

# Listen to the Customers



Diversity of channels for services to provide consumers multilateral, high quality, and efficient services.

- Formation of a professional technical service team
- Accreditation of the SGS Qualicert service certification
- Establishment of designated internal consultants and supervisors to advocate refined service supervision
- Setup a vibrant service zone
- Plans for the transformation and upgrading of retail locations
- Accreditation of a personal information management system

Response to "the dilemma of coverage of the base stations" at page 25.

Makes personalized high quality products and services available to customers at Chunghwa Telecom.

**GRI** Average consumer's satisfaction: **7.3** out of 10.

**CHT** The complaint rate per every millions of users: **182** cases.



Chunghwa Telecom treasures the opinions of our customers, and we are oriented towards the needs of the customers in marketing and promotion. For this reason, Chunghwa Telecom has instituted strict standards and procedures for marketing and service, and a diversity of service channels so as to provide multilateral, high quality, and efficient service to the customers.

In response to the growth of urban population, we established 48 new service stations in 2014, while improving the existing service centers and root services into communities in a continuous manner so as to expand and upgrade our services and capabilities into an efficient, convenient and touching service provider.

### Upgrade Channels

We have launched the transformation and upgrading plan for the stores so as to refine our service quality and allow consumers to receive quick and convenient service. Related measures are:

- Develop more business locations for bolstering our service network: by the end of December 2014, we have established 165 service centers, 469 stores, and 275 franchised stores, which made up the total of 744 service stations.
- Set "et blict coach" who is responsible for coaching retail store management and marketing performance, to enhance the management efficiency of the store operations.
- Establish the system of self-inspection, audit, and supervision for service quality: all stores must conduct self-inspection and business offices will conduct random inspection and audits of the stores so as to upgrade over-the-counter service quality.

## Customer Service and Information Security Management

We provide manual of products and services informing product characteristics and application, consider the negative overusing effect to consumers, and place friendly reminder in marketing. In 2014, no violation of health and safety and product labeling was reported.

Quantity of Products and Services	Approximately 3,500 unit
Customer Service Information Station	There is an "information zone" in our intranet. Designated personnel review information and upload to the station for the inquiry of all service centers.
Consumer Hotline	Provide complete information on the features of products and services, and related special offers.

In addition, Chunghwa Telecom has instituted the "Channel Sale Support Items Management Guideline" and the "Channel Sale Support Items Management Implementation Procedures" to make the display of sale support items and operation management at all service and business locations consistent, and allow for a positive service environment for the consumers. These are vital for maintaining the professional superior image and service quality of Chunghwa Telecom.

## Customer Privacy Protection

Chunghwa Telecom duly observes the Personal Information Protection Act in the collection, processing, and use of personal information and guarantees the security of customer information through strictly designed management system. In 2014, there were 44 cases of complaints on alleged information leaking, but none of them has been proven to be our mistake. This was an improvement by 23% as compared with 57 cases in 2013. Complaints of this type approximately accounted for only 0.0001% of the all complaints received and answered by our customer service hotline.

Organization	There is the "Personal Information Protection Team" under the "IT Strategy Committee"
Policies and Procedures	<ol style="list-style-type: none"> <li>(1) The Personal Information Protection Policy, Management Regulations, Security training and promotion plan, process analysis and inspection plan, and risk assessment plan.</li> <li>(2) Introduced the "Notice of the Collection of Personal Information of the Consumers Clause" and the "Notice of Confirmation of the Application and Processing of Personal Information of the Consumers" in response to the promulgation of the Personal Information Protection Act.</li> </ol>
Management System	<ol style="list-style-type: none"> <li>(1) Got ISO 27001 certification in information security in 2007</li> <li>(2) Extend ISO 27001 certification project in 2010</li> <li>(3) Got ISO 27001 international data security management system certification and the NCC ISO 27011 audit items on telecommunication services in 2011, which made Chunghwa Telecom the first telecommunication service provider accredited with NCC standard.</li> </ol>
Personnel Control Mechanism	<ol style="list-style-type: none"> <li>(1) All consumer basic information is classified as "top secret" and was kept in a locked file cabinet.</li> <li>(2) All personnel must enter into the "Agreement on Confidentiality and Non-Disclosure of Business Secret". All supervisors must assume joint and several liabilities</li> <li>(3) If outsourced works involved business secrets, related contractors and their personnel must also enter into the agreement on confidentiality and non-disclosure of business secret.</li> </ol>
Customer Service Control Mechanism	<ol style="list-style-type: none"> <li>(1) Risk: The customer service personnel carry portable storage devices to store the information of the consumers in the workplace.</li> <li>(2) Response: In 2013, the company has instituted the "Regulation Governing the Carrying and Use of Data Storage Devices at Customer Service Processing and Operation Centers" and made it a part of the training and education at the operation center. All personnel must receive training of this kind once semi-annually with records for tracking. And we established ISO9001 Suspected Leakage Handling Procedures to report and handle all privacy complaints.</li> </ol>



### Clarification of "Illicit Use of the Consumer Phone Number" Case

Chunghwa Telecom was informed by NCC at the end of 2014 that a consumer complained about the illicit use of its phone numbers. In response, Chunghwa Telecom started an investigation immediately and confirmed that all the connection records are used internally for customer service and fall within the scope of reasonable use. We forwarded all supporting evidence to NCC and confirmed that Chunghwa Telecom has done nothing unlawful.



### Obtained Certification for Personal Information Management

Our mobile customer service hotline has got BS10012 in 2013, which made Chunghwa Telecom the first telecommunication service provider of Taiwan being accredited with this standard. In 2014, data, broadband, international line, corporate customers, and part of the fixed network had also been accredited. It is expected that by 2016, all the customers service hotlines will be accredited that make Chunghwa Telecom a benchmark company in the protection of personal information of the consumers.





## Ensure Service Quality

Chunghwa Telecom makes ceaseless effort to expand the volume and upgrade the quality of its 4G mobile communication system. We introduced advanced technologies, which echoed with the 1800/900MHz base stations. This arrangement allows for the coverage of service from points, lines, and to planes for even more extensive and better quality mobile broadband network service.

Chunghwa Telecom planned to make investment amounting to NTD 100 billion from 2012 to 2016 to install broadband network extensively so as to create an edge for digital convergence and innovative service development. Furthermore, we also support the "digital convergence development plan" of the government in concrete actions, which is manifested in its objective of "7.2 million accounts of fiber optic users and 11 million accounts in wireless broadband users".

In response to the demand for digital convergence and smart digital life, Chunghwa Telecom also launched high-speed surfing on the web with 300Mbps fiber optic to satisfy the needs of customers. This move will lead Taiwan moving towards the age of G from the age of M.

By the end of 2014, the coverage of 100Mbps users was already 87.2%. With the addition of cable TV service providers, and Taiwan Smart fiber optic network, the national coverage of 100Mbps could be as high as 90% or more. This figure has already hit the target set by the government for its policy at this stage.

Product and Service	Performance in 2014	Target in 2015
 HiNet Broadband	4.5 million accounts (867,000 accounts of broadband users at 100Mbps and higher, increased 132.0% in 2014)	An addition of 540,000 accounts in using broadband of 100Mbps and higher
 FTTx	3.1 million users (increased 8.7% in 2014)	Net growth of fiber optic users by 170,000 accounts
 MOD	1.3 million users (increased 3.6% in 2014)	1.4 million user accounts
 4G LTE 4G	There were 1.3 million user accounts since the launch of service on May 29 2014	Market share over 40%

In addition, Chunghwa Telecom also spares no effort to develop the infrastructure and broadband network, and supports the government strategy of mending the digital gap so that people living in the rural areas can enjoy nondiscriminatory medical service and education resources.

### 4G Everywhere, No Distance in Rural Areas

By the end of 2014, the installation of 4G base stations covered all 22 counties and cities and 368 township and villages of Taiwan, including Penghu, Kimmen, Matsu, Liu Chiu, Green Island, and Orchid Island. Even remote areas of Jade Mountain and Ho Huan Mountain or their rural zones are covered by 4G signal for service.

A tiny remote offshore Island, Wuchiu, has been covered with 4G signal service by Chunghwa Telecom since December 28 2014, which made the company the pioneer of 4G service in the industry. Since then, Chunghwa Telecom has accomplished its goal of the most extensive coverage of service with "4G everywhere" and "100% coverage in all villages".

Note 1: Definition of 100Mbps broadband coverage: The coverage perimeter of 400 meters by fiber optics or wireless means, with proper installation of equipment. The number of households/user accounts by families of Taiwan that can be provided in one month at the application of the users.

Note 2: Broadband coverage rate refers to the supply side of service by the service provider, and includes the broadband service within specific territory by Ethernet or VDSL in speed, and is unrelated to the speed that may be used by current users or potential users.

## Expand Wireless Hotspots

As of the end of 2014, Chunghwa Telecom has built more than 50,000 public Wi-Fi hot spots accumulatively and has assisted the local governments and public institutions in building more than 7,200 hot spots at their commission.

For providing the public stable quality, wide bandwidth and convenient service for access to the Internet, Chunghwa Telecom has established the solid user validation platform and full area continuous operation monitoring and control system, and also the Wi-Fi traffic failure repair service system so as to provide the consumers barrier-free and full-coverage Wi-Fi access service. The service quality has been widely applauded by the public.

Furthermore, Chunghwa Telecom also acts as a good neighbor in supporting the activities and special events in the counties and the cities, and expanded the hot spots for the service of the people for access to the Internet. Examples are the expansion of some 136 hot spots for the New Year Eve celebration, and 257 hot spots for the Nantou Lantern Festival. An amount of more than NTD 8.85 million was spent for this cause.

For iPhone users, which are bundled with a user code, Chunghwa Telecom has activated the Wi-Fi automatic validation function (EAP-SIM). With this service, iPhone customers are not required to enter the code and PIN to access the Wi-Fi network of CHT. For Android device users, they just download the "CHT-Wi-Fi" App and set up a one-time user code and PIN to complete the registration, and they can access the CHT Wi-Fi network with barrier-free afterwards.

\* In 2014, Chunghwa Telecom introduced the Wi-Fi AP automatic monitoring and control function. This helps save manual setup time for up to 10,000 work hours annually.

### Sponsorship of the Lantern Festival for 16 Years

Chunghwa Telecom was the principal sponsor of the 2014 Taiwan Lantern Festival at Nantou. Indeed, it was the 16th year that the company sponsored this event. In addition, Chunghwa Telecom also simulcast the event with the use of the MOD, HiNet, and Hami platforms, and supported the Nantou Government to add more mobile base stations in the lantern show area with the extensive coverage of Wi-Fi network for providing real-time action or wireless access to the Internet service.

Chunghwa Telecom is also conceived with the idea of caring for the social misfortunes. In so doing, we invited the balloon guru of "Nantou Association for the Welfare of the Physically Impaired" to show the creativity of balloons during specific time slot at the main exhibition site. The drum band of Chin Ai National Primary School was also invited to perform a drum performance to encourage the local folk art of Nantou. Besides, Chunghwa Telecom provided 250 international call telephone cards so that the spouses and workers from foreign countries can hear the voices of their loved ones.



## Initiated Disaster Emergency Communication

With experiences learned from past disaster relief, we have established multi-route transmission, backup routing with wireless sensor and higher capacity (good for 72 hours) backup battery in remote areas, so that the remote areas will not be isolated from communication with the outside world due to power outages caused by natural disaster.

To intensify our disaster response capability, we have conducted simulation for network and equipment dispatch and repair every year. And we take a decentralized base station plan to prevent service interruption, when circuit/power outage or equipment failure in any base station, its neighboring base station will be able to maintain its operation.

When disaster struck and caused communication interruption, we will, based on actual circumstances, provide small microwave dish, satellite or mobile base station to maintain the communication of the affected areas. In the unique geographical location with single exit/entrance such as Suhua Highway, we provide duplex base stations to cover service areas, so that a failed base station will be covered by its paired base station to maintain normal communication.

## Upgrade Disaster Reporting System

Sought to minimize the impact of disasters, Chunghwa Telecom's "Emergency Response SMS System" sent out more than 400,000 SMS alerts in 2014. Its role in disaster prevention and notification is outstanding.

Other government agencies have also sorted out hundred of zones of potential disasters, in the event of an emergency, an SMS will be sent to alert the people to prepare for possible situations for the protection of their lives and properties.



### Drills for the Prevention and Rescue in Disasters

Chunghwa Telecom supported the Water Resource Agency of MOEA in the activation of the "Early Warning of Flooding System", the NCC in the "2014 National Armed Forces Disaster Prevention and Rescue Exercise Drill", and the county and city governments in exercise drills for the prevention and rescue in disasters.



### Nuclear Security No. 20 Exercise Drill

Chunghwa Telecom assisted Taiwan Power Corporation to organize the "Nuclear Security No. 20 Exercise Drill". With the use of the "Disaster Emergency Information Reporting System", voice broadcasting has been conducted within the perimeter of 3 km from Nuclear Plant No. 2 for 4,800 times. In addition, an SMS has been released covering the perimeter of 8 km from the nuclear facility, including the township and villages in New Taipei, Keelung, and Taipei for 83,000 times.



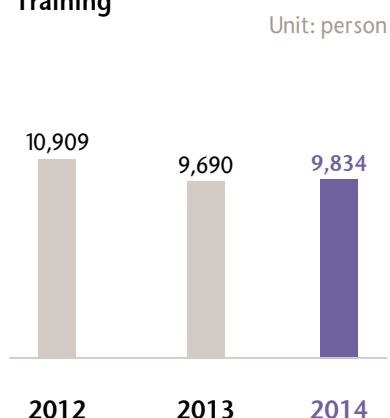
## Marketing Service and Training

Chunghwa Telecom spares no effort to refine and upgrade its service quality thereby built up the "Learning Organization". With multilateral customer service value network, matched with the integrated customer service information service system and training, the company created even better service quality and customer value. In 2014, Chunghwa Telecom won the championship among other telecommunication service providers in the "Five-Star Award" in the front-line service quality survey conducted by the "Global View Magazine".

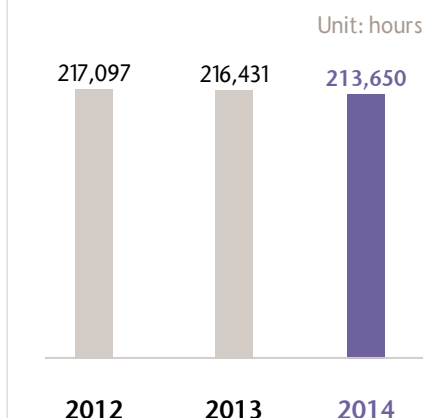
Furthermore, the customer service staff of CHT, Miss Lai Yu-Chen, heard the needs of the customer and provided hearty and distinguished service to the customer. She was cited as the "Gold Award Service Personnel of the Year" by "Global View Magazine".

Chunghwa Telecom has 15 customer service centers and about 3,900 customer service personnel across Taiwan. They are responsible for online service and consumer service of the Call Centers. For providing timely solution for the queries of the customers, we have invested tremendous resources in training in the aspects of sales, information protection, service, and communication skills.

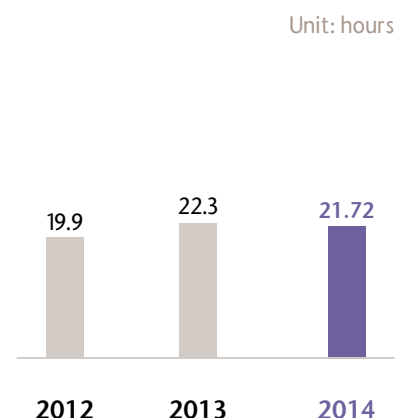
**Total Personnel Participated in Training**



**Total Training Hours**



**Average Training Hours**



### Multi-Channel Services

Channel	Content
<b>Live Web Chat Service</b>	For Instant Message (IM) users and for persons with hearing impairments, we have introduced text-based live web chat customer services; which has covered all the Chunghwa's business
<b>Internet Communities</b>	To serve the ever-growing Internet community populations, we created a Facebook fan page "Chunghwa Telecom Dr. Q" to answer questions, proactively publish information, and to gather suggestions.
<b>Web Call Center</b>	To save our customers the trouble of calling and visiting counters, we are increasing the scope of self-help services provided through the web call center.
<b>Mobile Customer Service</b>	In response to the ever-increasing smart phone users, we started to provide mobile-optimized network customer service center from June 2013, when users login network customer service center, the system will take it to mobile-optimized web interface automatically.
<b>Customer Service App</b>	Starting from November 2013, we provide free customer service App download on iOS and Android system. As of end of 2014, more than 79.2 thousand users had downloaded the App and more than 17.6 million services were provided.

## Introduce Exquisite Service

By challenging itself and achieving excellence, Chunghwa Telecom strives to provide exquisite services with efficient and convenient qualities. By creating a customer-oriented culture and acquiring expertise in the field of ICT, we are dedicated to providing heart-touching services with sincerity, genuineness, attentiveness, patience and caring.

- Professional service: Emphasis on new technology equipment to generate new demand from customers. We established a professional technical service team to provide instantaneous, customized, and competent service.
- SGS Qualicert: In stores, not only do we apply our SGS Qualicert international service qualification but we also seek Consultancy Company's advice and move towards exquisite services, we have mystery customer to identify any weakness in our customer services.
- Service standard at clerk counter: We have designated internal consultant to help personnel to provide customers with dedicated and heart-warming service with professional touch.
- Touching service: To motivate personnel to provide best services to exceed customers' expectation, we have established "Touching Service Arena" to record excellent services for others to share and learn.



### Serve a Helpless Mother to Fulfill the Dream of Her Late Son

Mrs. Huang, who lost her only son at a young age, called the customer service of Chunghwa Telecom for help. She wished to keep the phone number and change the title of the owner to her son for his 20th birthday.

The last two digits of the cell phone number were 11 for the father, 22 for the mother, and 33 for the son. All the numbers were registered under the tile of the father previously. The only son of Mrs. Huang, when he was still alive, wished to change the phone number under his own title when he turns the age of 20. Mrs. Huang strongly desires to keep the phone number so that she could call that number when she misses her late son just to image that he is still alive. She was sad and anxious. It came to the attention of -Yee, the customer service staff who happened to answer the call of Mrs. Huang.

Miss Tsai heard everything. She comforted Mrs. Huang, and made series of calls for help from the service center. She shared the sorrow of Mrs. Huang, and never ceases to send an SMS and courtesy call to Mrs. Huang in any festivities and the Chinese New Year. With the efforts of different functions of the company, Mrs. Huang got what she wanted.

With a thankful heart, Mrs. Huang, who is ailing, still brings along a thank you note written by herself and gifts to the Cheng Kung Service Center at Tainan to express her gratitude to Miss Tsai. For Tsai Shu-Yee, she just holds that the very attitude of a customer service staff is to "treat all customers as your own relatives". She wishes she could keep Mrs. Huang company to pass through her desperate life.



## Ensure Customer Satisfaction

To ensure that consumers' need is satisfied, we conduct customer satisfaction survey for Chunghwa Telecom service center, customer service hotline and installation & repair service every year so that we can provide the best possible service and continuous improvement on our services.

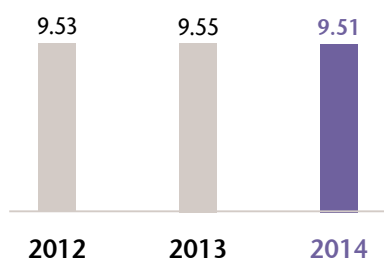
In addition to regular consumer satisfaction survey conducted by third party, we also accept NCC's service quality survey on telecom carriers on the regular basis. The results show that our performance is significantly better than the standard requested by NCC.

Item	Target	Performance
Landline Connection Rate	≥ 95.6%	99.89%
Interruption Rate of Mobile Phone Communication	≤ 3%	2G: 0.57% 3G: 0.35%
Packet loss % in Data Transmission	≤ 3%	0.0129%

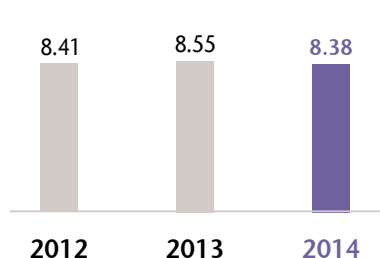
\* Measured on the basis of the customer-end HGW in 2014/10/01-12/31

## Satisfaction Survey of “Corporate Consumer” and “Average Consumer”

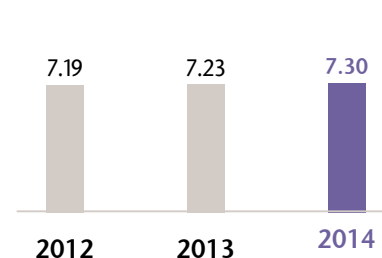
### Large Enterprises



### Small and Medium Enterprises



### Average Consumer



\* 10 point scale

\* Chunghwa Telecom will request relevant functional units to conduct further analysis.

To understand the satisfaction of Chunghwa Telecom's services and the recognition of our corporate image, brand value and service quality, we designate external market survey company to conduct consumer satisfaction survey on “average consumer”, “SME (small and medium enterprise) consumer and “large enterprise consumer”, thereby identifying the issues and expectations of most concern to consumers and as the target of our future endeavors.

We deliver the consumers' opinions and suggestions to product and business personnel including risk management and public relations department through consumer opinion reporting system. Moreover, regular review meetings are convened by product management and customer service team in order to meet consumers' expectations.



## Customer Service Satisfaction of Call Center

We conducted a customer satisfaction survey by internal staff and external parties in 3 categories of call center on air to ensure the demand of the customers online be met with proper response and service.

### Source 1

Dialing out manually from our call centers in 3~7 days.

4.6

(out of the full score of 5 marks)

### Source 2

Automated surveys by the CTI system in 30 minutes.

Satisfaction Category

7.6

(out of the full score of 10 marks)

4.6

(out of the full score of 5 marks)

### Source 3

Entrust Chunghwa University to mail out questionnaires once a year.



## Comprehensive Consumer Complaint Management

Our target is to complete customer complaints within three business days. To ensure an open, result-driven complaint resolution process for customers, our service hotline processes passed ISO10002: 2004 (Guidelines for Handling Customer Complaints), and we are the first domestic operator in the industry to pass such an international standard certification.

Besides customer service hotlines, customers can file their complaints through our website or PR hotline (02-2344-6789) authorized by our chairman. After cases are opened, they are passed to the customer complaints handling task force to be processed as urgent cases. Customers can enquire into case dates at any time via telephone and our customer complaints handling task force will inform customers of the latest updates on their cases.

If the dispute is caused by system failure, and incurred the additional charges, Chunghwa Telecom will keep the billing system transparent, and voluntarily inform the consumer being affected. In addition, the cause of the problem and the response to the problems will be sent to the customer service staff via a special hotline so that they understand the event and can provide timely and proper answers to the consumers upon request. This will help to reduce customer complaints.

Chunghwa Telecom works in cooperation with relevant functional units to establish a system for detecting potential customer complaints and related improvement measures so as to bolster customer satisfaction. With the effective control under this system, the customer complaint rate of Chunghwa Telecom was the lowest as stated in the NCC "Communication Consumption Complaints Monitoring Report" of 2014.

### Customer Service Hotline KPI

KPI	2012	2013	2014
Customer Service Response within 20 Seconds	84.1%	78.4%	74.0%
Service Satisfaction (5 marks for full score)	4.58	4.59	4.6
Settlement Rate with the first call	78.4%	77.9%	78.5%

### Complaints from Each Million Consumers

Item	2012	2013	2014
Fixed Network (case)	0.81	0.61	0.53
Mobile (case)	1.95	1.55	1.20
Data (case)	1.27	0.88	0.45

\* Conducted a trial run on reducing the level of service hotline at 5-10%.

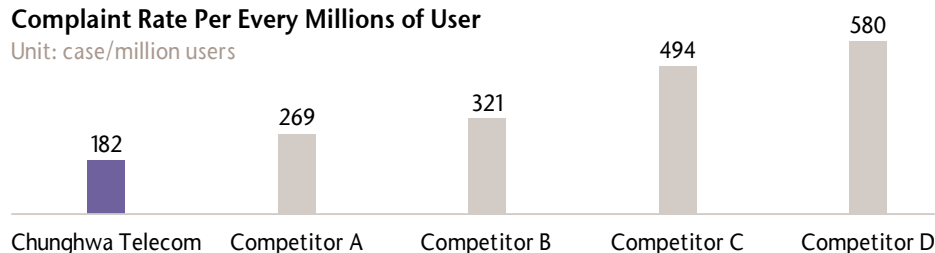
\* Due to the launch of 4G and other factors, the traffic volume of mobile phone from January to November (2013) skyrocketed by 24%, and the shortage of human resources that could not be filled resulted in the service level of the customer service hotline fell below standard and behind target.

### Lowest Average Cases of Customer Complaints

According to data on mobile communication customer complaints compiled by the NCC in 2014, which is based on the complaint rate per every millions of users, Chunghwa Telecom is the service provider with the least complaints! This result demonstrated the effort of Chunghwa Telecom in customer service in the long run and the successful upgrade in telecommunication service quality.

#### Complaint Rate Per Every Millions of User

Unit: case/million users



## Alleviate Public Concerns in Electromagnetic Radiation

According to a research report released by the WHO, there is no incriminating evidence from the perspective of science that electromagnetic waves are harmful to the health of humans. In consideration of the anxiety of customers, Chunghwa Telecom still strictly conforms to the safety standard set forth by the competent authority, and installs the mobile communication system with equipment conforming to related safety regulations. The same applies to our procurement of mobile communications products, which specific absorption rate (SAR) of electromagnetic waves must be complying with the limit set forth by NCC. In addition, we also sponsor the Taiwan Electromagnetic Industry-Academia Consortium NTD 500,000 annually on the study of the influence of electromagnetic waves on the health of humans.

### Procedure for the Installation of Base Stations

Phase	Content of Operation
<b>Communication and Assessment Phase</b>	A number of factors will be considered, such as the population size of the region, the clustering density of people, the area of electromagnetic wave coverage. In addition, the consent of the residents is usually obtained under the facilitation of the management committees or the local district representatives.
<b>Installation Phase</b>	Present the information on the base stations planned to install to NCC for licensing, review, and joint inspection. Equipment will be installed after passing all the aforementioned procedures.
<b>Pre-operation Phase</b>	Conduct emergency telephone test as required, and also the route tests to validate the function and coverage of the equipment.

For installation of base station on lands of public buildings or private property of big enterprises through leasing, Chunghwa Telecom will engage in joint installation with other telecommunication service providers to keep the environment intact and avoid irregular erection of antennae, which will affect the landscape of the buildings.

### Types of Base Stations Installed by CHT

System	Independent Station	Shared Station
<b>4G</b>	5.3%	94.7%
<b>3G</b>	9.2%	90.8%
<b>2G</b>	30.8%	69.2%

\* Installed on existing buildings

NCC passed the "Amendment to the Regulations Governing the Installation and Use of Base Stations by Mobile Communication Service Providers" in 2013. This change made the landscape design of base station legalized. In 2014, about 70% of the antennae were designed for such purpose. In addition, the Legislative Yuan also passed the "Inclusion of the release of public property or lands for the Installation of base stations as a part of the performance evaluation for annual disclosure". Such legislation will help to improve the quality of communication and reduce the proportion of installing base stations at private property.

## Education of Electromagnetic Wave

In 2014, Chunghwa Telecom worked in conjunction with the Taiwan Telecommunication Industry Development Association (TTIDA) to hold 3 sessions of the "Symposium on Mobile Communication Electromagnetic Waves" so as to introduce the proper concept of electromagnetic waves to the public. The public may still request for a detection and measurement free of charge if they have an anxiety of electromagnetic waves. In 2014, Chunghwa Telecom has handled 232 cases in detection and measurement of electromagnetic waves.

We also commissioned the TTIDA to hold training sessions for the front-line engineering staff. They will be trained in communication skills to prevent possible dispute with the public in performing their duties.

## Fraud Prevention

In 2007, Chunghwa Telecom assisted the government to establish the 165 Anti-Fraud Consultation Hotline to support the police authorities to fight fraud and to protect the property of the public.

### Resources Committed

- In 2014, there was an average of 9 customer service personnel that joined the service in a month for working with the Criminal Investigation Policy Bureau in concerted effort in front-line duties from Monday to Friday.
- "Disconnection Service Fraud Prevention System" offers the information on suspected telephone gimmick for cheating customer information by telephone and timely settlement of the problem. An average of 3 customer service personnel participated in the program monthly.

### Prevention of Fraud from Internet/ Mobile Devices

At the time when mobile communication is prevailing, criminal gangs use bogus SMS to trap the consumers to click to connect to unidentified links, or download unidentified malicious programs, or, they forge the Line account of a friend or relative of the user so that the consumers are not alert to the messages and responses to the instruction of gangs, with small amounts of money stolen or their account password hacked.

To prevent this fraud, Chunghwa Telecom started to introduce the two-way confirmation function of small amount payment in 2013. In March 2014, Chunghwa Telecom even introduced warning messages in the content of the two-way confirmation message. Fraud conducted through mobile devices reduced significantly In 2014.

\* As per the request of NCC, the defaulted small payment function has been shut down since July 2014. If you have such need, please bring along your identification documents to our service center.

## Digital and You – Reduce Negative Impacts

Customers can use our services without worries only by eliminating the potential negative impact of telecommunications services. We also provide the following services:



### Junk Mail

By using a HiNet mailbox, customers can enjoy free webmail service. Through a simple setup, users can decide whether questionable e-mail will be automatically deleted in the future.



### Adult Content

Adult Content: Provides K12 mailbox forced isolation, HiNet Adult content gatekeeper, and mobile internet adult content security guard keep children and teenager far away from harmful websites.



### Usage Time Control

Usage Time Control: "HiNet Online Time Management Service" and mobile phone "3G Talk without Worry" programs, give parents effective control on mobile phone and online status.



## Internet Safety for Youth Population

As the "Internet" has emerged as an indispensable factor of modern life with the abundance of content and information enriching your life, unwanted social problems also surfaced. For a long time, Chunghwa Telecom has appealed to the advocacy of "Internet health for children". Through the elements of "service, education, and culture", Chunghwa Telecom conveys the message on the correct attitude of surfing over the Internet to solve the addiction to the Internet of youth and children.

In wielding its core competence, Chunghwa Telecom unveiled the "Internet connection time control service" and "pornography watcher" service. Parents can manage the information viewed by their children with the help of technologies. In so doing, we may mitigate the negative impact of the Internet on the younger generation and give them more protection.

At the end of 2014, Chunghwa Telecom also aligned to the trend of the application of App by offering "Mobile Health for the Internet" service to assist the parents to manage the use of mobile devices of their young children at home for improving family harmony.

### Major Result of the Education on Health Surfing on the Internet

Stakeholder	Participating Partner	Method
Aboriginal Youths	Taiwan Aboriginal Culture Promotion Association	There were 4 events being held on subjects including pornography watching, surfing time management and anti-virus and hacking. Some 400 participants joined the events.
Students in School	Taiwan Telecommunication Industry Development Association	Redesigned the script of the play and performed by "Hung Sheng-Chi Glove Puppetry Opera" with the play "The Third Prince Surfing at the internet". This is a brand new interpretation of traditional glove puppetry that provided education and entertainment at the same time for conveying a message on the healthy use of the Internet. Some 500 participants were in the events.

