

HKT

Value of Customer Data in Telecommunications Industry

--- *Chris Cheng*

11 February 2014



HKT - a PCCW Group member

Notable Figures Relating to Telecommunications

- GDP (3.3% as in 2011)
- Fixed Network Services: 102 lines per 100 households
- Mobile Services: 229% penetration rate
- Mobile Data Usage: 6.3Gb as at Sep 2012
- Broadband Services: 87% of households in HK
- Broadband TV Subscribers: 1.36M (as at Nov 2012)
- IDD Call Minutes: over 10,000 million minutes

Innovations from HKT

HKT, Here to Serve



Contact Us Find Us on Facebook English | 中文

My HKT
Customer Service >

Live Chat >



Products & Services

Customer Services

About HKT

Search

HKT > About HKT > Company Profile

Company Profile



HKT is Hong Kong's premier telecommunications service provider serving the Hong Kong public and local and international businesses with a wide range of telecommunications services. As a member of the PCCW Group, HKT was separately listed on the Hong Kong stock exchange in November 2011.

Browse this section to learn more about who we are and what we do.

Fast Links

[HKT Bulletin](#)
[Investor Relations](#)
[Press Releases](#)
[Careers](#)

Latest Awards >

Milestones >

The Group



Board of Directors of HKT



Management Team



eye



eye-Tab™

eye-a™

eye™

中文

Introduction

Content Overview

Demo

Service Plan

User Tips

Online Registration

Contact Us

My HKT Customer Service

HOME



- Content Launcher
- Application Launcher
- Call

Smart Living

Smart Living[™]



About Us

Our Products

Online Showroom

D.I.Y. Package

Promotion

Media Release

Testimonial

Contact Us

FAQ

中

EN



Convenient

Integrated control of lighting, appliances and AV systems on your smart phones



NFC Mobile Payment Service & Octopus Mobile Payment Service

» Home > [Infotainment](#) > [Solutions](#) > [NFC Mobile Payment Service](#)

More

NFC Mobile Payment Service



[Hang Seng Mobile Payment Service](#)



[Octopus Mobile Payment Service](#)
[New]

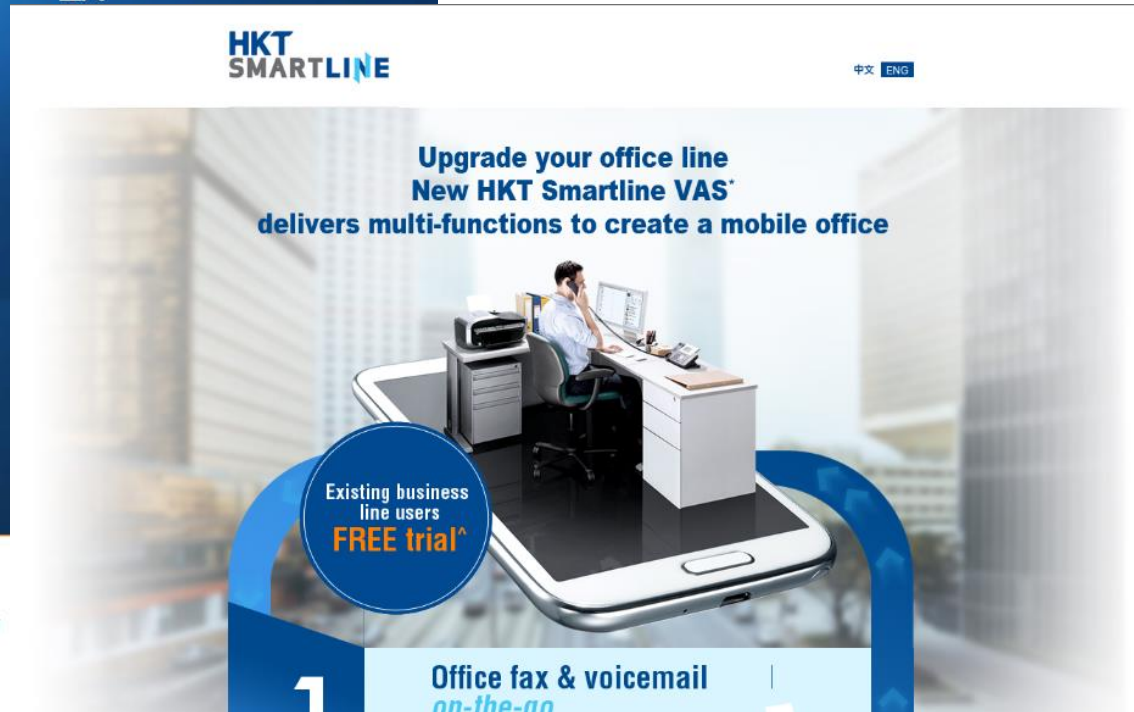
HKT education & eSmartHealth

The screenshot displays the HKT Education and eSmartHealth website interface. At the top, the 'HKT Education' logo is on the left, and a '中文' (Chinese) language selector is on the right. The main navigation bar includes 'Home', 'About Us', 'Product and Services', 'School's Sharing', 'What's new', and 'Contact Us'. Below this, a large banner features a woman looking at a smartphone, with a left arrow icon on the left and a right arrow icon on the right. A text box on the left of the banner reads 'Before Class: Easy Operation Hassle-free Lesson Preparation'. To the right of the banner is the 'eSmartHealth' logo and a secondary navigation bar with 'Home', 'About Us', 'Health Tips', 'My Health', 'My Devices', 'My Friends', and 'Online Store'. A 'Home' button is also visible below the secondary navigation. The main content area features a large image of an elderly woman and a young boy. Text on the left of the image reads '當年她關懷備至 今天由您讓愛重現'. Below the image, it says 'HKT X 長者安居協會 讓您獻上365天不一樣的關懷'. A red heart icon with the text '愛。關懷' is positioned at the bottom right of the image. To the right of the main content area, there are three stacked buttons: 'Login | Register Now', 'Device Registration', and a green button for '網上飲食紅人 KC 挑戰毅行者'. Below the green button, there is text: '想知更多毅行實用備戰貼示? 直擊KC的實戰體驗' and a '保留機位' (Reserve seats) button.

uHub, HKT Smartline



HKT 華誠為您
區區區 | 服務及服務條款 | 網絡服務 | 網站查詢 | 條款及條件 | 客戶滿意
© Hong Kong Telecommunications (HKT) Limited 2008-2013 版權所有 · 並保留一切權利



e-Care Link & Mobile Safety Phone

"Love & Care" services for the elderly

HKT integrates social responsibility into business initiatives. HKT and the Senior Citizen Home Safety Association (SCHSA) jointly launched "Love & Care" services for the elderly in April. Incorporated with advanced technologies, these services, namely eSmartHealth Nurse Caring, e-Care Link and Mobile Safety Phone, offer health care, social and emergency support, and enable the family of the elderly to easily keep track of their health conditions.

► [more](#)



「e體健護士關懷服務」- 長者可透過eye家居平板電腦將健康數據儲存至雲端，而長者安居協會的註冊護士將會遙距監察有關數據。

eSmartHealth Nurse Caring service – store health data in the cloud via the eye Home Tablet, and registered nurses from the SCHSA will remotely monitor the data.

「智平安」服務 - 長者可利用eye家居平板電腦啟動服務，以連接長者安居協會的24小時呼援及關懷服務熱線中心。

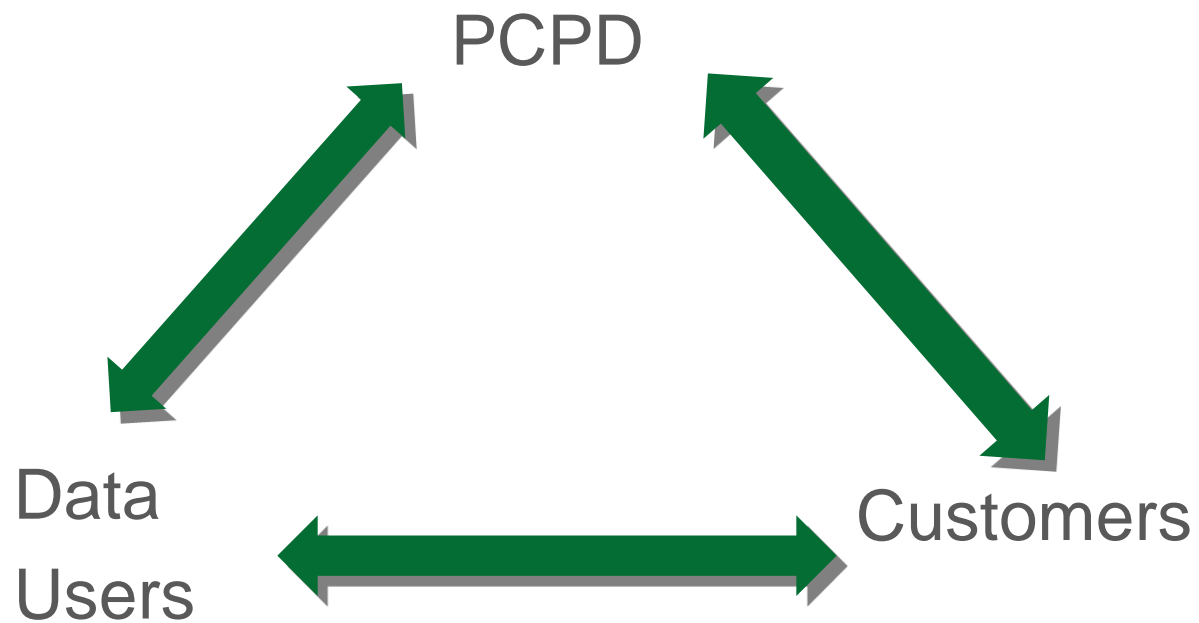
e-Care Link service – activate the service on the eye to connect to a 24-hour SCHSA's hotline and caring service call center.



「平安手機[®]」服務 - 手機背的「平安掣[™]」可直駁長者安居協會的呼援及關懷服務熱線中心。長者指定之親友亦可通過長者安居協會提供的手機定位服務，定位長者手機的位置。

Mobile Safety Phone – a Safety Button on the back directly links to the SCHSA's hotline and caring service call center. Designated relatives may also use the location service provided by SCHSA to locate the handset.

Safeguarding Customers' Data



Thank You