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Dig Deeper

MONGOLIAN ECONOMY



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A nighttime aerial view of Ulaanbaatar, Mongolia, featuring a large square and a grand building with a classical facade. The scene is overlaid with numerous bright red light trails that crisscross the city, suggesting movement and connectivity. The sky is a mix of dark blue and orange from the setting or rising sun.

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DEVELOPMENT**



**20 years of
development**

Apple iPhone 7



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Economy

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It can be concluded that Minister Sergelen's 20 percent figure [on livestock intensification] was pulled out of thin air.

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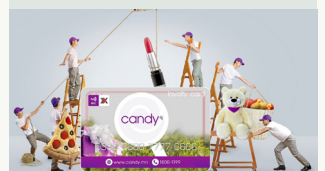
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"Probably the only sector in Mongolia that is growing in tandem with global trends is mobile communication." *page 7*



Child-centred corporate social responsibility

As of September 2016, a total of 35,000 children in rural schools now enjoy modern sanitation facilities. *page 12*



New, quality products

Technical advancements are changing people's lives as well as traditional consumption patterns. *page 18*



The world created by MobiCom

If an organisation loses a customer due to an employee's mistake, there are 10 others who will hear about the dissatisfaction. *page 19*

Tedy Centre introduces a new service development

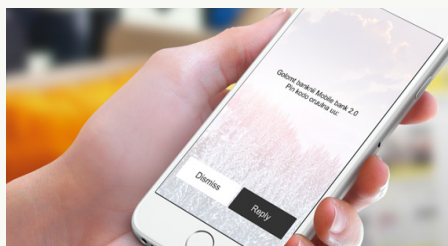


Tedy Centre, MobiCom's one-stop service centre, implemented the "One-stop Shop" project at the behest of customer demand and to keep up with international standards. More specifically, the centre installed the "S POS" self-serving device in order to improve service quality and access, providing customers with the possibility to self-serve and receive cellular services.

Customers can make payments, buy credit and pay for MobiCom services, and can also buy new phone numbers by using their Candy points without waiting in line at the Tedy Centre in similar fashion to ATM machines.

No internet, no problem

Customers have no longer need to come



in-person to take advantage of MobiCom services or use the internet, as the company is offering a more convenient service, the Mobile Bank 2.0 which was introduced in cooperation with Golomt Bank.

More specifically, customers can seek MobiCom services and a variety of banking services by dialling *1646# from anywhere covered by the MobiCom. Customers can make all their payments through Mobile Bank 2.0, saving time and money. More information can be found by calling the 2222 customer care centre or the Golomt Bank customer service line 1800-1646.

MobiCom to cooperate with UK organisation to protect the endangered Gobi bear

MobiCom Corporation, the leading telecommunications operator in Mongolia, signed a memorandum of understanding with the Zoological Society of London within the scope of protecting Mongolian endangered wildlife, especially the Mazaalai, or Gobi bear.

Starting in 2015, MobiCom began implementing a number of projects and programmes to save the Gobi bear, the only species of bear living in the Gobi, in cooperation with the Ministry of Environment, Green Development and Tourism, the Institute of Biology and Great Gobi Strict Protection Area.

Works such as forced rain in 6 soums using cloud seeding, which increases the growth of vegetation eaten by the Mazaalai, was done in the first year of this project which aims to improve the living and research conditions of the Mazaalai and deliver accurate information to the public.



As a result of installing 16 motion sensor cameras dedicated for research, about 35 Mazaalai were counted and tagged, and three new Gobi bear babies are registered to have been born in 2016.

In scope of the cooperation, the involved parties have planned to install the latest motion sensor cameras in the Great Gobi Strict Protection Area.

Much easier

Now MobiCom customers can directly call emergency service lines such as the Fire Department's 101, Police Department's 102, ambulance's 103 and Emergency's 105 without using a prefix code.

In other words, you can directly call 103 without using any prefix code even when you are outside the capital city. By doing so, the caller will be directly connected to a local emergency service unit. ■



A leap forward in telecommunications by MobiCom

Development

Leader of an era

BY TS.BUNIA

Not everyone has the courage to be a pioneer. Pioneers are the ones to bear all the risk and confront challenges. On the other hand, it is always easier and less risky following the path set by pioneers. But in the end, it is the pioneers that develop new ideas, products and advancements.

People who bid farewell to university at the turn of the millennium would probably say 20 years is not that long ago. Back then, not every household in provincial capitals had a landline. As for soum centres, only post offices had telephones for people to use. In Ulaanbaatar, people queued up to use the telephone at the central post office. Those in the queue probably received some mail the prior week before from their hometown, with a note from mum or dad about when to call. The current

generation has never known and cannot imagine such a life.

Since its inception two decades ago until the present day, MobiCom has been a pioneer of many new services. MobiCom introduced 2G service and then the 3G service for the first time in Mongolia's market. Life moves faster with the development of telecom services. It is more than just transferring information, as the speed of information is crucial in making timely and correct decisions.

The carrier launched the first electronic money in Mongolia two years ago. The "Candy" programme, which collects points from consumer purchases, is the only e-money guaranteed by the Financial Regulatory Commission, distinguishing it from other loyalty services. One Candy equals

one tugrik. You can buy 20 litres of water for 20 Candy, and you can even pay utilities. Furthermore, Candy users can conduct transactions with various partner organisations throughout the country, such as purchasing units from MobiCom, coffee from Caffe Bene and medicine from Monos.

Throughout its existence, MobiCom Corporation has contributed MNT 626 billion to the state budget and the company was regularly included in the ranking of Top 10 taxpayers. The company's investment in Mongolia's communications industry and technological development is estimated at in the trillions of tugriks. The company's profits are reinvested in the company, said M.Enkhsaikhan, Vice President of Chief Commercial Officer.

The public is suspicious of foreign-invested companies, thinking the profits are leaving the country. However, today's success and wealth was created by bringing foreign investment into the Mongolian market. "If you can earn more profit by cooperating instead of going at it alone, foreign investment is necessary," explained M.Enkhsaikhan.

Today, the company employs more ▶

▶ than 1,500 people. The company's key principle is to support the families of its employees and to help with their social issues. For example, MobiCom provided MNT 25.5 million to employees who got newly married, MNT 46.8 million to employees who had their first child, and MNT 20.2 million to employees who received first and second order state commendations of motherhood. Moreover, the company spends about MNT 270 million per year on annual medical check-ups and health insurance of their employees.

Furthermore, MobiCom gives employees opportunities to receive training every half year by cooperating with domestic education institutions, and sends specialists, especially engineers, overseas by granting scholarships.

The employees of MobiCom Corporation are aware of their responsibility and are proud to be part of a reputable organisation. In particular, it is important for the employees that MobiCom is a trustworthy and reliable company.

No one doubts it when MobiCom promises to introduce new technologies. Even the critics and their rivals know that MobiCom does what it says. Although some people criticise that MobiCom's rates are too high, the company is still maintaining its leading position in the market. Today, more than half of the Mongolian population are MobiCom customers in one way or another. The company dominates telecom, with more than 40 percent of Mongolian mobile users covered by MobiCom. If this company reduces rates too much, it would crush the competition and a monopoly could arise. Therefore, the state specifically regulates issues related to MobiCom's rates. Price is an important factor in competitiveness. So the reason why the company remains users' first choice even in such a situation can be explained by their reliable, innovative and high quality service.

The establishment of MobiCom brought Mongolia into a new era of development, with the main goal of all the investment of this company having always been to bring Mongolians in step with global development. ■

CEO

David Holliday: MobiCom must be a role model



BY I. OTGONJARGAL

Mongolian Economy magazine sat down with David Holliday, CEO of MobiCom Corporation, on the occasion of its 20th anniversary.

- First of all, congratulations to you and everyone at MobiCom on your 20th anniversary. How would you evaluate MobiCom's contribution to Mongolia's economy in the last two decades?

- Thank you, and my greetings to all your subscribers and readers on behalf of everyone at MobiCom. Yes, it has been a tremendously exciting and challenging 20 years. As pioneer of the mobile communication sector, we can see now that MobiCom and the introduction of mobile communications accelerated the economic growth of Mongolia, and helped businesses to grow their operations. Most importantly, we connected everyone in this country regardless of time and distance, revolutionising not just the telecommunications industry in Mongolia, but also this usher-in a positive change in society too. People

no longer needed to queue at post offices for hours to make calls to their families and friends, and if someone was ill or needed a doctor, a call could now be made, bringing help closer, and with the advent of 3G mobile data, even greater change was possible. In other words, social relations will be closer thanks to our 3G and 4G network as well as other advanced technologies.

According to the ITU's (International Telecommunication Union) survey, the GDP of a country increases by 1.4 percent when the number of internet subscribers increases by 10 percent. This represents quite tangibly how communication technology affects economic growth of any country. Our investment over the years to bring about this change to citizens has been quite significant too. To give some examples, since MobiCom's establishment, we have contributed over MNT 600 billion to the Mongolian treasury through corporate tax, and the tax paid by the thousands of employees and MobiCom's 8,000 nationwide dealers over the years is no doubt many billions more. ▶

► On infrastructure investment, we have spent well over MNT 1.25 trillion on direct investment in the country's infrastructural development. We have created more than 10 thousand new jobs over the course of the years and helped thousands of Mongolian companies both large and small by spending countless billions more, giving them an opportunity to grow with us both in terms of income and in skills development. The Mongolian ICT industry of which MobiCom is a proud founding

member, saves everyone's time, money and creates more opportunity, which are the most important resources for every business. In England, we have a saying: a rising tide lifts all ships!

Industries like digital content, apps and entertainment have been growing at an unbelievable pace in last 4-5 years thanks to the advancement of communication technology, and this global trend is also can be seen in Mongolia.

- Mobile communications is one of the fastest growing industries in Mongolia. In your opinion, what was the main catalyst of this technological development in Mongolia's comparatively small market?

- You are right. Probably the only sector in Mongolia that is growing in tandem with global trends is mobile communication. 4G, for example, is now established in Mongolia, even ahead of many other countries in the world. So, not only are we keeping up, but unlike some countries who have journeyed through and are hindered by so-called "legacy systems," I believe Mongolia has actually jumped ahead of many countries because it was a late-entrant to this (and other) new technology over 20 years ago.

Initially our focus was just to connect customers within Ulaanbaatar by voice and then SMS. As the years progressed, so did MobiCom, and now MobiCom's customers have complete access nationwide. They can access over 500 networks in other countries across the world and roam freely on voice and data when they travel. ICT development created more possibilities, which is just as well, as people's need for data services, value-added services, and access to social networks increased tremendously. For businesses, we were able to add value to them by providing total ICT solutions from fixed phones to smart office solutions to VSAT Satellite connections, and Domestic and International Virtual Private Networks. It is an industry of unlimited opportunities and potential.

- Mongolia's mobile industry showed that healthy business competition actually promotes the development of the industry. What is the secret to maintaining a majority market share in this competitive environment?

- The key ingredient can be summed up in one word: service. MobiCom provides daily telecommunications services to nearly half the entire population of the country, and it is a responsibility ►



▶ which MobiCom takes very seriously indeed. Every customer matters to MobiCom, and each month we serve 1.3 million of our valued customers who call our Customer Care Centre 2222 helpline, seeking to have their enquiries or questions answered. Tens of thousands more are assisted each day by our MobiCom shops across Mongolia.

Have we reached “service perfection” yet? No, for example we still from time to time, have service outages in some soums caused mainly by contractors being careless and cutting through underground fibre-optic cables. Last year, we won a landmark court case against one company for over MNT 40 million as a penalty.

Now other operators in Mongolia will take similar actions, and so we as an industry will gradually change the behaviour of builders and contractors and force them to be more professional. Damage to what now has become, a network of essential national importance which people and businesses rely upon in their daily lives can no longer be tolerated. I think customers appreciate our position on this and other matters, and appreciate our business culture, integrity and total commitment to the customers’ needs, information security, the way we run our business and how we play our role in the community generally.

As one of Mongolia’s leading companies, MobiCom feels it is mandatory behaviour to be a role model in terms of commitment to the laws and regulations of the country. In fact, we always try to over fulfil requirements of us, whether these are regulatory, tax, transparency, ethics or investment in Mongolia – these are duties we take seriously.

We also take our contribution to the community seriously and have one of the strongest CSR programmes in Mongolia, which we hope will inspire other business entities. MobiCom is focused on children, and we have installed one washroom and bathroom facility with hot water, flushing toilets, lighting and heating in one school every month, now ensuring that at least 16,000 children each day will not get sick through unsanitary conditions. MobiCom is also proud of its contribution to the 108 Child Helpline. This service, now a government funded multi-agency effort, has taken over 300,000 calls in the last 24 months alone and has helped children in trouble – over 4,000 of these calls unfortunately needed intervention from the social services and police. These may not be connected to your question directly but for MobiCom, “service” also means we have a duty to service our community in many different ways – and sometimes this has nothing to do with telecom.

- What about security? As peoples devices become more sophisticated and hold more information, what about the dangers of hacking or data corruption which we hear so much about?

- When it comes to data security, customers know that MobiCom’s commitment to their data security and privacy is second to none. Over the years, we have established strong corporate governance to safeguard data, and invested in the latest international security tools. I cannot go into the details in this interview of course for obvious reasons, but it is important that I can assure any customer of MobiCom that we comply with and have been internationally certified by the world’s top institutions.

For instance, we are certified by ISO 9001, the international quality management system, and ISO 27001, the international information security management system. MobiCom is the only operator which holds these global standards in Mongolia.

- Mobile communication requires a tremendous amount of investment in terms of building infrastructure and bringing new technologies. When did you spend the most on investment in the company’s 20-year history? What is your strategy during this time of economic difficulties?

- Infrastructure is literally the backbone of communication technology. Each year, we install hundreds of new base stations for serving new areas, plus we have to connect these all back to Ulaanbaatar. Each year we upgrade our existing base stations to provide greater and greater capacity. With the introduction of 2G, 3G and 4G networks as well as customers’ demands for data, this means more investment, and 4G is something that only one other company has so far been able to implement commercially.

We have nearly 7500 km of fibre-optic cable and over 3000 km of microwave backbone transmission. All of this requires greater and greater IT and systems capability, and that is where the largest components of MobiCom’s spending is. This is also what all telecom companies mainly spend on. We have recently created an internet transit route connecting Europe and Asia through Mongolia, laying fibre-optic cable from Russia to China and installing the very latest equipment. ▶

Infrastructure is literally the backbone of communication technology. Each year, we install hundreds of new base stations for serving new areas, plus we have to connect these all back to Ulaanbaatar. Each year we upgrade our existing base stations to provide greater and greater capacity.

- ▶ MobiCom's spending on infrastructure investment never stops; in the last 24 months, we have built more base stations than in the previous ten years combined.

We are confident in our network, and proud that MobiCom's LTE network passed rigorous requirements by Apple and became the only Apple certified LTE network in Mongolia, which means MobiCom customers can use all the functionality of the iPhone and other smart devices on our 4G LTE network.

Although 4G LTE is an important part of our network, we must not forget 2G and 3G networks, which are being used by over 90% of Mongolia's total subscribers. We don't forget this, and in addition to our 4G base stations, we have installed 135 2G and 3G base stations across Mongolia in the last 8 months alone, in order to improve network quality of regional customers.

Unfortunately, the economic downturn has hit everybody in Mongolia hard, and while the economy will recover, it seems it will be a while, probably not until the end of next year. As is the same with all other companies, in times like these operational efficiency and reducing costs to the minimum are sensible measures to take, which MobiCom has done and continues to do. We at MobiCom try to recognise that our customers need attention too, so we substantially changed our systems

to facilitate earlier this year for our customers, a new post-paid package called "My Mobi," which allows our customers to choose whatever they want to use, for how much and the way they want to use. It gives more opportunities to our customers rather than making choices among a few set packages offered by operators. We listened to our customers and they told us one of their requests for MobiCom was to remove validity days – so we did. This will give more flexibility to customers and focus on their usage only. In 2015, we have also introduced a Hybrid package to allow customers to enjoy post-paid services while taking total control of their usage. These are the innovative offers from MobiCom, introduced in the Mongolian mobile industry for the first time, to deliver more efficient ways for customers to use our services.

Q: Your competitors are also introducing new technologies quiet quickly. What are MobiCom's plans to maintain its position as the market leader?

Like I said earlier, "a rising tide lifts all ships." This means that as well as being a pioneer in the

mobile telecoms business, MobiCom has also set the standards by which service is judged, and as a consequence, we have been copied, which is good in one sense, as it has led to competition, but in another sense, it's not so good if our competitors simply copy all the time, as this means that inventiveness is stifled. This leads to less competition, which in turn leads to less consumer choice. Introduction of new technology to the market like 4G stimulates competition among operators to a certain degree, but this is a delivery mechanism; what marks out true pioneers is what they do with this delivery mechanism. I can't give away MobiCom's plans, but this is where we will concentrate our efforts, so watch this space!

- Globally, the mobile communication industry is growing rapidly. For instance, the Japanese AU Research institute claims that by 2020, smart phones will become almost as smart as human beings. What are the challenges that Mongolia might face in terms of keeping up with global levels?

- Everyone in Mongolia deserves to get the latest services, and use the latest technologies. MobiCom will strive to bring state-of-the-art advanced technologies to Mongolian customers. The only challenge for other companies will be the investment needed, but for MobiCom, it has the capacity fortunately, and will seek to keep Mongolian citizens on par with the rest of the region, and if at all possible, we would like to see it ahead of other countries in some areas.

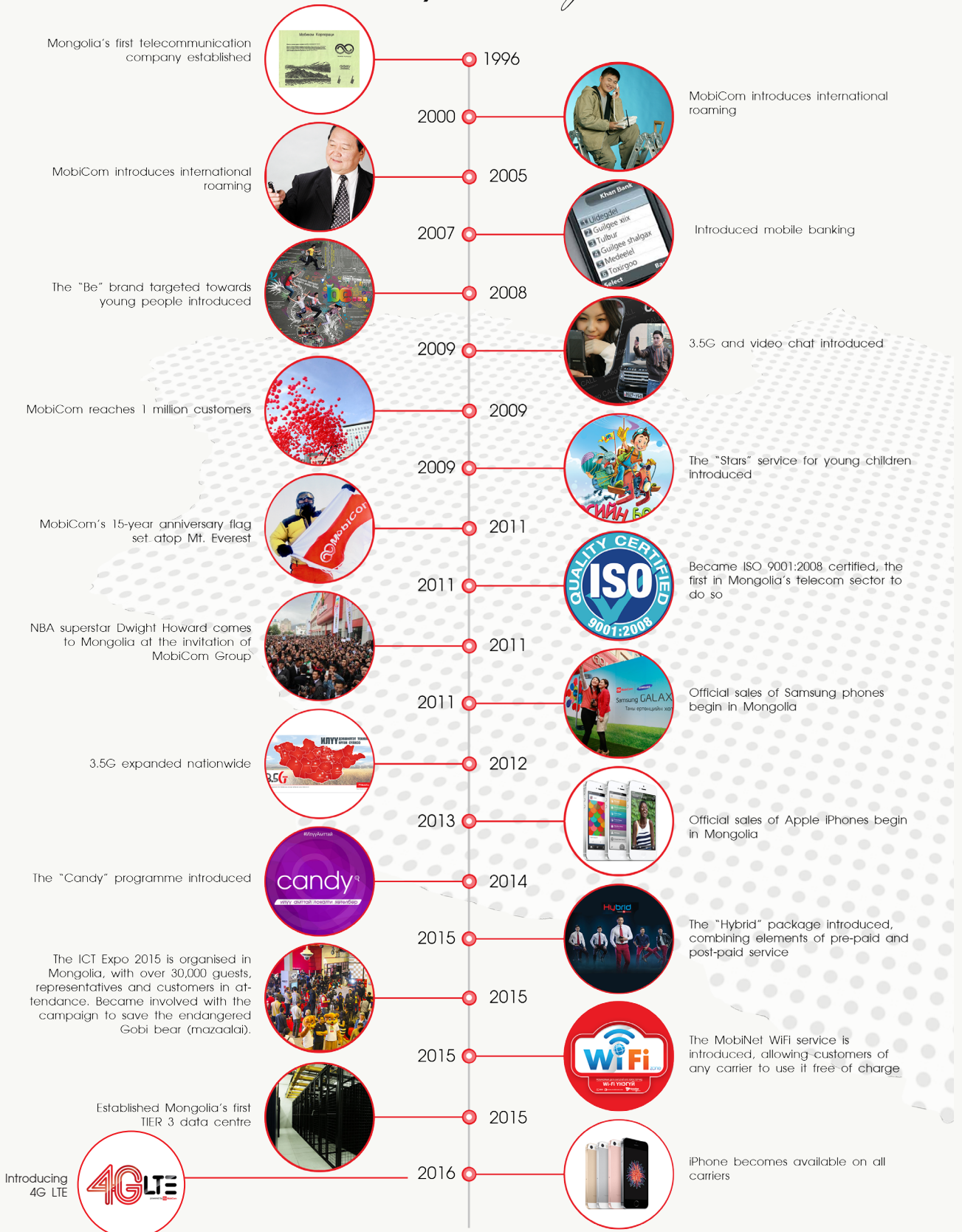
- To conclude, is there anything you would like to say to the industry and customers on the occasion of your 20th anniversary?

- It has been an exciting journey for MobiCom establishing mobile communications in Mongolia, and through the achievements and experience gained in the last 20 years, no one else is better placed to continue to provide the investment and innovation needed for the next 20 years to bring total connectivity to customers across Mongolia – wherever, whenever and however they want. For businesses, we will be concentrating on providing solutions which add value, underpinned by the fastest and most reliable service in the country.

For all stakeholders, whether government, consumer customers, businesses and to all other ICT companies, we look forward to working together to face the challenges of the coming 20 years. And from all of us at MobiCom, you can rely upon us, to be with you in this journey, serving you with the highest standards possible – thank you! ■

Unfortunately, the economic downturn has hit everybody in Mongolia hard, and while the economy will recover, it seems it will be a while, probably not until the end of next year.

Brief history



MobiCom's 20 year anniversary

Corporate social responsibility

Child-centred corporate social responsibility

BY G.DAVAADORJ

What is most at risk in Mongolia? Is it value of the currency, the mining sector, or the entire economy altogether? The answer is none of the above.

That which is at most risk is the future of Mongolia, the children. It would not too far from the truth to say that Mongolia is one of the countries that does not pay much attention to children. Children are suffering in body and mind on a daily basis – at home, in the streets and in the schools.

One of the things posing a great risk to the future of Mongolia is the wooden latrine. Outhouses are the source of 90 percent of soil contamination in Ulaanbaatar, and furthermore, they are one of the leading causes of gastrointestinal illnesses among thousands of children living in ger districts and rural areas. During the summer especially, outhouses become the source of infectious disease outbreaks of diarrhoea, hepatitis A and B and enteroviruses. Doctor S.Gambuu of the National Center for Communicable Disease says that children are the most vulnerable to these diseases, and also that the walk to and from outhouses often cause one to slip and become injured.

Actual work on issues concerning outhouses, which have been just talk for many years, started to

take off two years ago. However, it was the private sector that took the initiative and not the government, indicating that corporate social responsibility (CSR) has made strides in Mongolia.

MobiCom, the first telecom company in Mongolia, did something about children using unsanitary outhouses. Since 2014, the company has worked on a project to improve sanitation and hygiene conditions at rural schools in cooperation with World Vision Mongolia. Over the past three years, MobiCom built improved sanitation facilities for schools in 35 soums in 12 provinces as part of the project. These facilities included septic systems that are spaced far from the school and have smart toilet seats, hot and cold water and showers. It provides hot water by heating groundwater and re-uses its waste water after purification. Such a solution is quite suitable for rural areas as the septic tank needs to be pumped only once every three years.

As of September 2016, a total of 35,000 children in rural schools now enjoy modern sanitation facilities, and more are on the way.

In the first year of the project's implementation, MobiCom Corporation raised about 70 percent of the financing while the World Vision Mongolia contributed the remaining 30 percent. Since 2015, local administrations began to be involved, such that each of the three sides now cover one-third of the project's financing. Furthermore, the Mongolian National Broadcaster, the United Nations Children's Fund and the Royal King construction company have also joined the project, further intensifying the undertaking. MobiCom spent a total of MNT 1.2 billion on the project in 2014-2015.

In 2017, the company plans to eliminate outhouses in schools of at least 10 soums or even 20, if possible, said MobiCom's PR and Communication Director E.Chinzorig. ▶



35,000 children in rural schools have been provided with modern sanitary facilities

► This CSR endeavour carried out by MobiCom has become a nationwide campaign.

MobiCom adopted its current CSR policy in 2014 and established a special unit within the PR and Communications Department. The policy states “CSR is not only the company’s responsibility to society and the staff, but a corporate business and social philosophy for the prosperity of the society and the people.” The core of this philosophy in MobiCom’s case is children.

Children listen to you

Another major work child-focused initiative of MobiCom is the “108 Children’s Helpline” project. In doing research for this article, I found out just how important this project is for Mongolia, given that violations of children’s rights are increasing in the country.

Although Mongolia began operating the children’s helpline in 2001 to ensure implementation of UN Conventions, it was not able to cover a wide scope due to financial shortfalls.

Since 2014, MobiCom Corporation and World Vision Mongolia have been cooperating on the work to upgrade the child helpline with the support of the Authority for Family, Child and Youth Development. The Child Helpline’s 108 phone number was transferred into the same category as other emergency helplines, which made it free to call in accordance with a decree by the National Council for Children.

MobiCom now fully takes on responsibility for the hardware and software of the helpline and provides with free usage of its servers.

The child helpline operates 24/7 with a total of 22 employees divided into four shifts, including 16 counsellors, four social workers, one senior psychologist and one coordinator. A joint child protection team consisting of 152 khoros and 336 soums keeps in contact with child and family development departments, school

and kindergarten authorities, social workers, local administrations, citizens’ representative councils and other non-governmental and international organisations operating throughout Mongolia.

The hotline receives an average of 430 calls per day, providing psychological counselling and transferring issues to relevant authorities if necessary. Within two years, approximately 360,000 calls were made. M.Enkhbold, a specialist at the child helpline call centre, said that 5,000 of those calls were emergency calls concerning the life or health of a child.

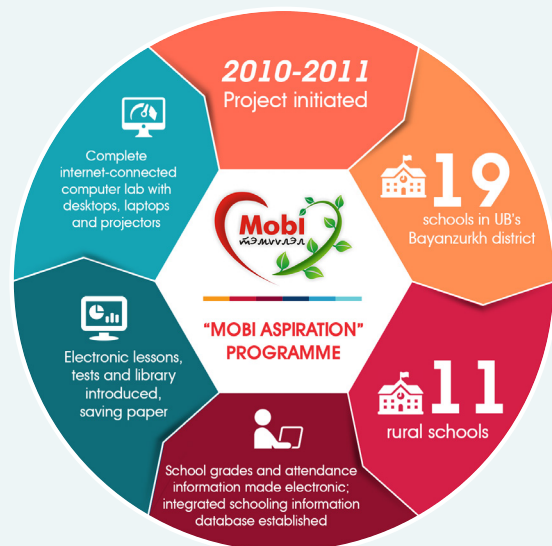
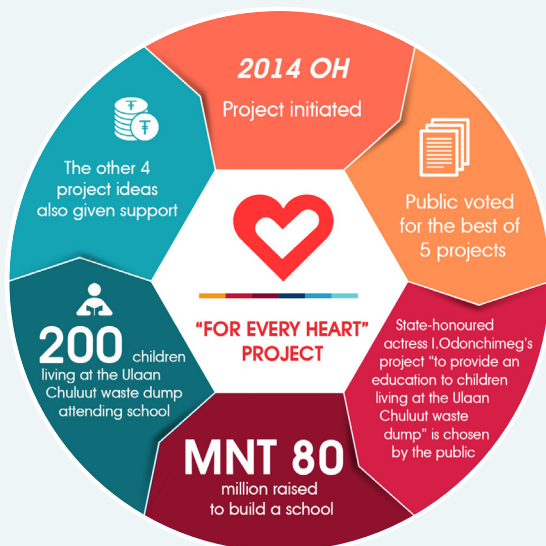
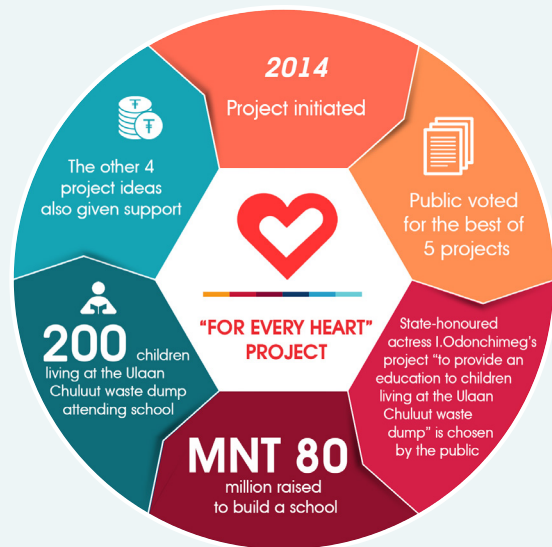
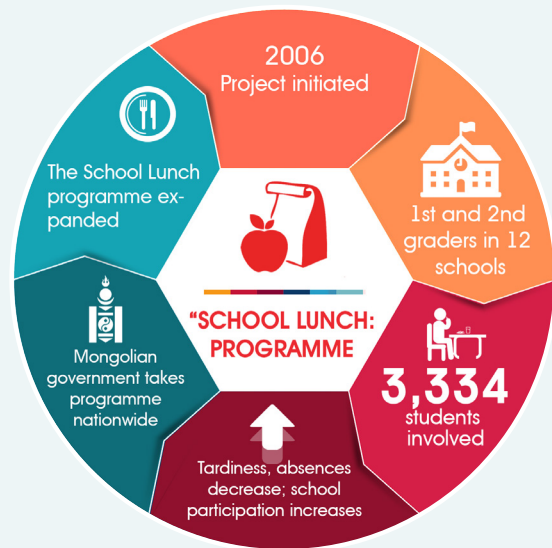
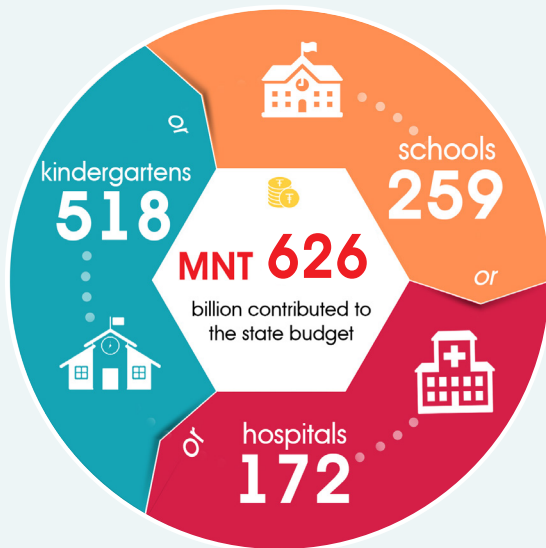
These are just a few examples of MobiCom Corporation’s dedication to children. Some of the projects and programmes initiated by the company have been included in state policies as well as the government’s platform. For example, MobiCom initiated and successfully implemented the first phase of a School Lunch programme at 12 secondary schools in the outskirts of the capital. As a result of the programme, school attendance and tardiness significantly improved, class participation increased and illness decreased. The programme was so successful that the government took the programme nationwide, implementing the measure in all the public secondary schools across the country.

MobiCom’s PR and Communications Director E.Chinzorig said that MobiCom takes major pride in their CSR works, and it is clear that the company’s CSR endeavours are much more than just empty gestures. ■



The 108 Child Helpline operates 24/7

Stats and figures



candy[®]

even tastier e-money!



Customer service

Customers' bridge

BY M. BILGUUN

If a service provider can reflect users' feedback into its operations, it will show in its performance. This is an unwritten law for business organisations. Hence, MobiCom, a pioneer of Mongolia's telecom sector, holds this unwritten law of utmost regard.

The customer care centre is the main bridge that connects the company with its customers. MobiCom was the first in Mongolia to establish a customer service call centre to address customer complaints. In the beginning, the centre provided only inbound service that received customer feedback through the phone, whereas now, customers can give their feedback in three ways.

By phone

The 2222 line for customer care works 24 hours a day and is free to contact. In addition, MobiCom customers can contact the call centre from abroad by activating roaming service and dialling 1800-2222. So as not to waste customers' time, the centre adheres to a rule where answer a call within 20 seconds.

Through dealers

Customer feedback is received and resolved at over 10,000 dealers and mobile sales points operating throughout the country.

Social networks

It is also possible to send your feedback through MobiCom's official website as well as social network pages. Can you believe the 20 second rule also applies here?

Over 200 employees at the call centre

More than 200 people work at the line 2222 customer care ►



The Customer Care Centre receives and resolves over a million issues a month

- Why do you subscribe to MobiCom?

D.Jargalsaikhan (post-paid customer)

I liked their vision and chose to become MobiCom customer because I believe they can implement that vision. In the future, the role of the communications sector will be even more important in creating social trust in Mongolia. I hope MobiCom succeeds in this regard.

B.Oyunjargal (post-paid customer)

I have been a MobiCom customer since the 90s, having never changed carriers. I am a loyal customer because the core technology of the company is of high quality. In that regard, MobiCom fulfils its role as a communications provider very well. The company also takes initiative to save customers' time compared to other carriers.

In addition, I like the company because it respects its customers. For example, they do not immediately disconnect service in case of overdue bills as they always send a notice beforehand. You can feel that the company values service culture by visiting any of its branches.

A.Bulgan (prepaid user)

I have a phone number beginning with 9919. It may very well be one of MobiCom's first numbers. My father bought me this number when I entered first grade. This year, I am going to graduate university. I have been using this number for 14 years. Although I have changed phones several times during this span, I have never changed my phone number. I am also happy that MobiCom is going to introduce 4G.

S.Tsolmon (prepaid user)

I bought a phone number beginning with 9912 from MobiCom when I first entered university. I mostly wrote messages instead of talking when I was a student. Many memories of my college years are linked to this phone number. Even today, I contact my college friends with this number.

A.Ariundalai (post-paid user)

I'm a MobiCom customer with a number beginning with 9911. I work as a foreign relations manager. Today, a cell phone has become an expression of a person's image in addition to being a utility. In that sense, this phone number displayed on my business card is the most important tool in doing business. ■

- ▶ centre, which receives and resolves issues from more than one million people per month. MobiCom can work closer with the customer thanks to a powerful system and skilled employees. The customer care centre is responsible for the hard task of controlling the vast network which covers 1.3 million people throughout the nation.

The centre has most recently resolved the issues below, according to feedback from customers.

- Now there is no need for prepaid users to worry about expiration of a phone number. At the request of the public, prepaid phone numbers have no expiration. However, in order to keep your phone number active, you must regularly use it.

- The company is working expand 4G service based on public feedback and demand. In addition, MobiCom offers a variety of data options due to rising internet usage.

- MobiCom provides customers with options on post-paid packages based on their feedback.

The customer care centre's main objective is to maintain the customer's trust by ensuring confidentiality and providing prompt service. ■

Entrepreneurship

New, quality products

BY M.BILGUUN

MobiCom Corporation is proving that trends can also originate from Mongolia. The company has been a leader in introducing technological development and future trends to Mongolians for over two decades. The company brings the future closer to the people and its customers. For example, the “Candy” programme and the MobiPLAY service can be mentioned.

Delicious and efficient Candy

Technical advancements are changing people’s lives as well as traditional consumption patterns. In the near future, improvements in payment options will be seen. In 2015, tech vanguards such as Apple, Samsung and Google pioneered mobile payment systems. Around 55 global banks have introduced electronic payment services. Countries such as Norway and Sweden have set a goal of reducing the usage of paper money.

Hence, usage of convenient smartphone payment systems is rapidly increasing.

The “Candy” programme is an electronic form of payment and bonuses successfully introduced in Mongolia for the first time by MobiCom Corporation. Candy is a loyalty programme whereby customers collect points with each purchase from MobiCom’s partner organisations and use the points for discounts on various purchases. The programme is unique in that it represents the first step in the development of e-payment in Mongolia. Candy not only connects customers with organisations, but it is a programme directed at accelerating the economy. Any organisation part of the Candy programme can offer their products and services to more customers. Currently, the Candy programme involves more than 4,500 entities. As of today, 1.2 million customers are registered in the Candy program. E-payment services are being used in even the simplest of economic transactions.

Utility payments

Candy users can pay their housing, electricity, homeowners’ association fees, and telephone, cable and internet bills by using their collected Candy points. The payment option allowing utility payments through State Bank by using Candy points is especially appreciated by customers. Tediously standing in line waiting to pay utility bills is a thing of the past.

Smart water wells

More than half of Ulaanbaatar live in ger districts, and many of these residents’ source of water is groundwater wells. MobiCom launched the “Smart Wells” project in 2015 within the framework of Candy programme. As a result, people can now buy their drinking water using their Candy points with no cash involved. One litre costs one Candy point.

Add colour to your life with MobiPLAY

Now there is no need for an actual TV to watch TV channels. You don’t even need to worry about missing your favourite shows. Subscribers can choose their favourite programmes from TV listings, and parents can exercise parental controls. Television, the most accessible medium of information, is transforming throughout the world. The MobiPLAY ▶



► service provides people with an opportunity to keep pace with the world. It is sure to add more colour to your life and create a warm atmosphere for your family.

In the past, we used to watch our favourite shows only on a TV screen, whereas now we have the “smart screen.” This service enables customers to watch TV as well as movies and other content via the internet on any internet-connected device anytime anywhere.

Furthermore, you can now rewind and watch your favourite shows within three days by using MobiPLAY. The replay service is not limited to just TV programmes; you can watch anything from the video contents. MobiPLAY cooperates with global brands such as HBO, Cartoon Network, Discovery Channel, WarnerBros, Universal and Paramount, and subscribers can choose any movie or programme from the available content. Another advantage of this service is that it provides Mongolians with an opportunity to watch blockbusters with Mongolian subtitles and professional voice-overs.

Kids are most loyal to TV. According to a survey conducted among primary school students, children spend an average 2-3 hours a day watching TV. Thus, MobiCom Corporation is adding more products for children in their MobiPLAY service as part of corporate social responsibility. They are striving to add not only cartoons but also interesting programmes and educational shows that will have a positive impact on children’s education and behaviour. The MobiPLAY service’s main advantage over others is quality and security as you can activate parental controls to block age-restricted contents.

Currently, 30,000 people subscribe to MobiPLAY, with that figure rising daily. MobiCom plans to raise that number to 180,000 in the near future. They are announcing exciting discounts and bonuses every quarter. The company offers cheaper, better quality content and provides subscribers with an opportunity to get free subscription for the first three months while current subscribers can use the MobiPLAY application for free at night. ■

Quality standards

The world created by MobiCom



BY A. SEVJID

Experts develop service standards based on precise research, not the customers. However, the primary reason why service standards exist is to satisfy the unlimited desires of the customer, by introducing new technology, advanced equipment and management.

The most frequently used phrase in Mongolian advertising is “For the first time in Mongolia,” and it would not be far from truth to say that MobiCom started this trend. Since MobiCom Corporation introduced one-stop service in the telecom sector, customers can purchase anything related to mobile phones from one place. They say rural folks do not return home without going to

Narantuu market as well as Tedy centre, MobiCom’s one-stop mobile phone centre, for mobile phones have become a daily necessity even for herders.

Consumer awareness is improving and they are demanding higher quality service as communication technology continues to improve. In recent years, with the rising number of tall office buildings, businesses seek to service the customer in more comfortable environments. There is an unwritten law that the reputation of a building increases if MobiCom opens a branch in the building. MobiCom Corporation does not open a branch in any office. In order for the company to open a branch, the office building must ensure ►

► comfort as well as safety requirements. For instance, it is essential for those office buildings to have an outdoor parking area, central heating and ventilation, and safety must be ensured. MobiCom demands high service standards from other organisations the way they provide to their own customers. The above-mentioned things may seem like normal requirements, but MobiCom was the first company to set these standards, and other organisations followed their example.

MobiCom was established 1996, when cellular service was introduced to Mongolia for the first time. For the past two decades, MobiCom has been providing many vital communications services through 64 branches, 2,200 authorised dealers and over 13,000 mobile sales points operating in the country.

In addition to Mongolian customers, MobiCom pays great attention to foreign customers. MobiCom has a branch specifically dedicated to expats working and living in Mongolia. The “Olymp” branch’s staff are trained in English in order to show service meeting the requirements of the foreign customers’ needs. It is a clear example of how MobiCom is always one step ahead.

People use mobile phones not just for communication, but also for banking, so customers demand faster, more efficient service. MobiCom

the biggest issue is competent staff. If an organisation loses a customer due to an employee’s mistake, there



are 10 others who will hear about the dissatisfaction. “Our employees must create a polite and friendly atmosphere for the customer in order to provide service that exceeds expectations. Therefore, we conduct various communication trainings for our employees and we conduct online training for our employees in rural areas. There were cases when other companies asked for our training model,” said B.Bayarmaa, Director of the Consumer Sales Department of MobiCom Corporation.

Today, mobiles phones are more than just talk and text; they are an integral part of people’s lives. Mongolians were initially limited to choosing between Nokia, Siemens and Motorola, while today Samsung and Apple set the bar. MobiCom was also the first carrier to sell these smartphones under official licences as soon as the phones were released on the international market. MobiCom is also going to start selling LG and Huawei brand mobile phones in the near future. MobiCom was the leader in bringing these products into the hands of customers whenever a new



Corporation saw this technological advancement and made it possible for customers to purchase a new phone number and other services through their own e-machine. This service was also first of its kind introduced in Mongolia. A few years ago, purchasing a new phone number without the assistance of service personnel may have seemed impossible, but today it is commonplace.

For an organisation with thousands of customers,

product appeared on the global market. All these things may seem like simple matters, but it became possible only through the desire of the customer. So it means that you, a customer, were directly and indirectly involved in creating MobiCom’s current level of service. These services would not be available today if you did not demand them. Thus, one of 20-year-old MobiCom’s secrets to success lies in their ability to put the customer’s desires ahead of profit. ■



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