

SmarTone scoops “Best Mobile Network Operator - Gold” and “Best Fixed Network Operator - Bronze” awards

(Hong Kong, 4 December 2019) SmarTone has recently won the “Best Mobile Network Operator - Gold” and “Best Fixed Network Operator - Bronze” awards at the CAHK STAR Awards 2019, presented by the Communications Association of Hong Kong. The accolades fully affirm the industry’s recognition of SmarTone's commitment in pursuit of a high-quality network and customer experience.

Being customer-centric is at the heart of what SmarTone does. Delivering unbeatable and valuable experiences to customers through the powerful network and superior UX, SmarTone sets new heights with its 5S standard - Speed, Stability, Seamlessness, Security and Service. These five factors ensure customers enjoy a total value experience beyond the network. To enhance its cutting-edge customer experience, SmarTone employs the latest digital services, too. These include the SmarTone CARE App equipped with special features and the Chatbot. In addition, there are segmented services to cater different customers’ needs, such as Birdie - the first digital only mobile service provider in Hong Kong targeting millennials, the Family Plan for data sharing, the Post-secondary Students Plan and promotion offers for businesses.

In the 5G and Internet of Things (IoT) era, SmarTone will continue to invest in its network. With the newly acquired 3.3GHz band alongside the 3.5GHz gold spectrum and the 26/28GHz bands successfully auctioned earlier, plus the existing spectrums, SmarTone is proactively preparing for the 5G rollout. It is expected that after 5G spectrum becomes available in April 2020, SmarTone 5G services will go live shortly after, helping propel Hong Kong’s development into a smart city. SmarTone will also continue to develop its ICT business, assisting enterprises in digital transformation, while offering them world-class Cybersecurity Solutions to tackle the threats in this new era of cyberattacks.

The CAHK STAR awards bestow industry recognition on companies that have shown excellence and innovation throughout the year in different streams. First launched in 2015, the awards recognise the efforts of many within the ICT industry, who are working hard to meet the evolutionary forces presented by combined technological, economic, political, and social factors.

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