

信息  
与  
通讯



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## 资讯产业瞬息万变

众所周知，信息与通讯技术的世界，已然发展快速与成熟，总是让服务供应商、发展商和其他行业的佼佼者面临更大挑战。然而，在这个科技行业里，如果想要脱颖而出，追上科技的步伐，就绝不能在原地踏步，而是要不间断的创新。

科技服务业的出现，改变了传统的经营面貌，而企业与消费者互动的方式也直接面临改变，亦影响了通讯科技产业的竞争环境。此情况的发生，同时也让消费者的需求明显有所改变，造成他们对网络宽频的需求更是永无止境，以及要求更广泛的服务。所以，经营者必须利用适时信息来创造市场机会之余，也要提高参与感，并和顾客建立良好的沟通与关系，才能在资讯业站稳脚步。

顾客时刻都在追求科讯尖端，手机保持在最新数据也会影响顾客消费行为的意向。因而，开发一个可扩展的内容策略，以此吸引业务专长，并从现有的客户基础，树立品牌定位，才是最佳策略。现今，人们的购物方式已有别于以往，逐渐在改变当中。科讯技术已然融入全球市场，让消费者不论在任何时候、任何地方，只要通过资讯设备和通道，即可购买商品。

安全的电子付费法则是主要关键，它将进一步促进资讯的发展，如商业的发展和迅速变化的支付模式、推出移动支付程序与手机制造商、营运商、商家和金融机构。下一个的趋势将会是移动式付款，用户化才是王道。同时，企业该如何调整自己的移动网站和支付平台，以提高便利性与安全性，也减少诈欺。

Global Business Magazine Interview with Agnest Chan  
56<sup>th</sup> Issue in "Observer" column  
(English version)

### THE TELECOMMUNICATIONS INDUSTRY'S OVERALL DEVELOPMENT

**Agnest:** The ICT world as we have known it to be has undergone phenomenal changes. It has become more challenging for service providers, developers and other industry players to stay ahead in the game. No one can afford to take the "wait and see" approach. Everyone is constantly innovating and you must too, to stay in the race.

Not only have technologies and players emerged, transforming the traditional operating landscape; fundamental changes in the way businesses and consumers interact have also made a tremendous impact on the ICT industry's businesses and competitive environment.

Today's consumers are different. They are concerning and have displayed an insatiable demand for increased bandwidth, wider variety of services.

### THE WAYS TO STRENGTHEN A CORPORATE BRAND

**Agnest:** There is a few ways to strengthen a corporate brand such as:

- Create marketing opportunities by leveraging real time information.
- Improve your engagement and build relationships with your customers.
- Use the latest data on mobile consumer behaviour to influence purchase intent.
- Develop a scalable content strategy that draws on your business expertise.
- Create brand advocates from your existing customer base.

### A FUTURE MARKET TRENDS PERSPECTIVE

**Agnest:** The way of people shop is changing. Technology has enabled a global marketplace that allows consumers to buy goods, anytime, anywhere and via a broad range of devices and channels. Secure electronic payment methods have been critical in enabling his change and will promote further evolution going forward such as:

- Evolution of commerce and the rapidly changing payments landscape.
- Roll out of mobile payment programs by working with handset manufacturers, mobile operators, merchants and financial institutions.
- Next generation of mobile payment solutions.
- Customization is King. How businesses can tailor their mobile website and payments platform to increase convenience and security, while reducing fraud.

By understand the holy grail of mobile transactions and learn how to create a wonderful experience that will eventually change the start of play in the Mobile Commerce and forever.

