



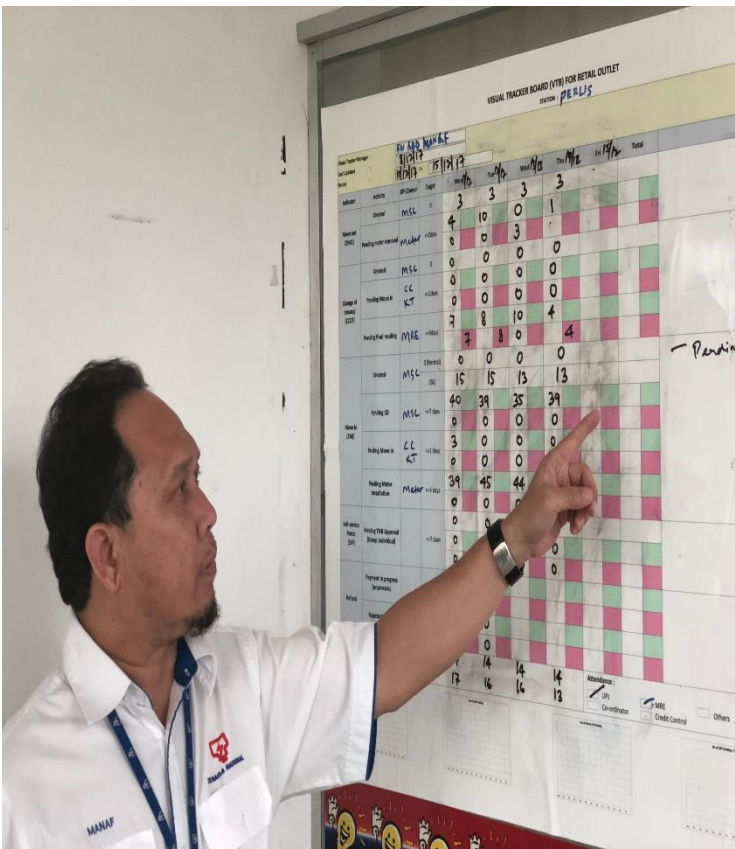


# Shaping The Culture – Towards a New Normal of TNB

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Project Leader Distribution Digital Transformation  
&  
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Project Coordinator – Distribution Digital Transformation





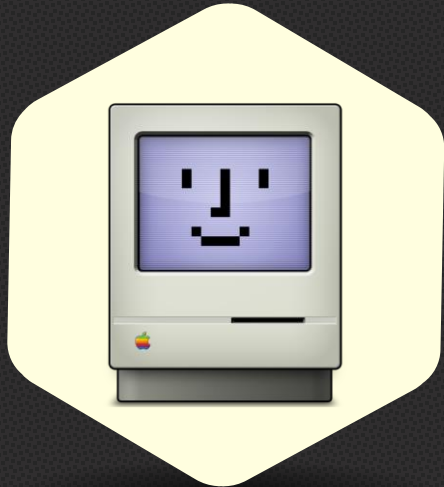


# Shaping the Culture Towards Digital Transformation

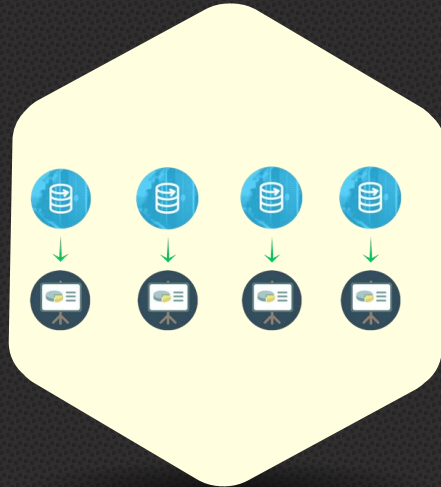


# Challenges - Companies are battling

with...



Switch from legacy  
systems & Process



Siloed data



Timeline (Fast  
Result) & Value



Keeping customers  
pleased

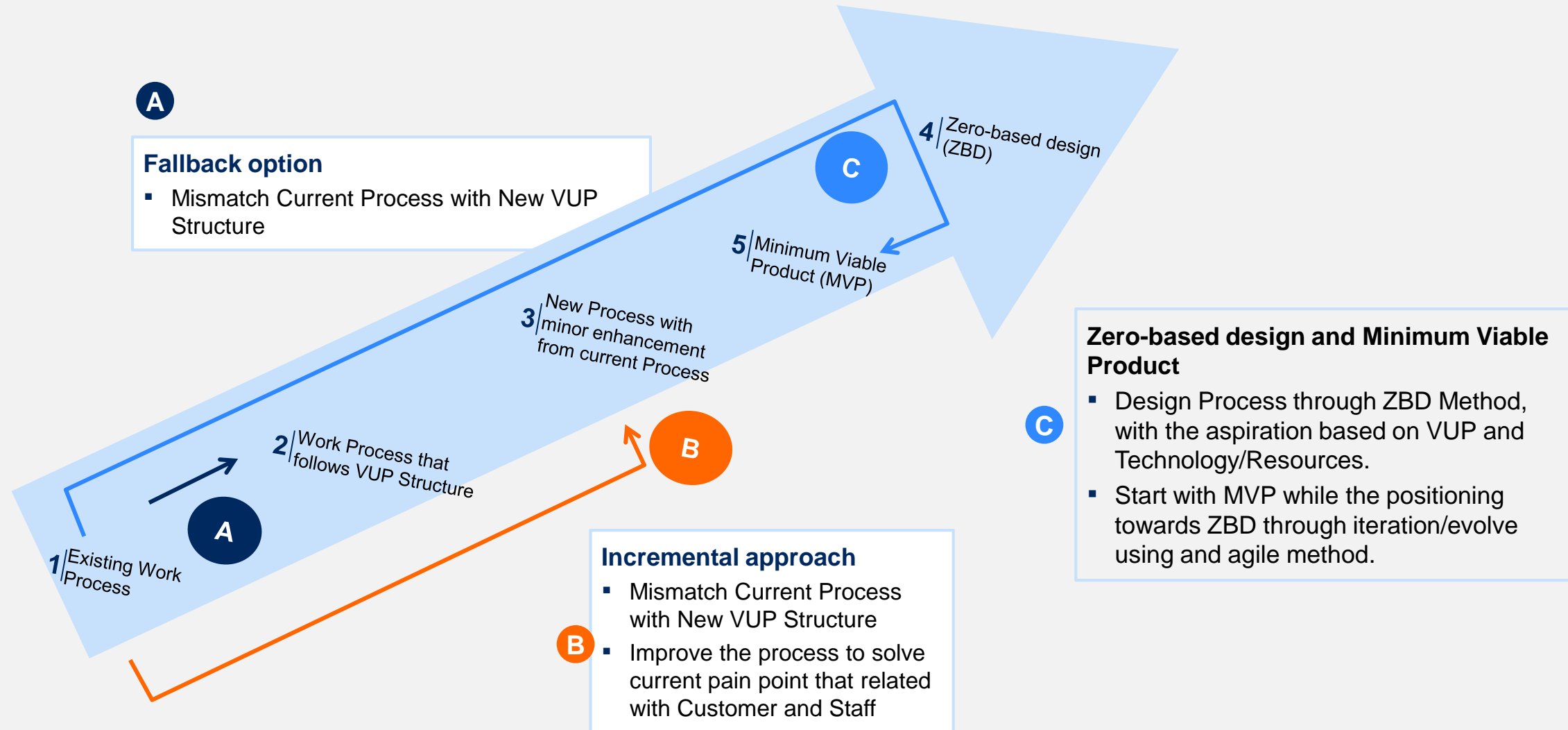
## The Reason Why we need to shape the right culture towards Digital Transformation?



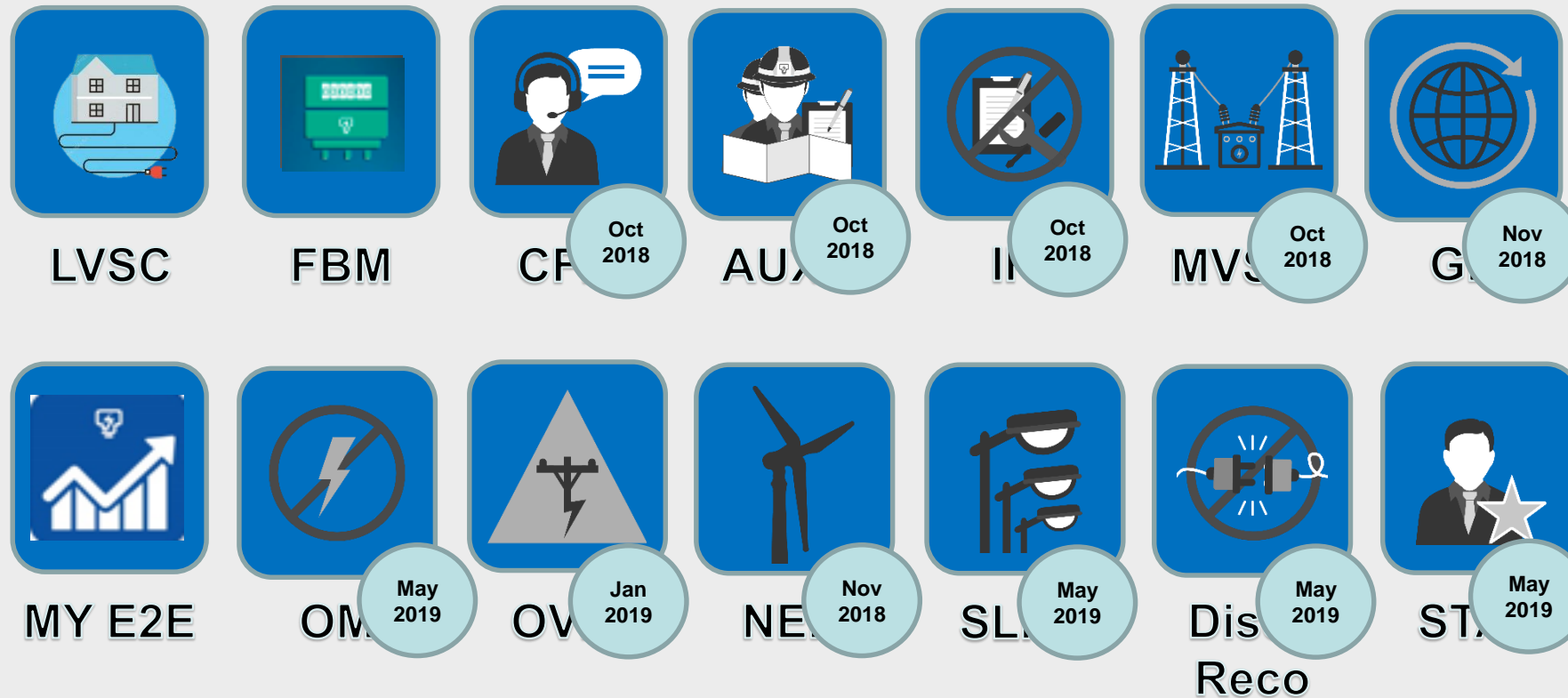
# We prioritize processes to be embarked on D2T initiatives based on customer experience impact, high cross functionality and value creation.



**D2T approach towards developing end-to-end digital solution is via two levels**  
**i) Incremental ii) Zero-Based-Design; depending on the readiness of the process, technology and resources.**



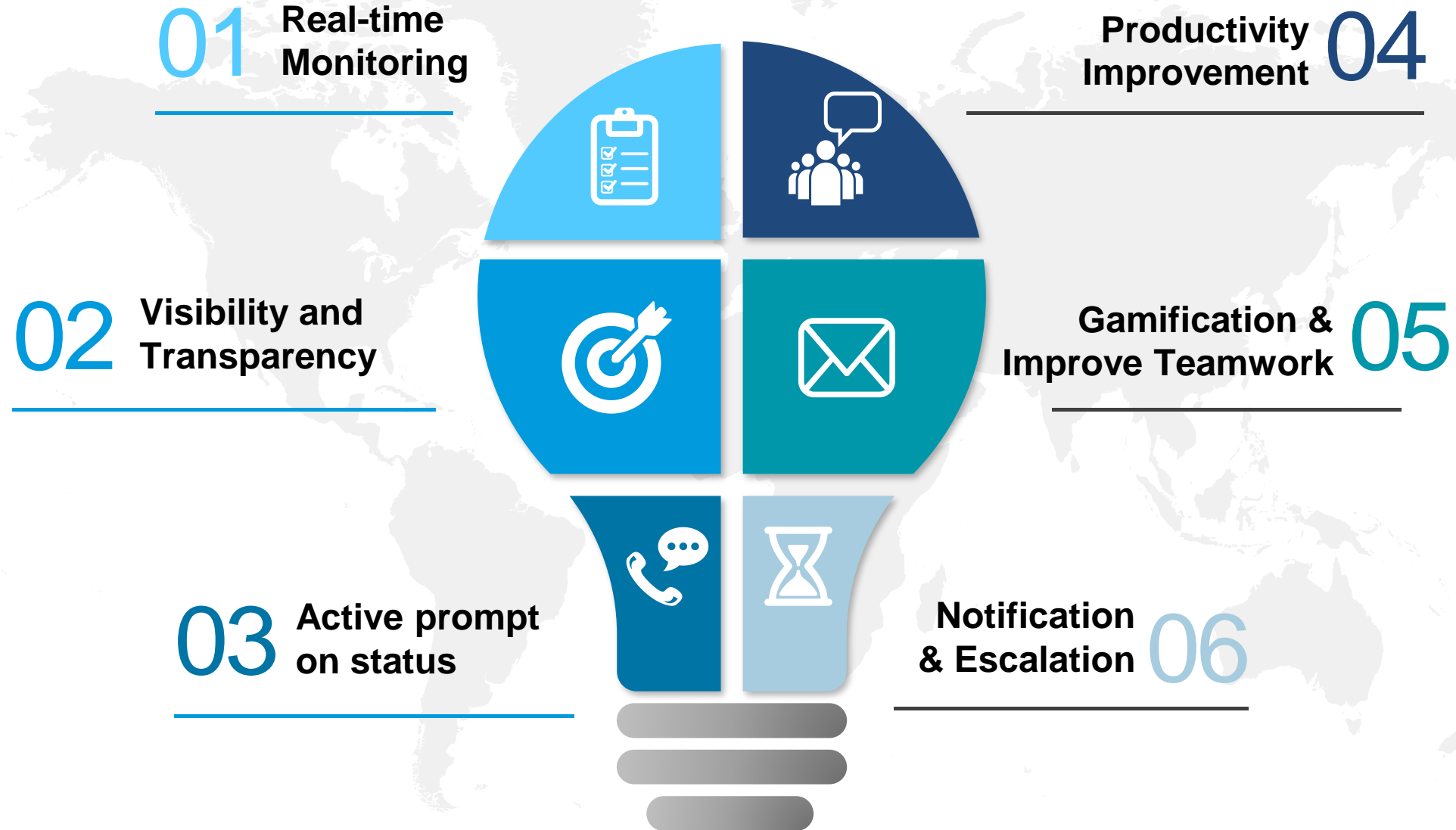
# Shaping Culture – Towards a New Normal of TNB Distribution







# 6 key features that drives our Initiatives



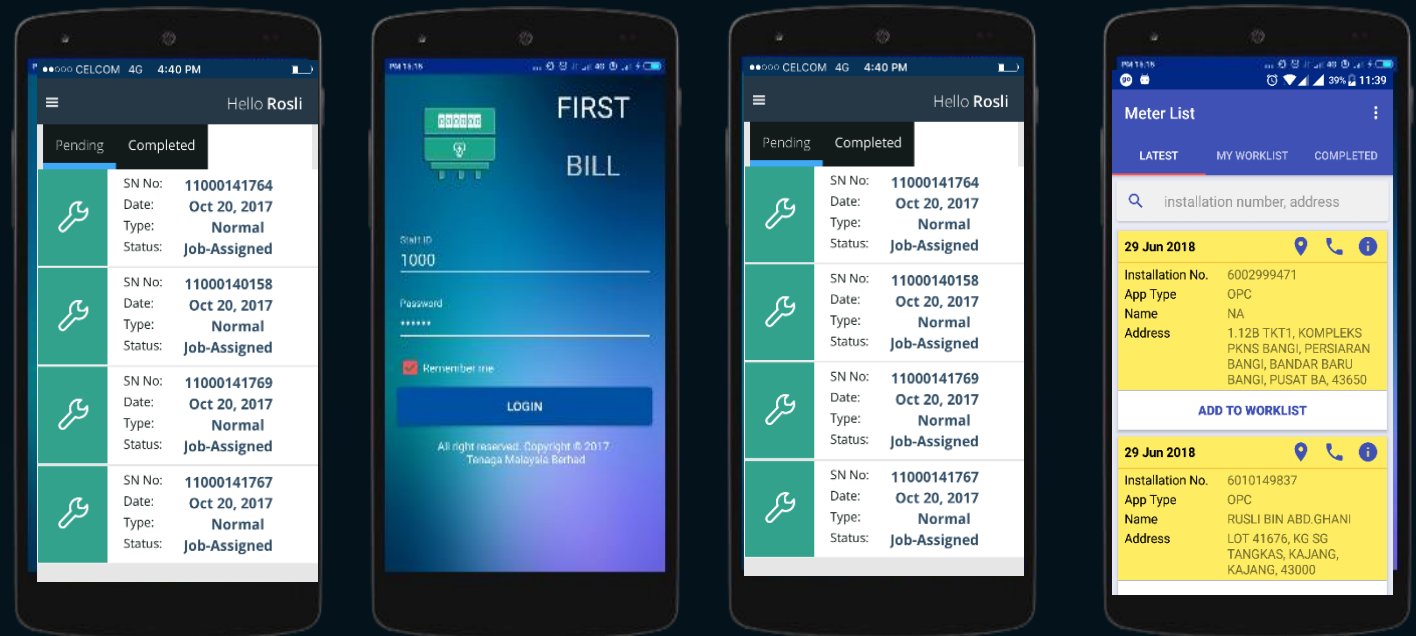
# Positioning to the next Level

## “Real-time productivity app”



- Gamification
- Cost to Serve
- Priority Listing
- Notification & Escalation

## “Uberisation Made Ready”



LVSC

FBM

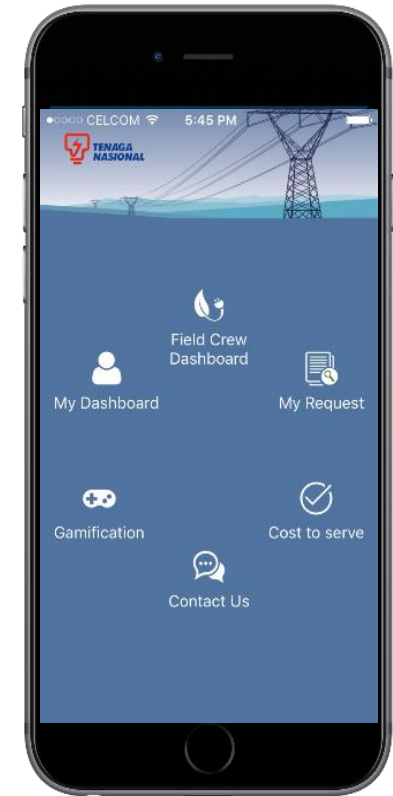
RJO/AUXS

IR

And many more.....

# THE NEW NORMAL #1:

**“Real-time, online, workforce monitoring, performance tracking and culture change through Gamification”**

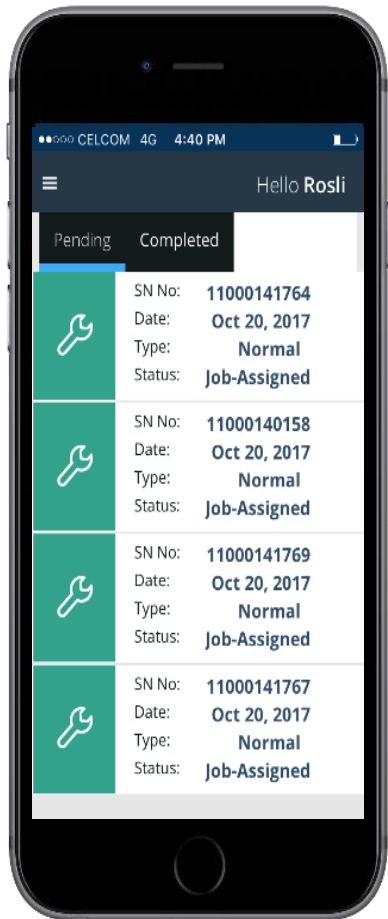


LVSC App  
“Real-time productivity”

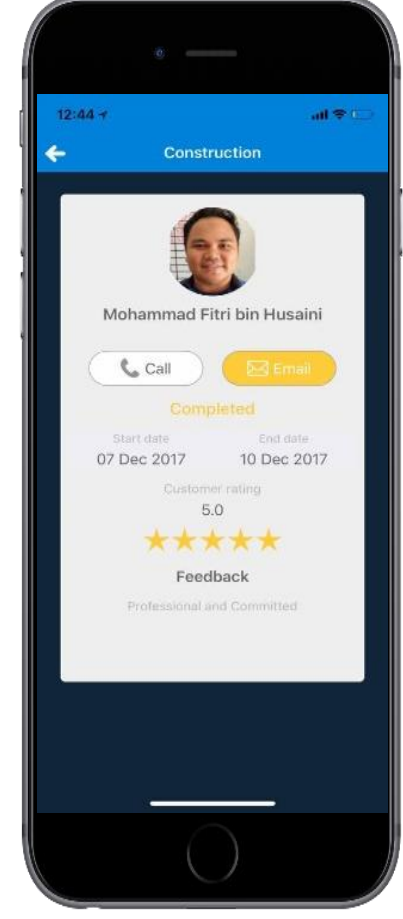
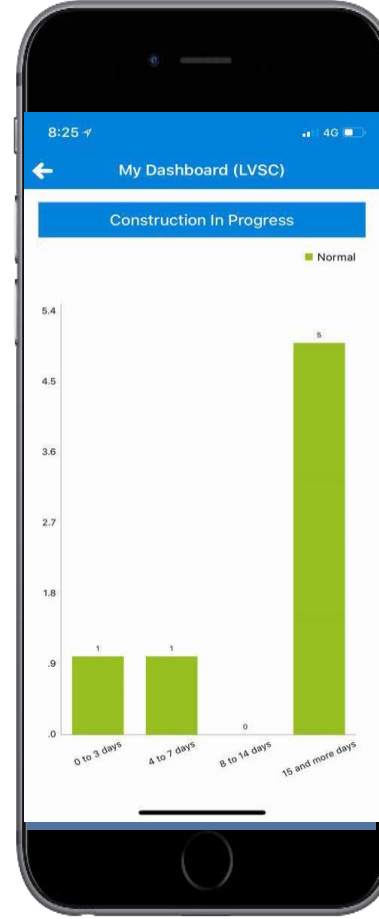
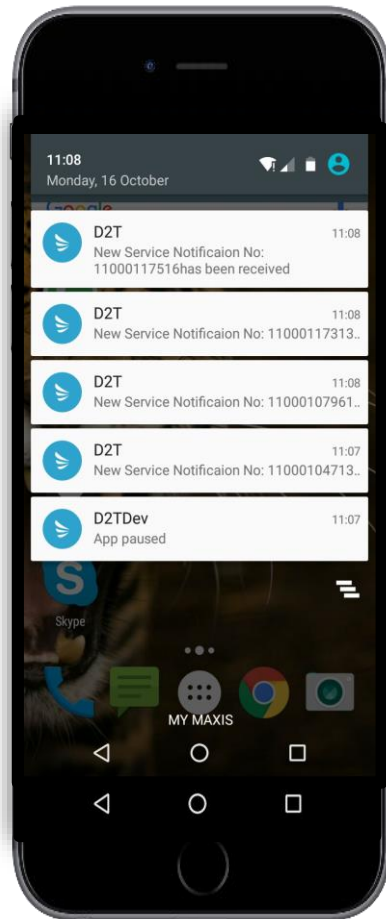


# Introducing LVSC App

- “Real-time, online, workforce monitoring, performance tracking and changing culture through Gamification”



Workforce app



Productivity App



# Real Time Data & Transparency

9:24 4G

11000152563 (Normal)

✓ **Approval**  
Completed

✓ **Planning**  
⌚ 1 day 5 hours  
Completed on Fri, 24 Nov 17 by Rosli Bin Mohamed Shariff

✓ **CC Payment**  
⌚ 10 days 17 hours  
Completed on Tue, 05 Dec 17

✓ **Construction**  
⌚ 2 days  
Completed on Thu, 07 Dec 17 by Mohammad Fitri bin Husaini

✓ **SD Payment**  
Completed

✓ **Move In**  
Completed

✓ **Metering**  
⌚ 7 hours  
Completed on Sun, 10 Dec 17 by Nairul Aifelrizam Bin Zakaria

9:27 4G


11000152563 (Normal)

**Connection Details**

SN Number	11000152563
SSP App Number	NC-000-077-1840
Metering SO Number	104000486157
CA Number	210064911109
Application Type	Normal
No of Poles	Temporary
Construction Type	Temporary
Customer Name	[REDACTED]
Customer Address	[REDACTED]
Contractor	MAFATECH ENGINEERING
✓ <b>Metering</b>	⌚ 7 hours Completed on Sun, 10 Dec 17 by Nairul Aifelrizam Bin Zakaria

12:44

Construction



Mohammad Fitri bin Husaini

[Call](#) [Email](#)

**Completed**

Start date: 07 Dec 2017 End date: 10 Dec 2017

Customer rating: 5.0

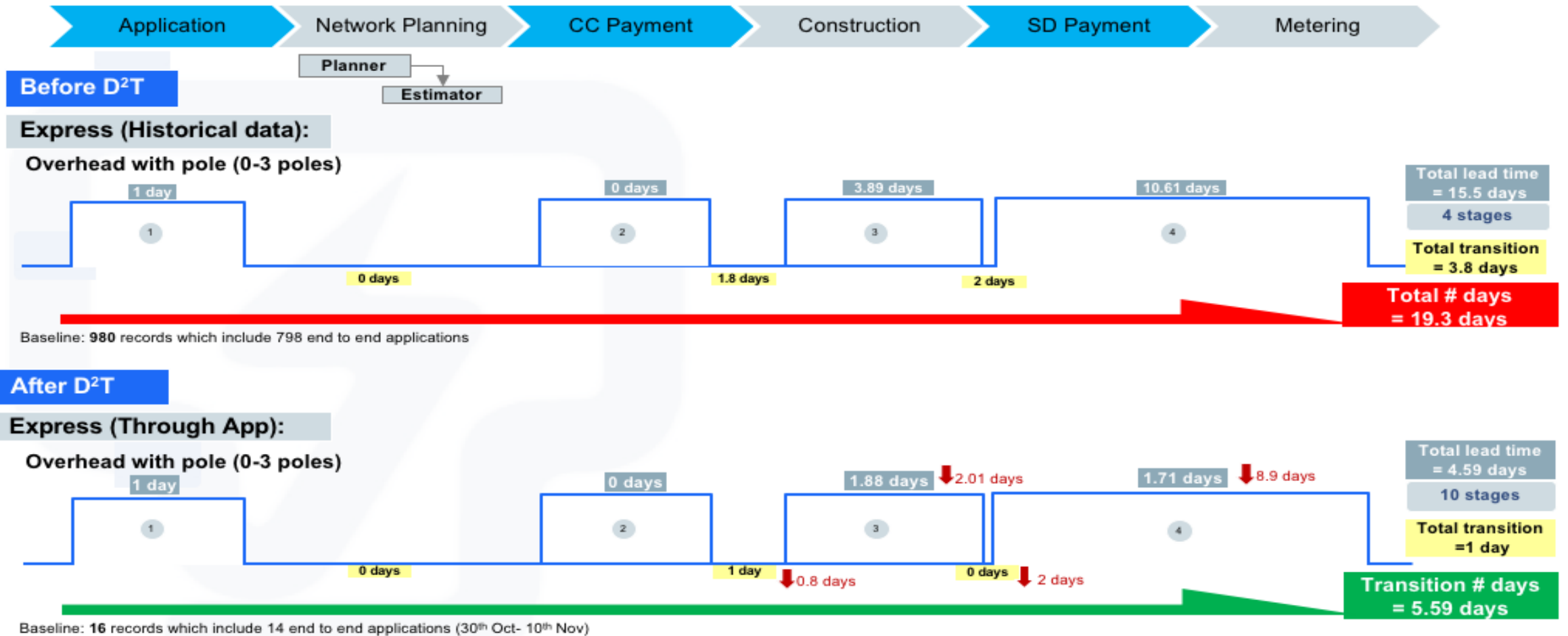
★★★★★

**Feedback**  
Professional and Committed



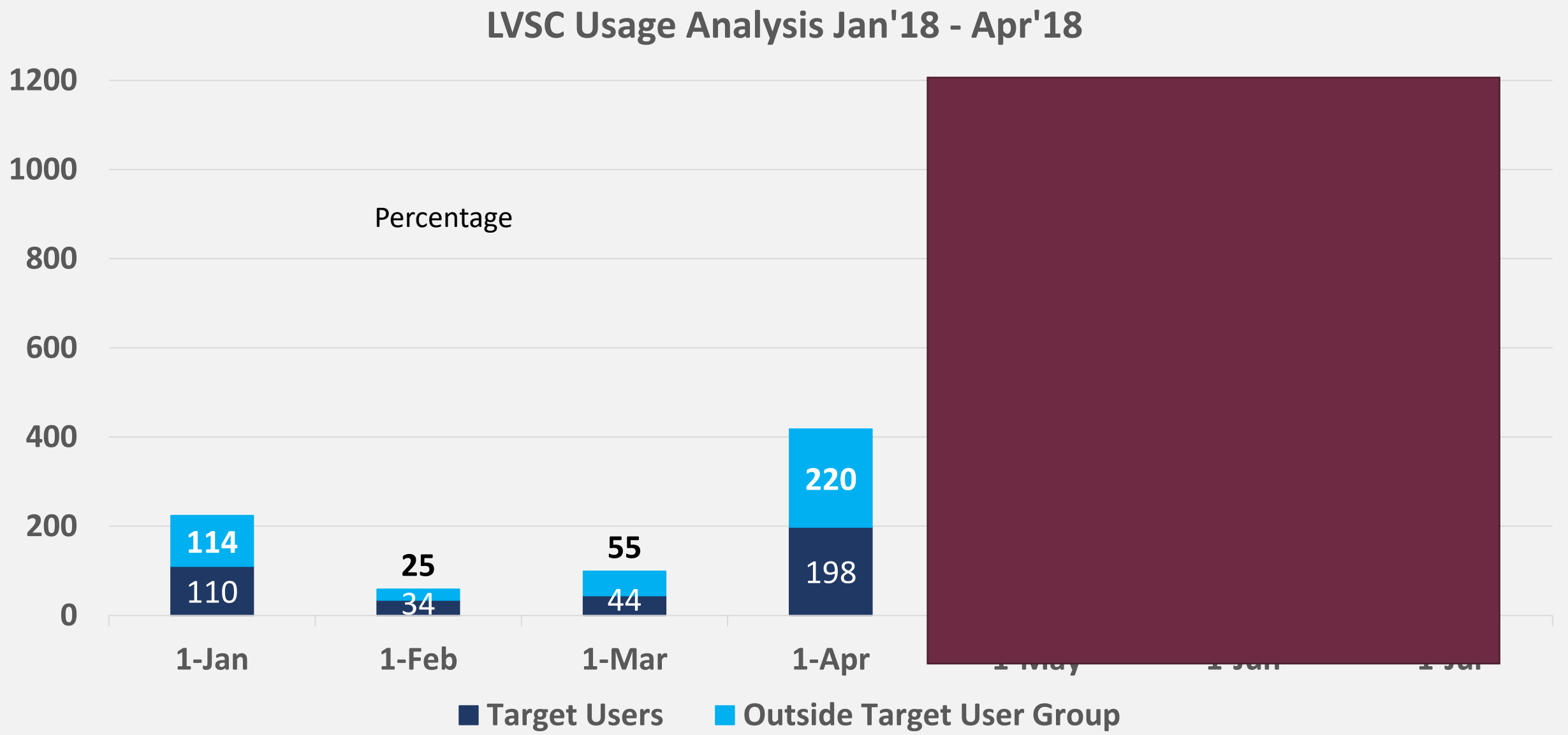
# Pilot project of LVSC Mobile Field Force and Dashboard App in KL improves productivity for express applications from 19 days to 5.6 days

The pilot project started in November 2017





# Usage of LVSC after Jan 2018 Nationwide Rollout, Only 10-25% usage by target users.



\*16/4 – Gamification nationwide launching

\*4/7 – Notification & escalation nationwide release

**Combined together, Gamification module and Notification and Escalation module presents the new normal of workforce productivity monitoring**

## Management Control Mechanisms

- **Gamification**

**PULL**

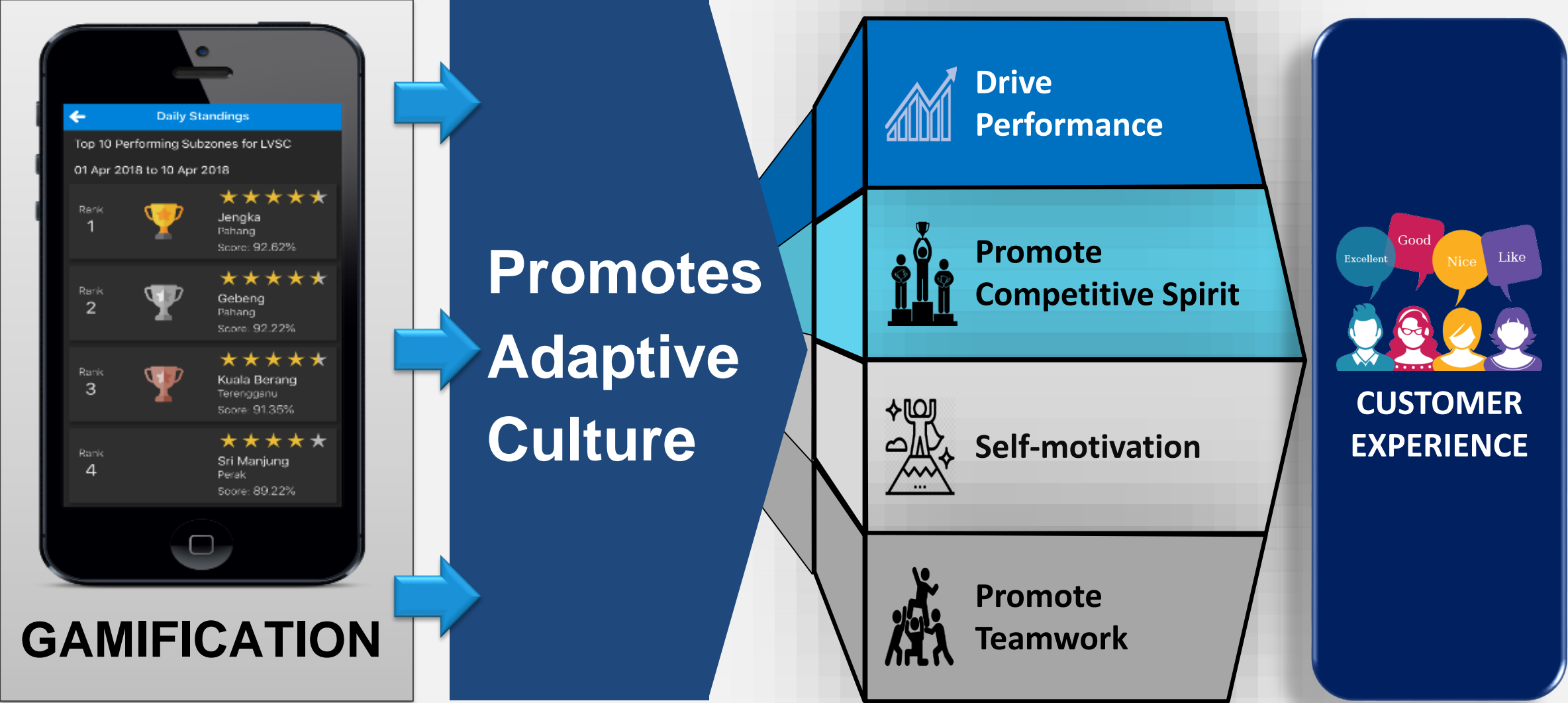


**PUSH**



- **Notification and reminders**
- **Escalation**

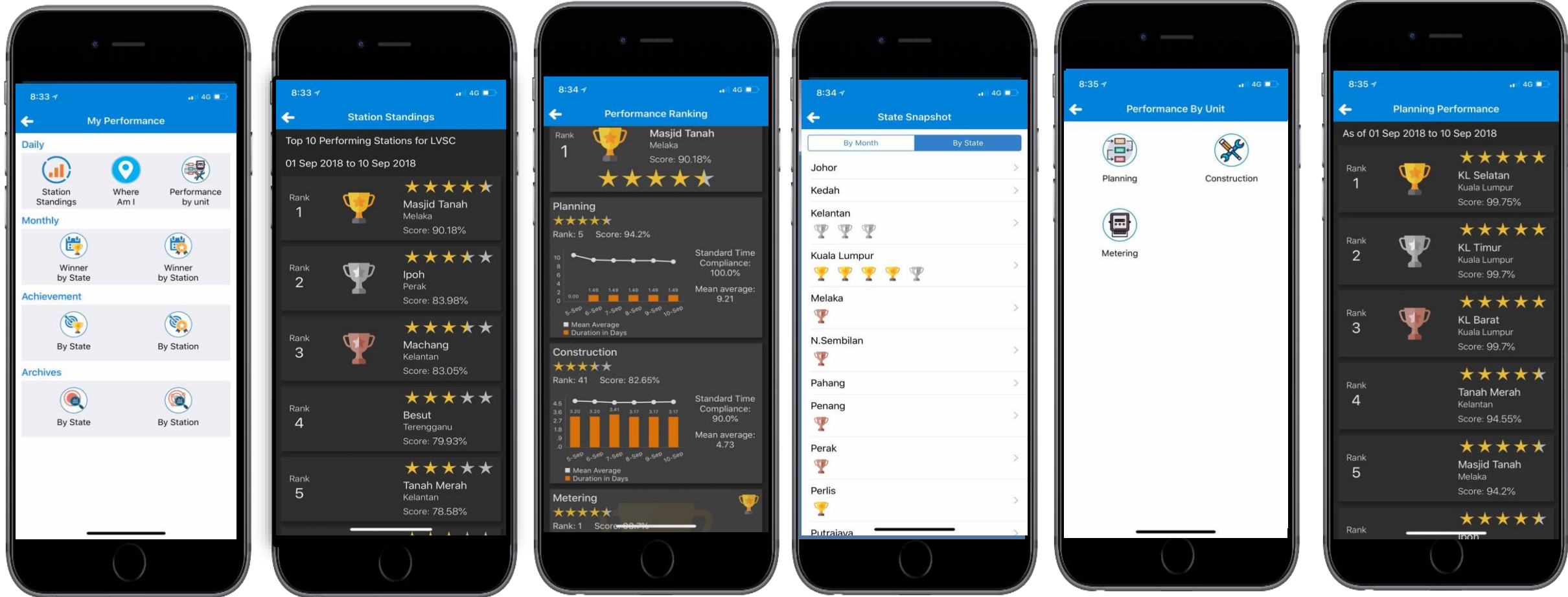
LVSC App highlights the first gamification module ever deployed to the Distribution workforce to drive adaptive culture for superior customer experience.





# Introducing Gamification

- “Real-time, online, workforce performance tracking which shape workforce culture towards digital transformation



Real Time Data

Real Time Winner

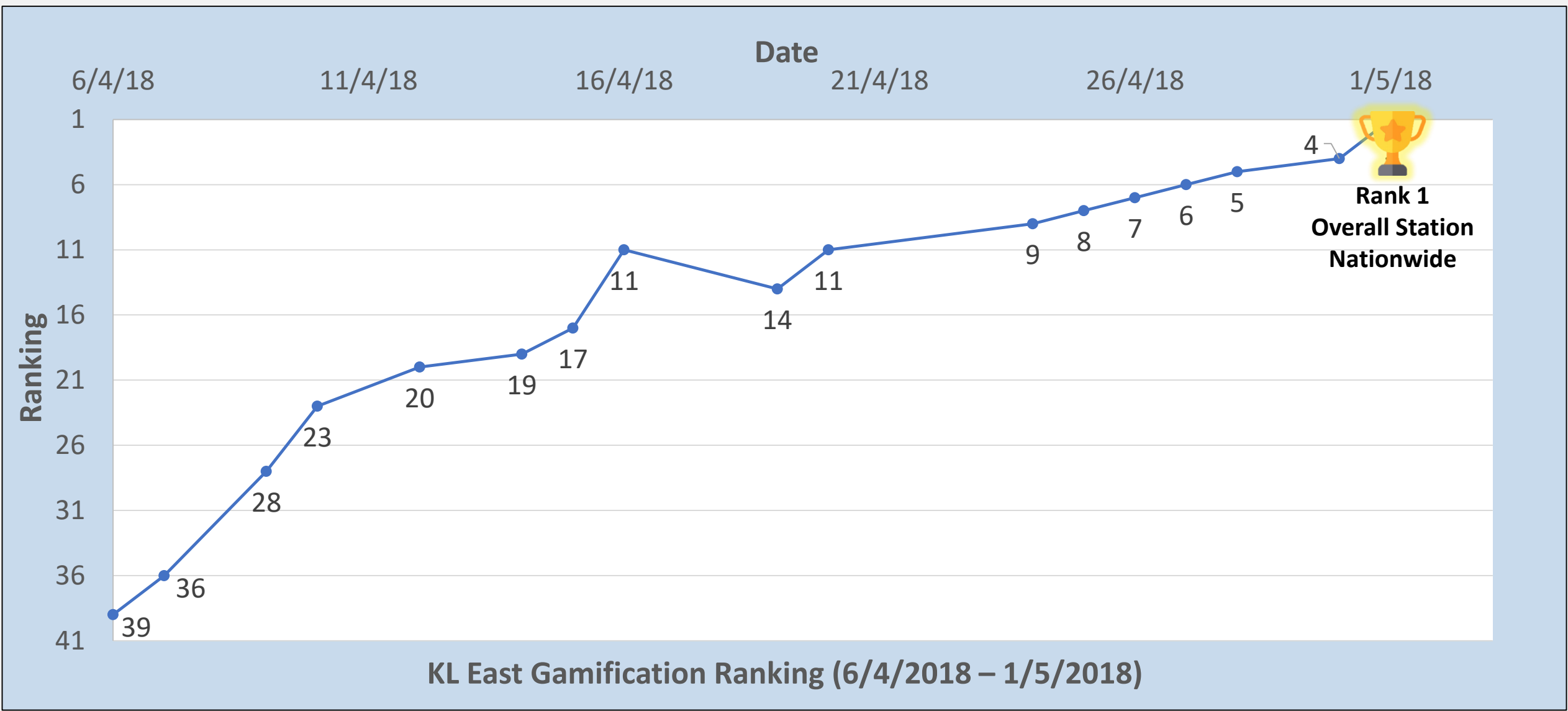
Promote Teamwork

Achievement

Benchmarking made  
easy

Top of individual  
unit

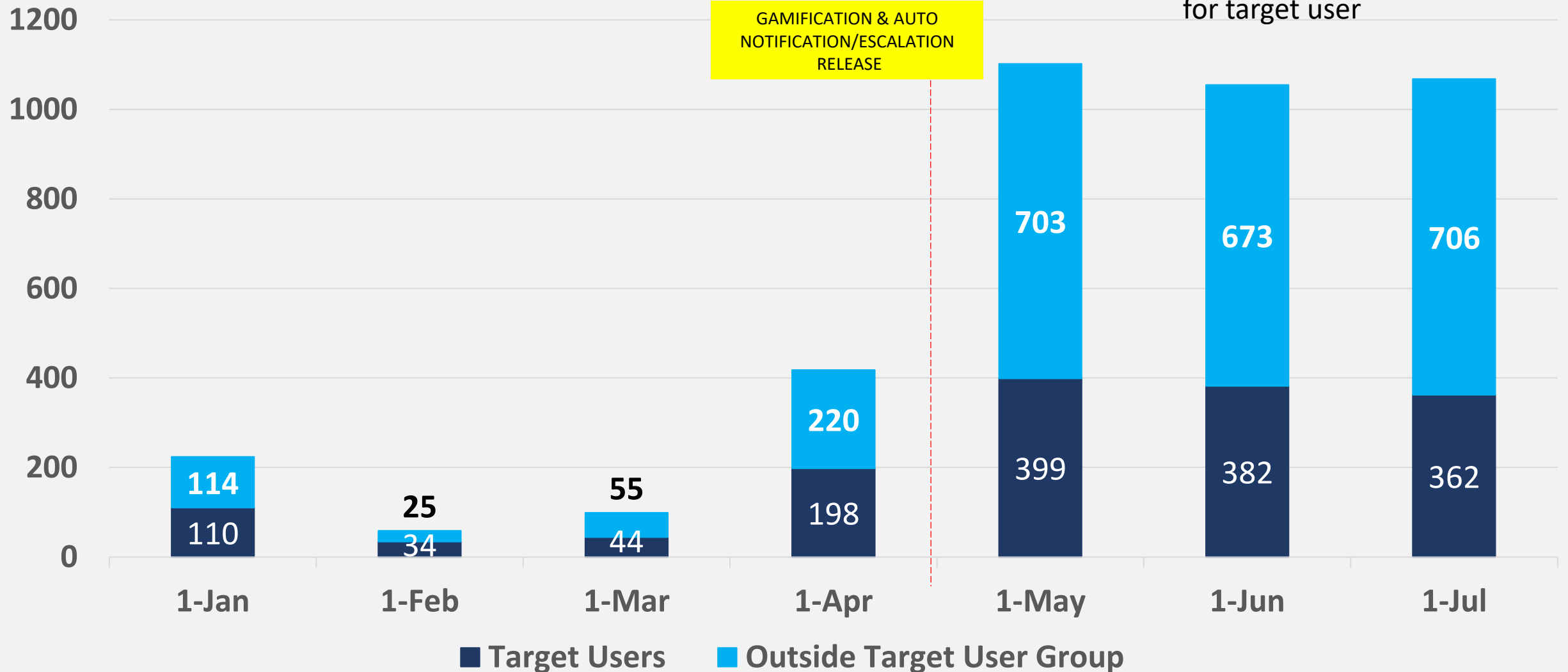
# Pilot results: KL East improved their ranking within the first month of Gamification release (April)



# Significant improvements in usage after Gamification and AutoNotification/Escalation module was released in End Apr 2018.

## LVSC Usage Analysis Jan'18 - Jul'18

~ 100% Usage  
for target user

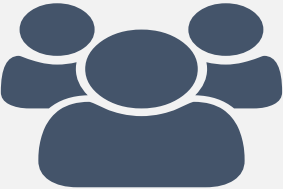


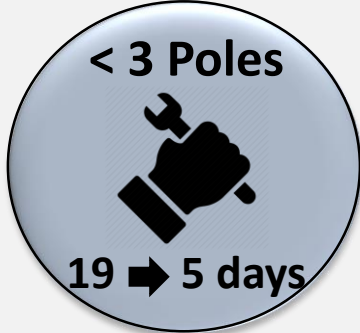
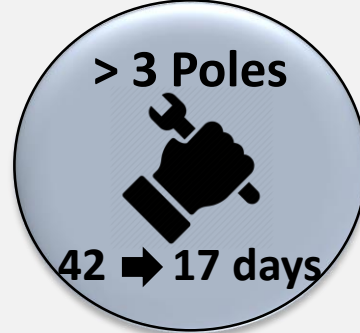








\*16/4 – Gamification nationwide launching

\*4/7 – Notification & escalation nationwide release



Based on first D2T project of LVSC, Gamification contributes some benefits/values.

 <b>People</b>	 Reduce Silo	 EESI	 < 3 Poles 19 ➡ 5 days	 > 3 Poles 42 ➡ 17 days
 <b>Financial</b>	 ~RM6Mil annualised			
 <b>Customer</b>	 Real-time Data	 Transparency	 CSI	

## THE NEW NORMAL #2:

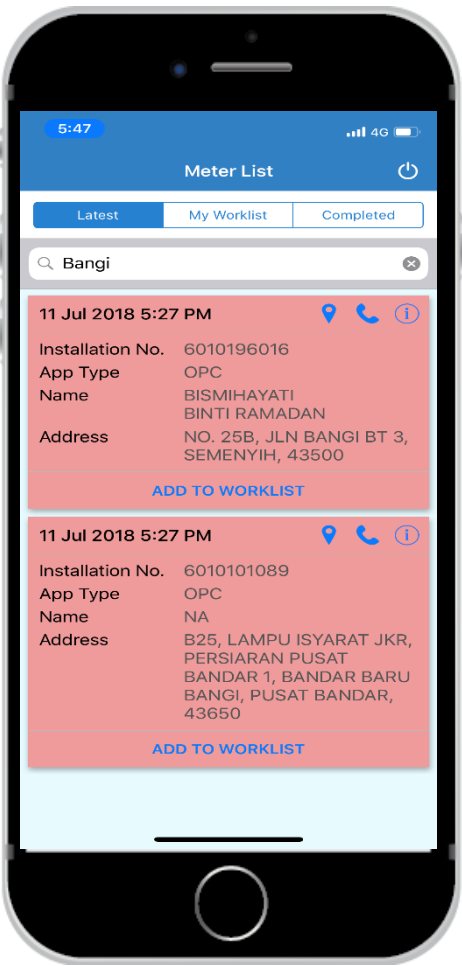
**“Readying for the future of  
Uberisation - for Billing  
Management & Services”**



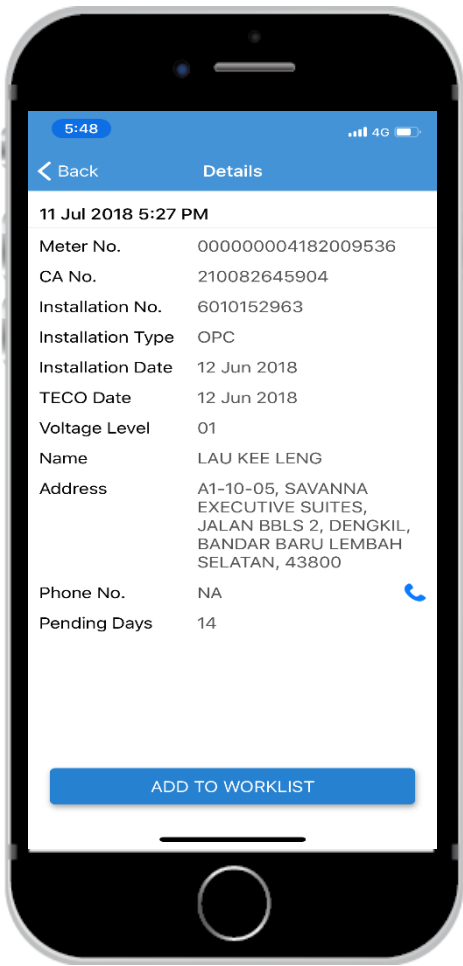
First Bill Management  
“Uberisation Made Ready”

# Introducing Bill Management App

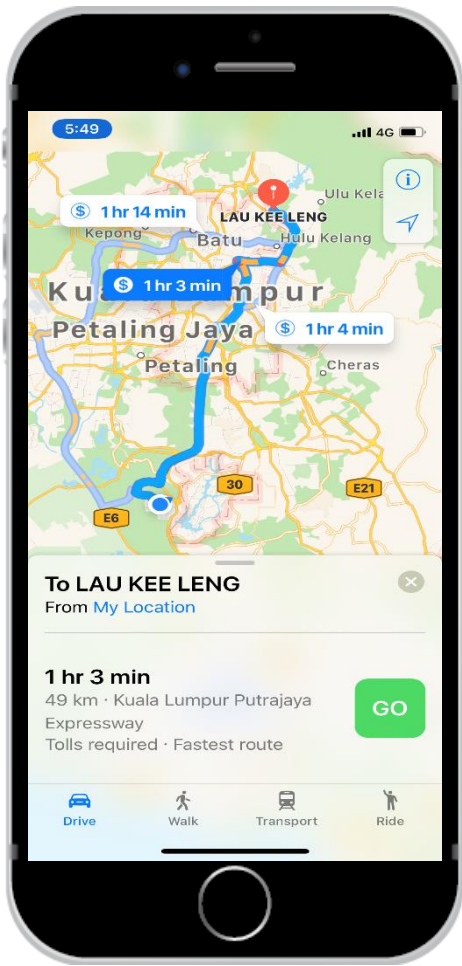
- “Ready for the future of Uberisation for Billing Management in TNB”



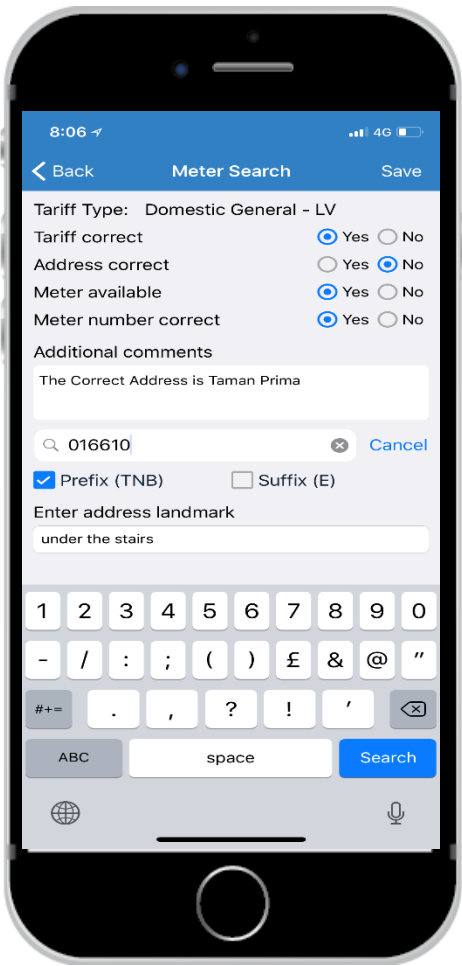
Worklist



Task Detail

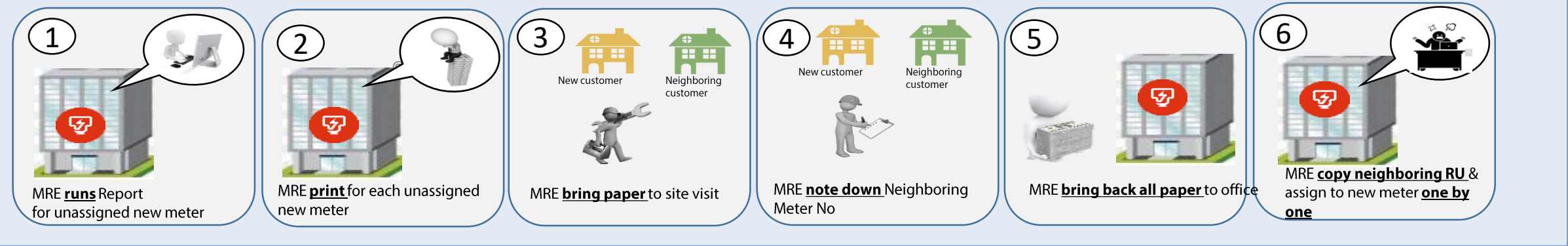


GPS Location

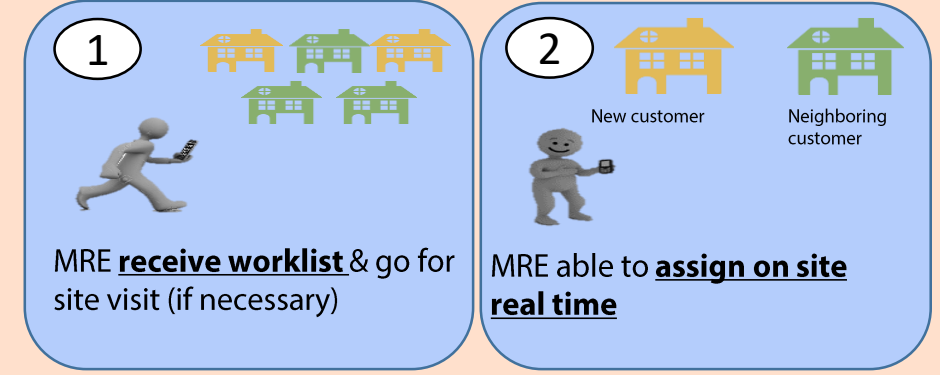


# First Bill App reduces billing process from 6 steps to 2 steps and new RU assignment can be done at site

## As Is Process



## New Process



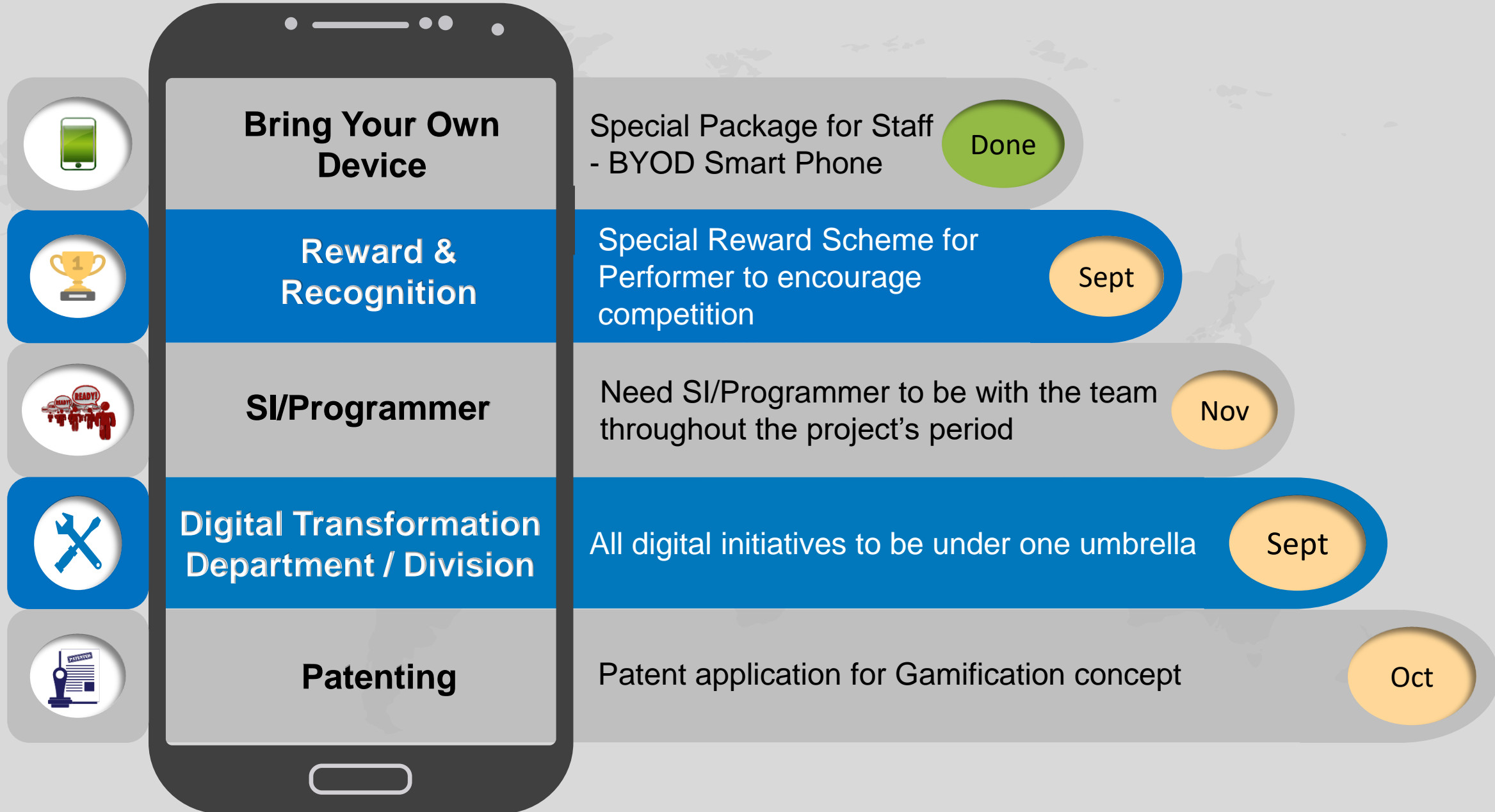
## Features of To Be Process

- 1. Task scheduler** with personalised route listing & color indication based on standard time prioritization
- 2. Offline capability** to save site details during no signal coverage
- 3. Onsite search** for new Meter Reading Unit (MRU)
- 4. Real time** Reading Unit (RU) assignment
- 5. GPS coordinate** which direct to new Customer's house
- 6. Management dashboard** for real time performance
- 7. Real time email notification & escalation** to Immediate Manager & Head of Zone

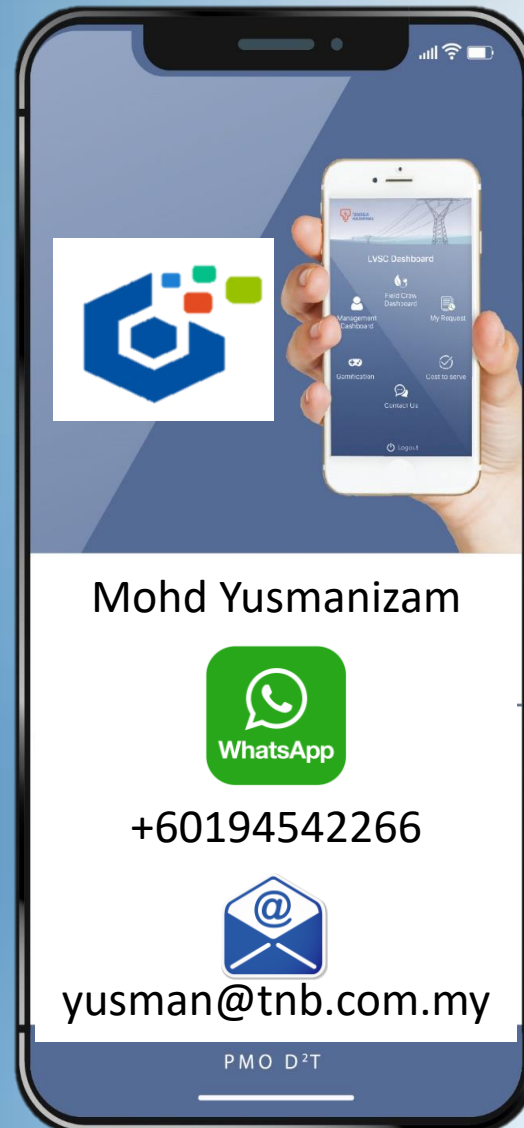
Internal Target



# Way Forward







Thank You

