

HUTCH Earns 'Global Recognition' for Transformative Customer Innovations at International Fast Mode Awards

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HUTCH has been awarded the 'Customer Champion' Award – Growth Category at the recently concluded International Fast Mode Awards. The recognition celebrates HUTCH's leadership in redefining the customer experience and delivering exceptional value by effectively adopting new-age technologies. HUTCH has spearheaded hyper-personalization to a new international benchmark through big data technologies and AI-driven insights, whilst keeping the warm touch of firsthand experience to build a robust and cohesive customer management strategy. The strategy is delivered through real-time actions at scale via a wide portfolio of bespoke digital and non-digital channels to engage customers, ensuring 100 percent inclusivity.

HUTCH, a highly trusted brand in Sri Lanka with a long-standing reputation for

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putting customers first, in recent years, set out to reinvent how customers are understood and engaged with. That includes redefining what an experience means, identifying pain points, understanding what it takes to create value, and translating insights into impactful actions. Hutch has revamped the entire approach, covering the full customer lifecycle, creating a frictionless experience right from the start.

The transformation encompasses end-to-end user journeys, proactive guidance, ease of access to services, alignment of products, fitting loyalty offers, and customer support mechanisms that match personas, ultimately strengthening value creation and trust. The world-class evolution has been orchestrated through collaboration of both local and renowned global expertise and is reflected remarkably in key metrics such as subscriber growth, retention, and brand equity.

Hamdhy Hassen, Chief Marketing Officer, HUTCH Sri Lanka, said: "This recognition affirms our ingrained vision for 'People first' – not as segments to be managed but individuals to be understood. Our approach has been transformed, placing human empathy at the core, with technology serving as an enabler rather than the destination, enabling us to build a value engine that operates at scale. We are proud that, right here at HUTCH in Sri Lanka, we have set a benchmark for the world in building inclusive experiences that create impact and deliver lasting trust for people.