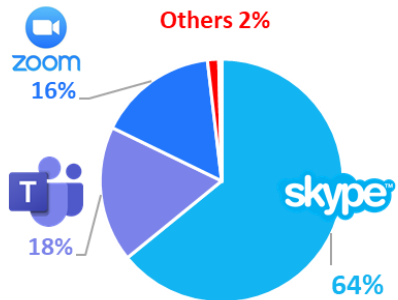
Customer Insight: IndiHome Case

IndiHome Customers Internet Usage



Note:

IndiHome customers Internet usage has increased in several categories such as education, communication, games, e-commerce, and video while news and travel categories have decreased

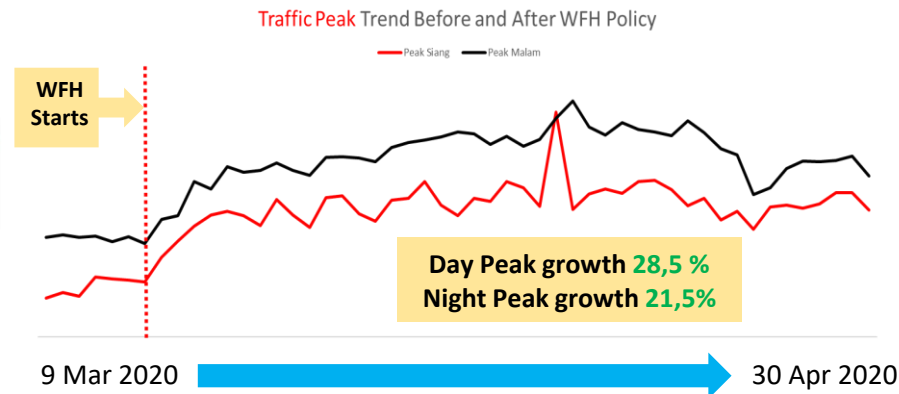


Average Subscriber 16 Apr - 1 May

IndiHome customers access Video Conference of 1.5 Million per day, **Skype** is the most frequently accessed.

Rank	Apps	Average Subscriber	Share
1	Skype	970,565	64.1%
2	MicrosoftTeams	273,028	18.0%
3	Zoom	240,966	15.9%
4	WebEx	22,630	1.50%
5	Whereby	2,887	0.19%
6	GoToMeeting	2,032	0.13%
7	UMeetMe	727	0.05%
8	CloudX	207	0.01%
9	FreeConference	12	0.00%
Total : 1,5 Mio user /day			

Internet Traffic Before and After WFH

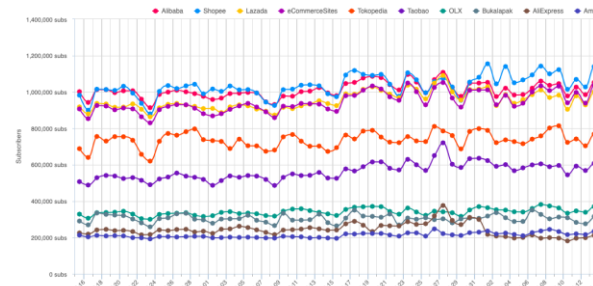


Note:

After WFH there was a significant increase in traffic

Internet Usage for E-Commerce

- Shopee
- Alibaba
- e-CommerceSite
- Lazada
- Tokopedia
- Taobao
- OLX
- Bukalapak
- AliExpress
- Amazon

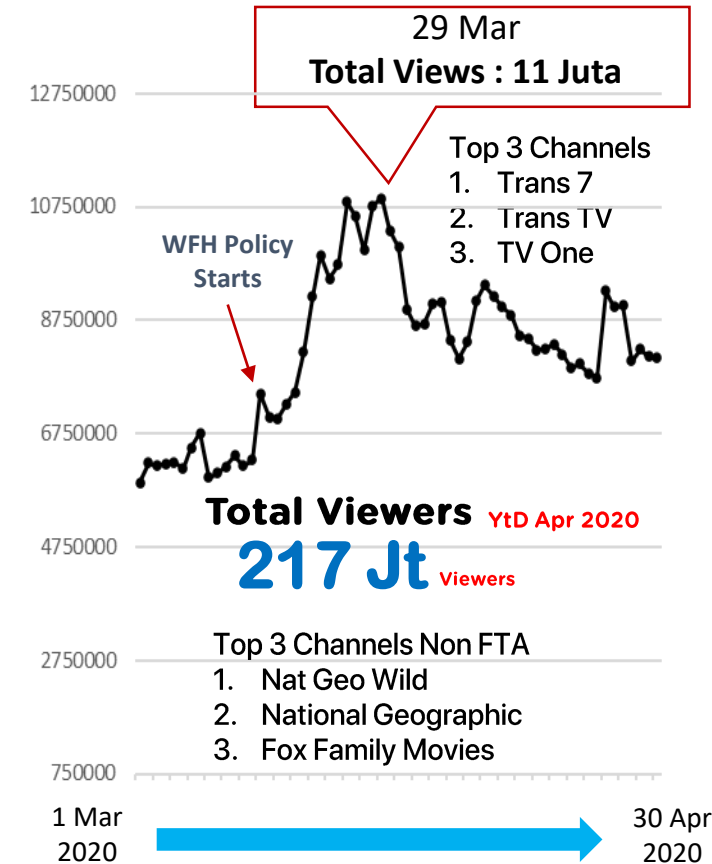


Note:

IndiHome customers who access e-commerce have increased by 18% after WFH



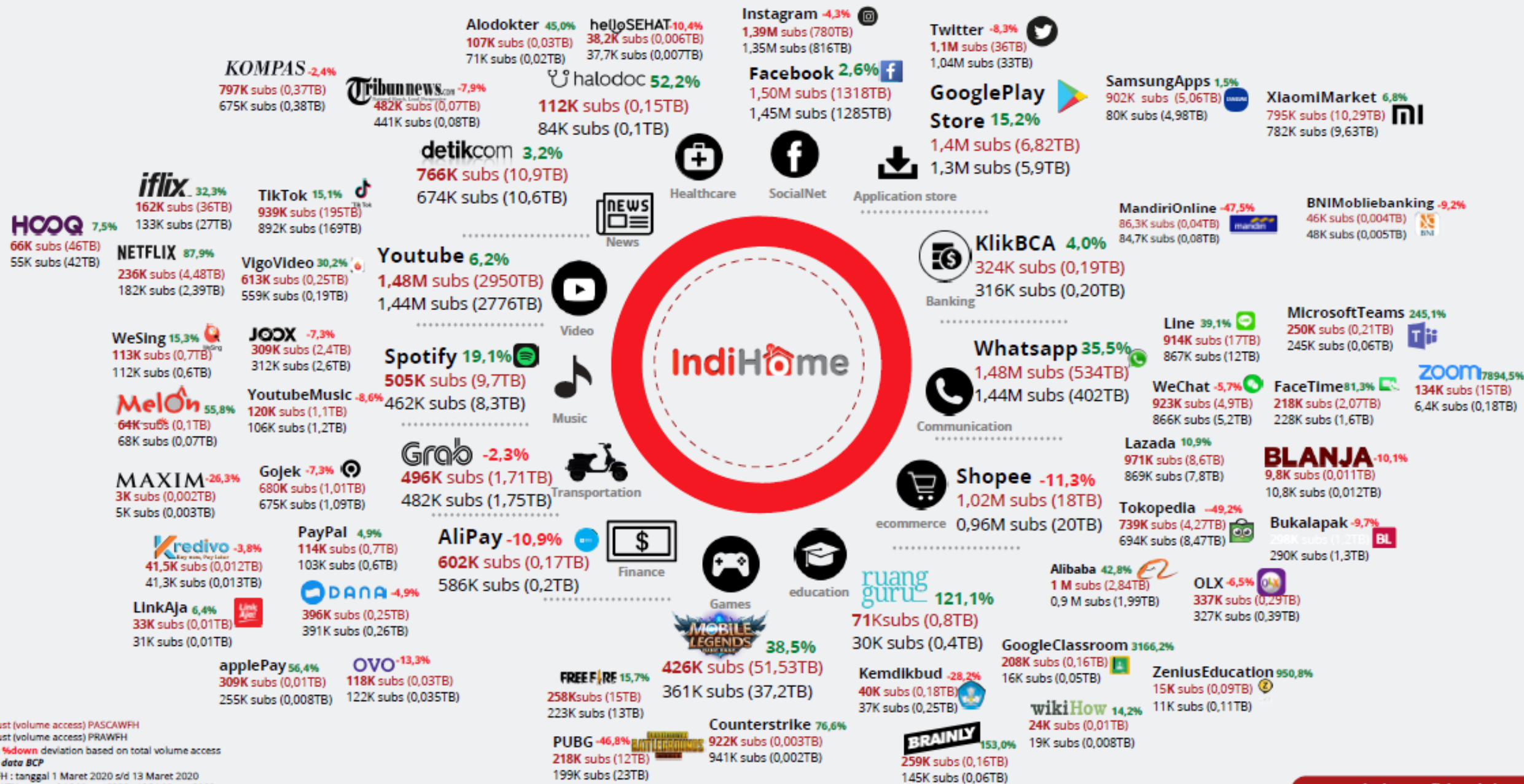
UseeTV Viewers



Note:

- UseeTV viewers have increased after WFH
- During WFH period there was an open all channel for customer

Customer Insight : IndiHome Case



*note:

total cust (volume access) PASCAWFH

total cust (volume access) PRAWFH

%up & %down deviation based on total volume access

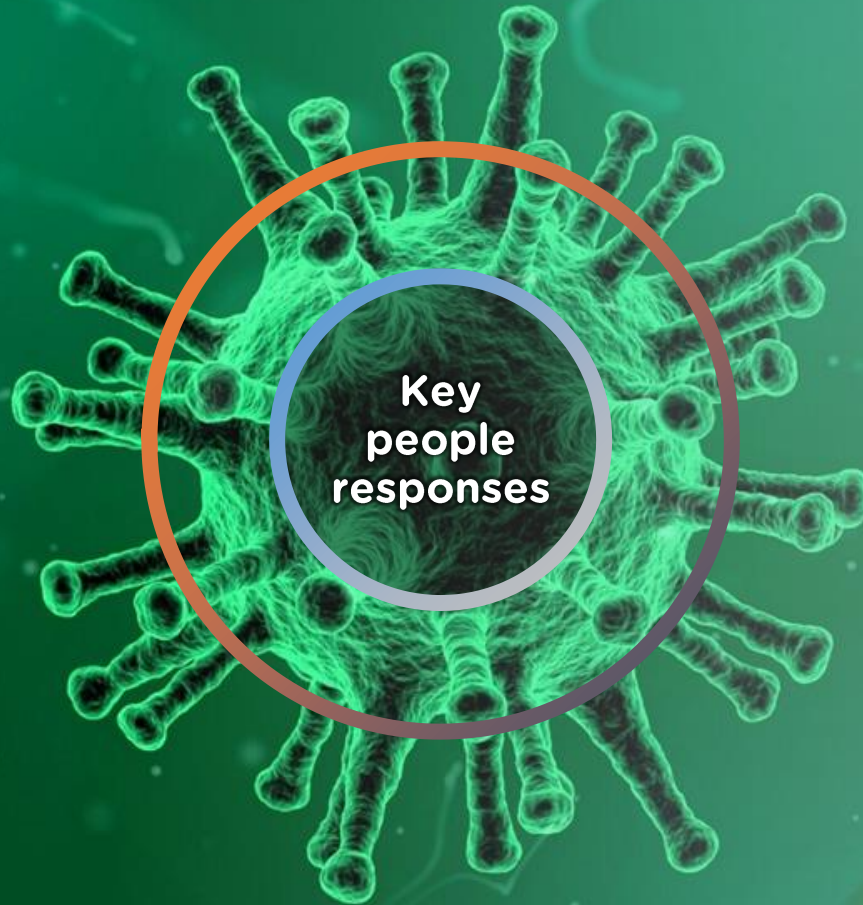
source data BCP

pra WFH : tanggal 1 Maret 2020 s/d 13 Maret 2020

pasca WFH : tanggal 16 Maret 2020 s/d 31 Maret 2020

strictly confidential

COVID-19 responses for seven key people topics



People Health

1. Accelerate smart work
2. Enhance corporate health & hygiene



Workforce readiness

3. Mitigate People Risk
4. Manage workforce flexibility



Communication & Support Culture

5. Communicate openly with empathy
6. Stand Together
7. Speed Up Digital Readiness

Success Factors of Contact-Tracing Application in Several Countries



1

Strong top-down mandate and public trust in govt

- Govt seen as initiative lead, not private companies
- Public accept greater good of public health

2

Single app for the entire nation

- No fragmented, multiple-app situation

3

Focus on key functionality time is of the essence

- Launch app with basic contact tracing function ASAP
- Other function (e.g crowd control) can be launched in later apps update

4

Mandated app download and adoption

- Critical user threshold needed for app to work effectively

5

Strong data privacy protection laws



1.1 million users
25% Population

Singapore

Launch 20 Maret 20

First case COVID -19: 23 Jan 20



21 million users
46% Population

Korea Selatan

Launch 11 Feb 20

First case Covid-19: 20 Jan 20



5.5 million users
55% Population

Israel

Launch 23 Maret 20

First case Covid-19: 21 Feb 20



All Population
100% Population

Taiwan

Launch 01 Feb 20

First case Covid-19: 21 Jan 20



75 Million users
6% Population

India

Launch 01 April 20

First case Covid-19: 30 Jan 20



Company
Anticipation & Response

Telkom Change Culture During the Pandemic

Special Task Force for IndiHome provisioning and troubleshooting during Pandemic



Educate Covid-19 for Customers in MOBI (Mobil IndiHome)



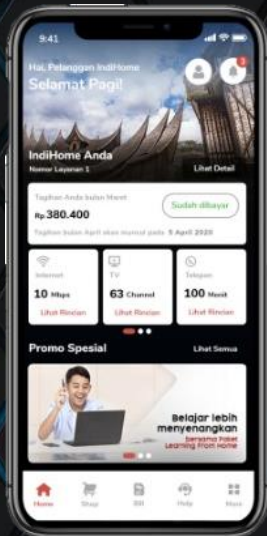
Telkom Services During The Pandemic



Complaint handling was conducted by **video call**



Virtual Plasa Telkom to keep providing excellent customer service



Only One Click Away:

1. IndiHome Provisioning
2. Upgrade Services and Add On
3. IndiHome Payment
4. Report IndiHome Trouble
5. Complete information about IndiHome

Telkom Content Creation During The Pandemic

Program Bisnis Dari Rumah

Ruang Trampil

MENTOR & INVESTOR

Program Talkshow yang mengangkat tutorial dan solusi untuk para Startup Indonesia.

1.



3.



RUANG KREATIF

Tutorial tentang hal-hal ekonomi kreatif yang mudah dilakukan dan diaplikasikan untuk memulai usaha.

RUANG BERKEBUN

Program Talkshow yang mengangkat tutorial dan solusi untuk para Startup Indonesia.

2.



4.



RUANG BUDIDAYA HEWAN

Tutorial mengenai bercocok tanam yang mudah dilakukan dan diaplikasikan untuk memulai usaha/dalam kehidupan sehari-hari.

Telkom Digital Innovations to Tackle the Pandemic



Digital Innovation Trend during the Pandemic

Virtual Music Concert



Telemedicine



SME goes online

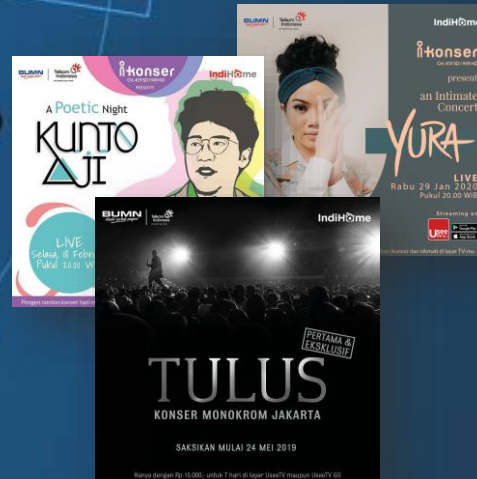


Work & Learn from Home



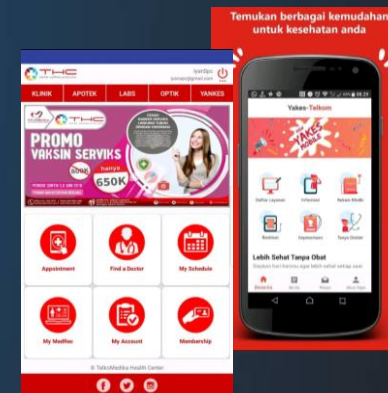
Telkom also provided the similar innovations

iKonser



iKonser is a live and recorded concert, broadcasted through the USeeTV and UseeTV Go

Online Consultation from Telkomedika & Yakes-Telkom



Online consultation with dedicated doctor and the medicine will be sent to our address

Innovations for SME



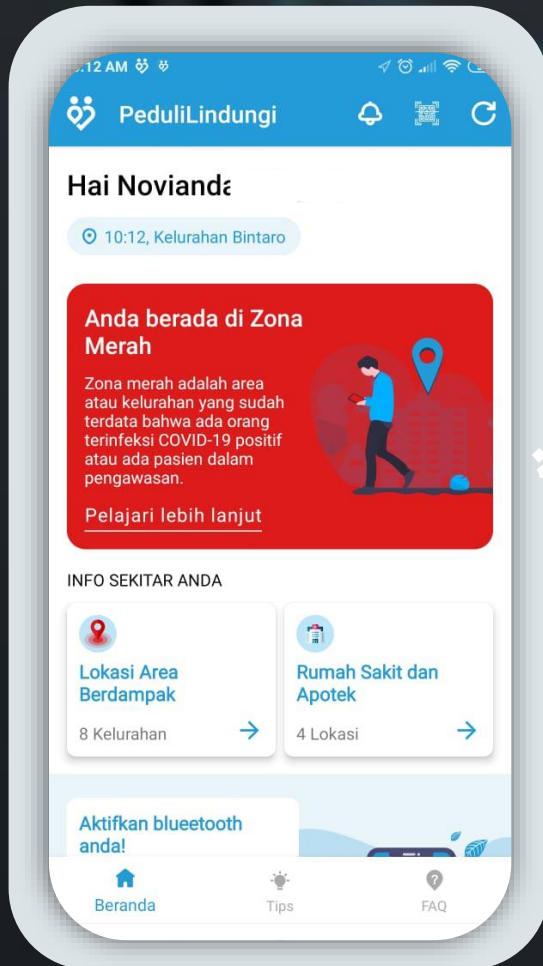
Innovations for WFH & LFH



Contact-Tracing Technology for Covid-19: **PeduliLindungi**



is a mobile application for public that will **notify** users by text or call if they ever had **encountered suspect** and/or **patient** of Covid-19.



3 Fitur Utama **PeduliLindungi**

TRACING

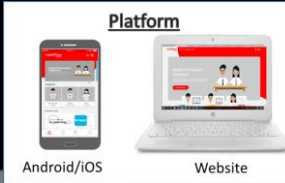
Menelusuri orang yang diduga terinfeksi karena pernah kontak dengan suspect COVID-19

TRACKING

- Memberikan status ODP secara otomatis kepada pendatang
- Memudahkan proses tindak lanjut kepada orang yang berpotensi terinfeksi

FENCING

- Memberikan status dan mengawasi proses karantina mandiri (ODP dan PDP)
- Memberi peringatan apabila terjadi pelanggaran protokol karantina
- Memberikan informasi daerah yang rawan dengan memberi alert bila berada di keramaian/kerumunan



IndiHome Study merupakan aplikasi edukasi dalam platform mobile dan web, berisikan buku-buku digital pelajaran **SD-SMA**, soal tryout dan video pembahasan soal yang dapat diakses dari mana saja menggunakan internet



1.428 Ebook

Buku Pelajaran Kurikulum 2006 & 2013



1.897 Video Pembahasan

Soal-soal ujian Penilaian Tengah Semester, Penilaian Akhir Semester, UNBK (SD-SMA) & SMBPTN (SMA)



24.047 Soal Tryout

Penilaian Tengah Semester, Penilaian Akhir Semester, UNBK (SD-SMA) & SMBPTN (SMA) dengan metode berbasis komputer



Kelas 4, 5, dan 6

Bahasa Indonesia, Bahasa Inggris, Matematika, IPA dan IPS



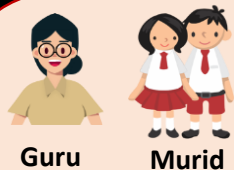
Kelas 7, 8, dan 9

Bahasa Indonesia, Bahasa Inggris, Matematika, IPA dan IPS



Kelas 10, 11, dan 12

Bahasa Indonesia, Bahasa Inggris, Matematika (**IPA & IPS**) Fisika, Biologi, Kimia (**IPA**), Ekonomi, Geografi, Sosiologi (**IPS**)



Guru

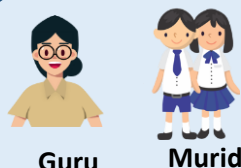
Murid

**760
Ebook**



**170
Video**

**2.300
Soal Tryout**



Guru

Murid

**477
Ebook**



**336
Video**

**4.750
Soal Tryout**



Guru

Murid

**1.428
Ebook**



**1.390
Video**

**16.997
Soal Tryout**



Video Conference to Support Productivity : UMeetMe



Umeetme is an online application that makes it easy to communicate through video conferencing, voice / video calls and chat for Public

<https://conf.umeetme.id/>

Create **manageable** meeting Room

Share screen to participants

Video Sharing

Raise hand and chat features

Manage **video quality**

Setting Room password

Let's Start Video Conference with **UMeetMe** !



IndiHome
Semua Rumah Semua Bisa



Sambung silaturahmi di rumah aja

e-sungkeman dengan IndiHome & UMeetMe

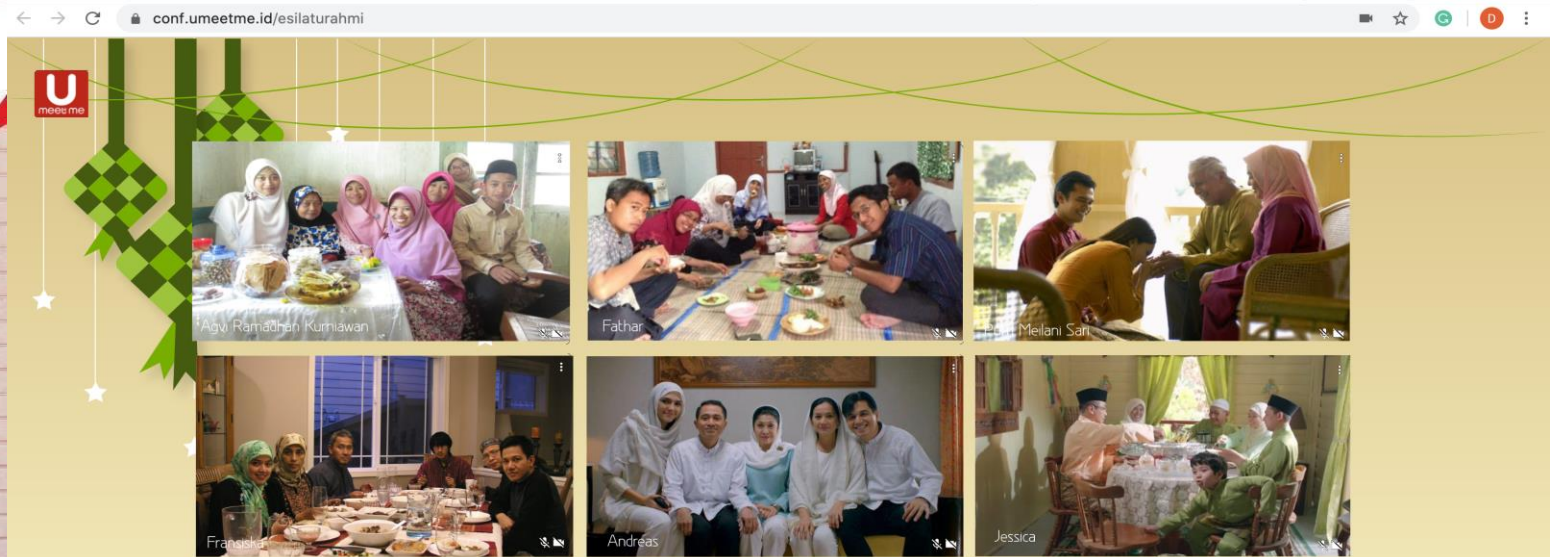
Informasi lebih lanjut, kunjungi.

indihome.co.id | my **IndiHome**  

#BUMNUntukIndonesia



*e-sungkeman dapat menggunakan aplikasi vicon lainnya



Coming
SOON

e-sungkeman

Digital Signature to Support Legality Document : **PrivyID**

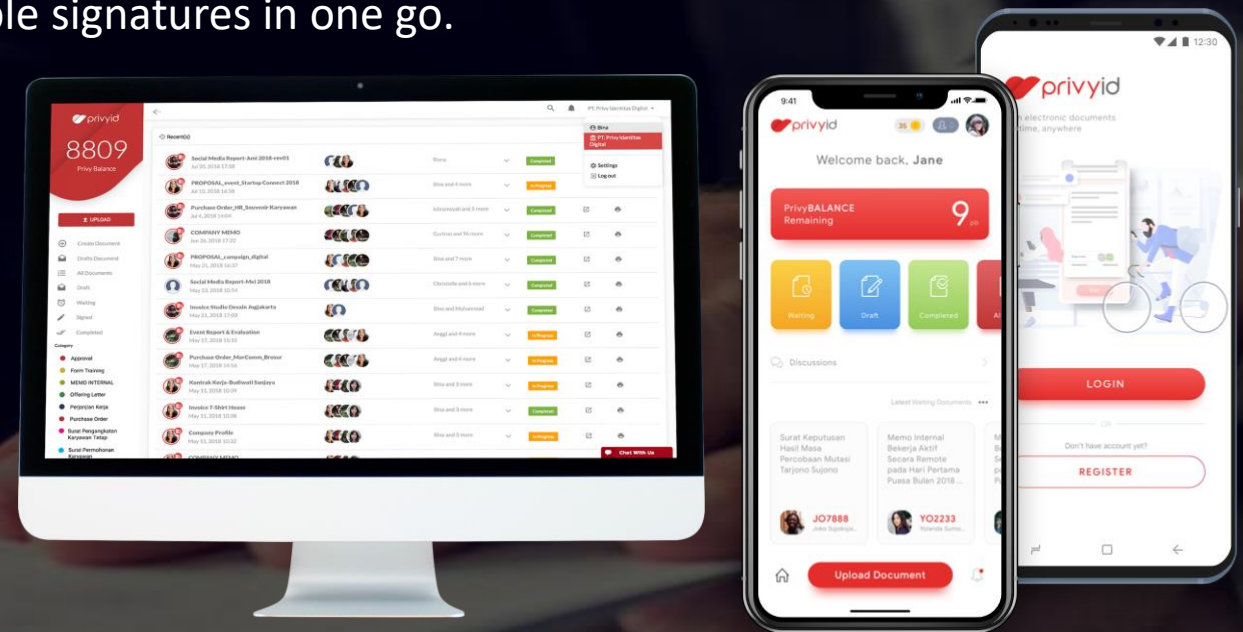


PrivyID has been used by more than **3.9 Million users** and **182 companies** in Indonesia

Clients



PrivyID is Indonesia's 1st legally-binding electronic signature provider. With PrivyID, we are able to sign documents anytime, anywhere with valid and verified identity. The feature can detect any changes to signature or document's content and request for multiple signatures in one go.



Certifications



Digital Innovation to Support SME: **Sakoo**

Sakoo is an integrated offline and online sales channel management solution to help business owners increase the effectiveness and efficiency of operational activities to customer management through one dashboard. WWW.SAKOO.ID



1,128
Seller



23,438
Products



72,141
Order Synced

Benefits of **Sakoo**

Centralized Management

Marketing Channels in various marketplaces

Provide **business analysis**

IT and Operation **Helpdesk** for client



Free Online Store



Marketplace Integrator

Digital Innovation to Support SME: **bonum** & **QRen**



<https://bonum.id/>

Bonum POS is a **point of sales application** that was developed with the aim of helping Small Medium Business in managing their business.

Features

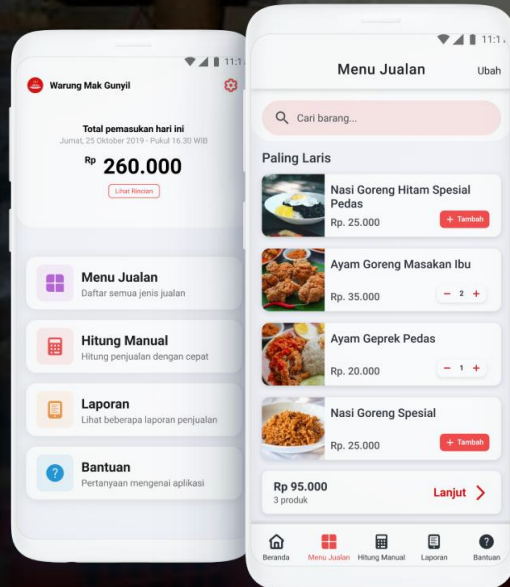
Menu of Products



Input Order & Calculate Manually



Financial Report



<https://qren.tmoney.co.id/>

Qren is a Non-Cash based payment media utilizing the Quick Response (QR) Technology that has been standardized by Bank Indonesia. It **connects merchants with e-money** based issuer application such as LinkAja, Ovo, GoPay, Dana etc.

Merchants

Payment Point Online Bank



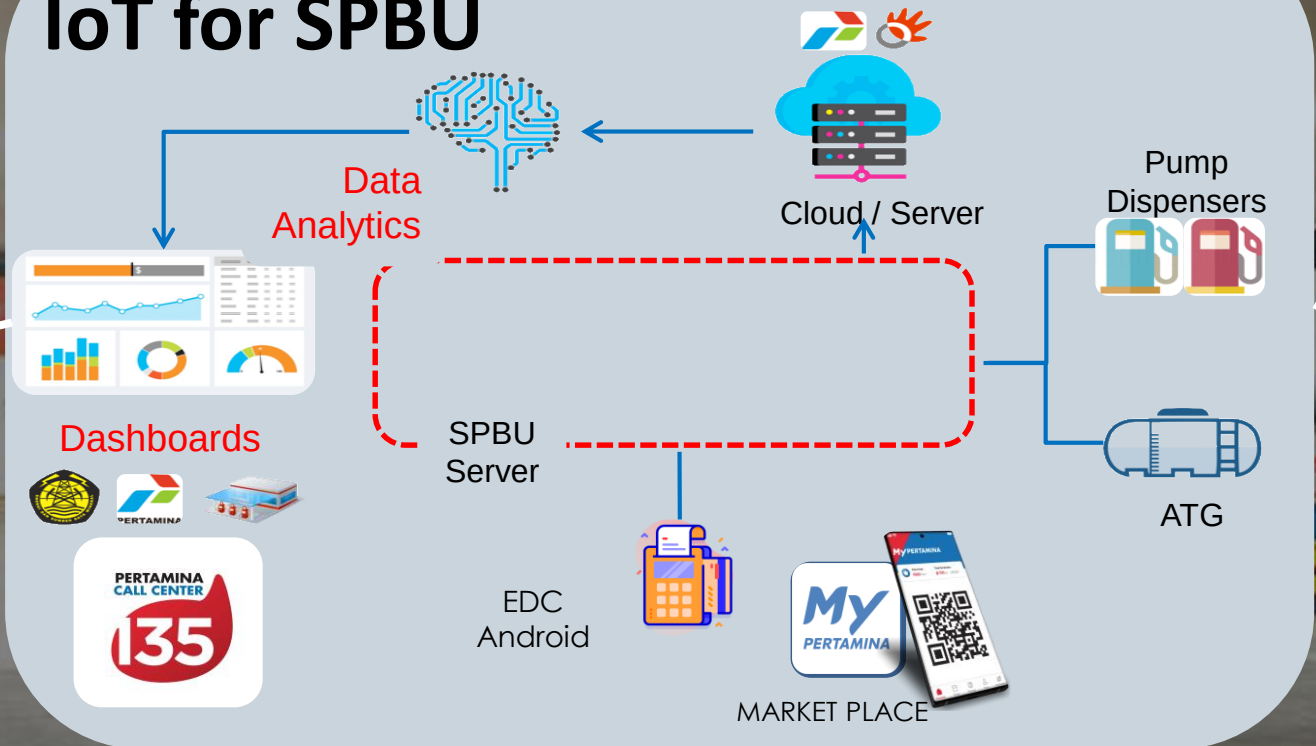
Digital Innovation: SPBU Pertamina

5,518 SPBU

Transaksi dengan digital payment

Masyarakat dapat melakukan delivery BBM

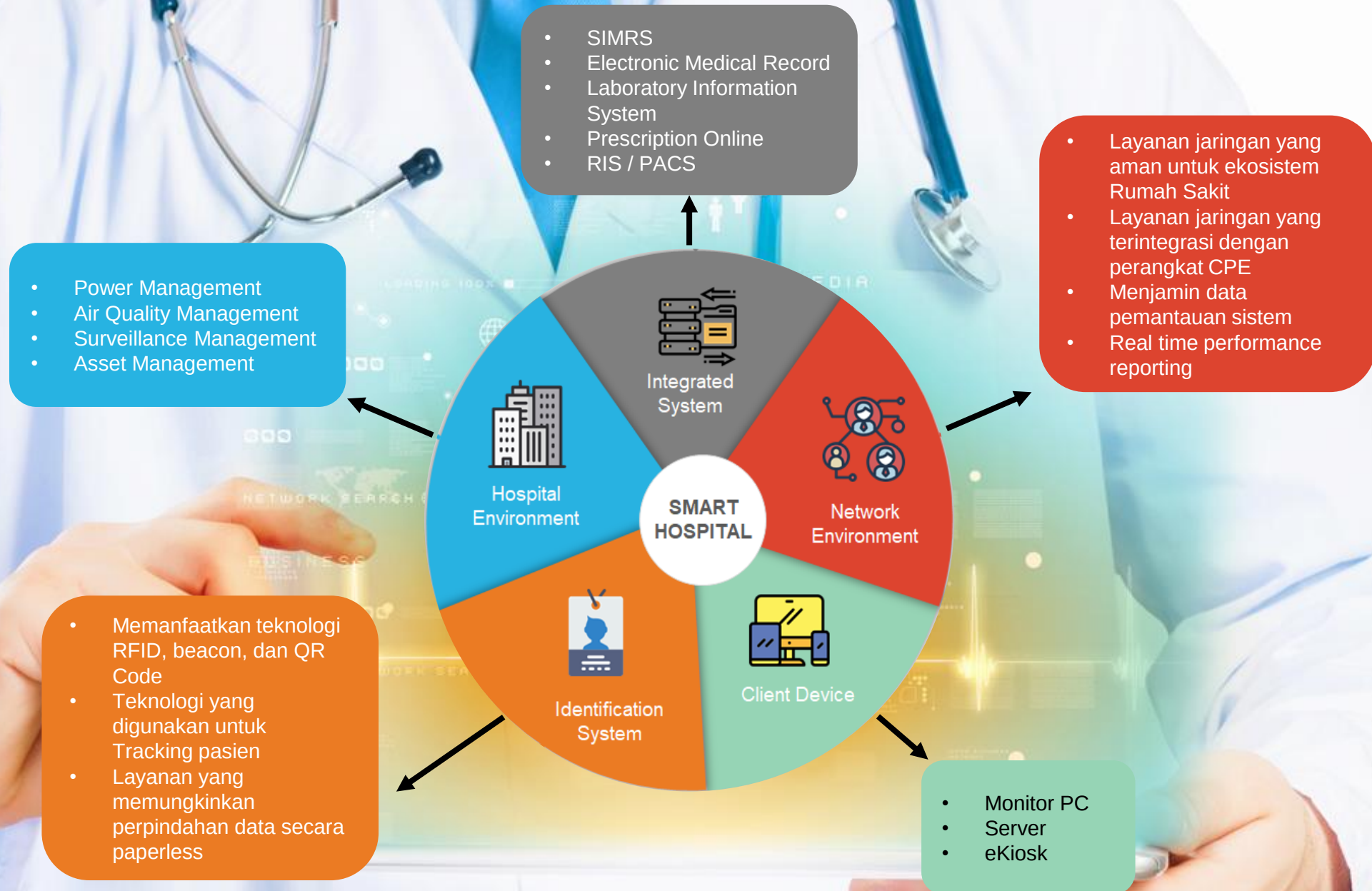
IoT for SPBU



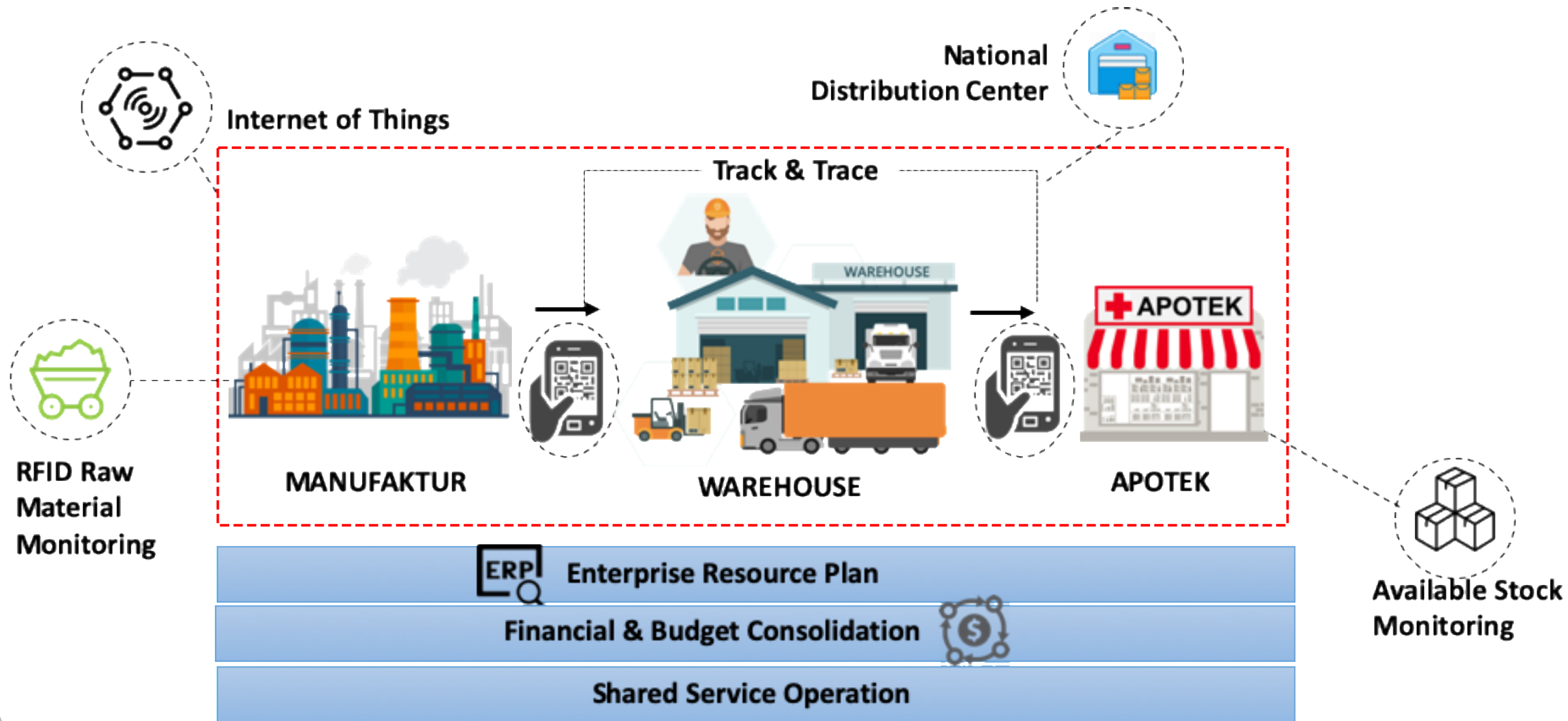
Real Time Data Sales & Stock

Customer Profiling melalui MyPertamina

Digital Innovation: Rumah Sakit

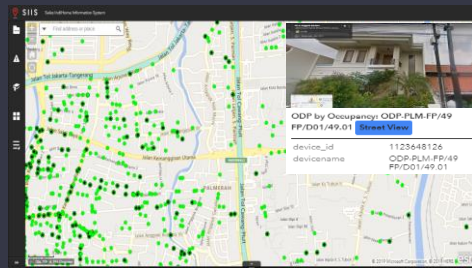


Digital Innovation: Farmasi

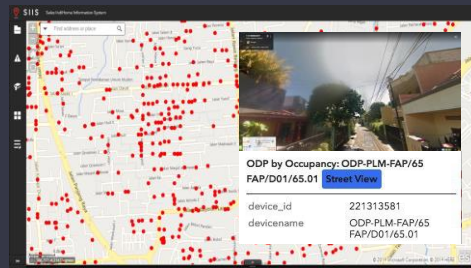


Dashboard to Control All Activities : Sales and Resource

Monitoring Hitam Hijau (Plan Target Area Penjualan)

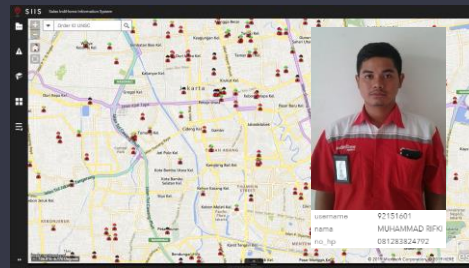


Monitoring ODP merah (Plan Deployment PT2/PT3)

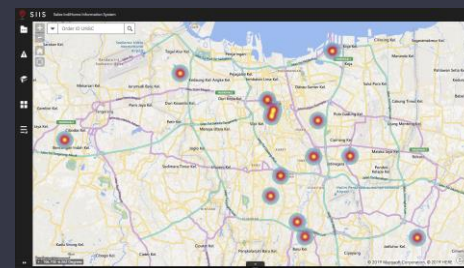


Monitoring Mobilitas Teknisi

(Tracking Pergerakan & Produktivitas Teknisi)

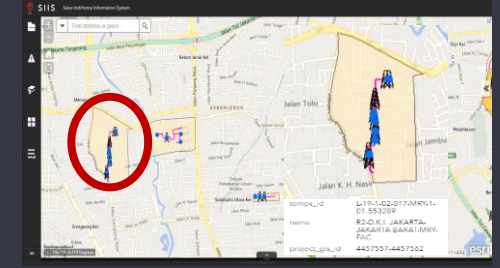


Monitoring Cabut Layanan (Area Cabut layanan Tertinggi)

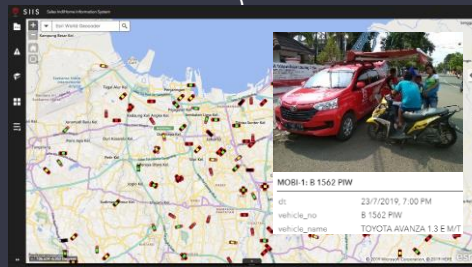


Monitoring Deployment Project

(Plan Target Penjualan indent)

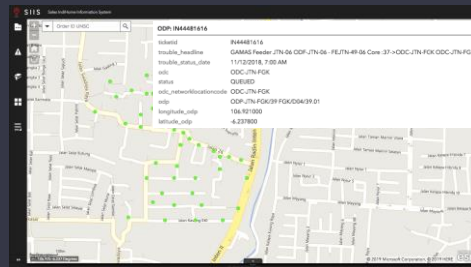


Monitoring Mobilitas MOBI



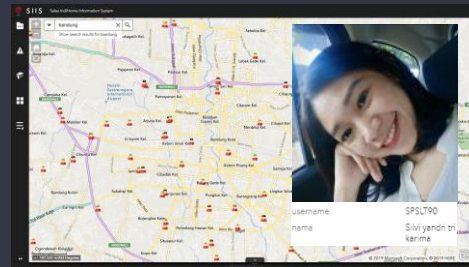
Monitoring Gamas

(Area terdampak Gamas)

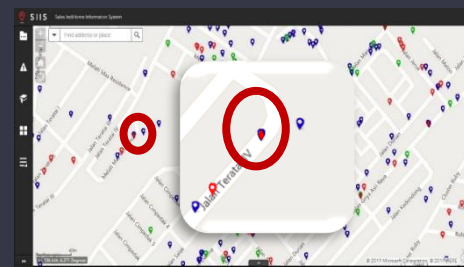


Monitoring Mobilitas Sales Force

(Tracking Pergerakan & Produktivitas Sales Force)

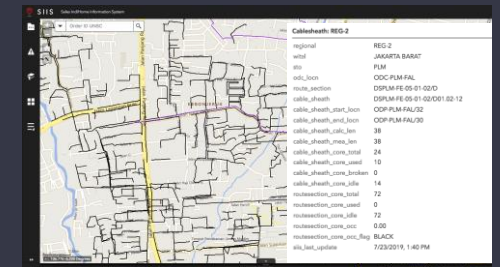


Monitoring Cabut Pasang (Monitoring black list pelanggan)



Monitoring Core Management

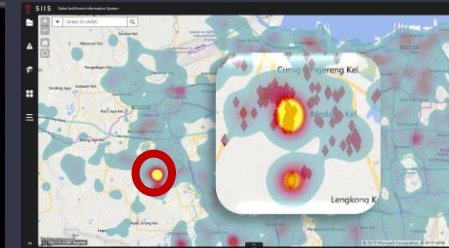
(Plan Deploy PT2)



The Special Achievement in GIS (SAG) Award ceremony is held at the annual Esri User Conference. Jack Dangermond, president and founder of Esri, personally selects recipients and presides over the ceremony. Jack Dangermond solicited nominations of outstanding users from vertical industry managers, U.S. regional offices, and international distributors. Nominations were carefully evaluated. Your organization was one of 175 chosen from more than 100,000 Esri clients worldwide.



Monitoring CT0 (Area CT0 tertinggi)



Monitoring Penjualan tertinggi
(Area sales tertinggi 1 minggu terakhir)





Family

Productivity

IndiHome
SemuaRumahSemuaBisa

TERIMA KASIH

Education



Entertainment



Health

