

Spotlight

Fighting COVID-19, China Mobile in Action

The extraordinary year of 2020 saw the ebb and flow of the COVID-19 outbreak. Facing the challenge, China Mobile fought on the front line against the pandemic with the power of digitalized and intelligent services to build a solid defense.



Three Safeguards for Coronavirus Control

“Go where there is a pandemic, fight it till it perishes.” In fighting the pandemic, China Mobile provided smooth communications, non-stop services and strong support to prevent and control the pandemic with effective, science-based measures.

We activated Huoshenshan Hospital’s first 5G base station within 24 hours; built three 5G stations and seven 4G stations for Huoshenshan Hospital in four days; and built seven 5G stations and 11 4G stations for Leishenshan Hospital in three days to guarantee smooth communications.

We activated level-1 emergency response for over 3,000 key hospitals, 1,000 centers for disease control and prevention, and nearly 5,000 government agencies nationwide to guarantee stable and reliable Internet connection.



We set up a four-level response system, comprising emergency response agents, home-based call center agents, remote dispatching and intelligent services, to ensure stable, non-stop basic telecom services for mobile customers; and exempted nearly one million front-line administrative and medical workers from service suspension.

We provided over ten free services such as cloud meetings, online learning and livestreaming to facilitate the resumption of work and classes and return to normal social operation.

We actively tightened daily coronavirus control to protect the health of customers and employees and offered COVID-19 special allowances to our employees.

Technology-empowered Intelligent Response to COVID-19

China Mobile fully unleashed its ICT and informatization advantages and utilized new technologies such as 5G, VR, AI, robotics and big data to fight the pandemic.

5G-enabled intelligent medical services: China Mobile has built a 5G-enabled intelligent medical service system which offers 34 services such as 5G-enabled telemedicine, smart hospital and pandemic prevention and control for more than 6,000 medical institutions across China to combat COVID-19. The 5G-enabled telemedicine service helped medical institutions in Beijing, Hebei, Shandong and Hubei carry out over 50,000 teleconsultations. Together with China-Japan Friendship Hospital, we built the National Telemedicine Collaboration Platform, a national teleconsultation platform designated by the National Health Commission for critical COVID-19 cases. Our 5G-enabled medical robots can guide incoming patients, ferry parcels, disinfect, and measure body temperature, and have proved a great help to medical workers and logistics departments by reducing the risk of cross infections and their workload.



■ 5G-enabled remote ultrasound diagnosis



■ 5G service robot

ICT-empowered remote working and online learning: Following the COVID-19 outbreak, the demand for remote working and online learning surged. In response, China Mobile launched “ViLin”, a high-quality videoconference solution that has been used by 13.65 million users, improving the efficiency of remote working and facilitating orderly resumption of work and production. Our “And Education” and “ViLin” helped students continue learning when school buildings were closed and has benefited 400 million users.



■ A cloud conference



■ The IPTV online education solution

5G-enabled COVID-19 control: a new mode: China Mobile launched the “5G one-code pass” with face recognition, health code verification and body temperature measurement functions, eliminating the potential threat of expired or fabricated health codes. With the pass, you need not produce your health code on your mobile phone, which may not work under unexpected circumstances. We combined 5G technology with AR glasses or mobile phones to screen abnormal body temperature in heavy-traffic places such as railway stations, bus stations, subway

stations, airports, office buildings and parks. Besides, we used unmanned aerial vehicles (UAVs) and 5G-enabled logistics vehicles to help communities fight the pandemic, minimizing the risk of human-to-human transmission.



■ The 5G-enabled UAV for coronavirus control



■ 5G disinfection and cleaning robot



High-quality Services



■ Working from home during COVID-19

In order to effectively guarantee smooth customer hotline service and work safety of employees during the pandemic, China Mobile promptly formulated the “home-based call center agents” scheme, and developed three home-based emergency response models within two days, enabling nearly 30,000 call center agents to work from home in ten days and ensuring business continuity. At the same time, we actively addressed the inconvenience caused to customers due to closing of offline service centers, made 1,547 basic services available via hotline, and processed 54% more online service requests on a month on month basis. For customers who needed better broadband services for remote working and online learning, we helped them identify and fix broadband problems efficiently via hotline, H5 self-service services and audio-video guides. At the peak of the pandemic, our hotline handled nearly 25 million calls 15.88 million customers per day, with more than 87% of the calls put through within 15 seconds, and the caller satisfaction rate remained above 99.3%.



Innovative Recruitment

The outbreak of COVID-19 and the normalized pandemic response have disrupted the labor market and the way we recruit talents. It caused problems such as supply-demand mismatch and added uncertainties to job hunting, thus severely challenging the “stability in employment” and “security in job”. In response, China Mobile took the initiative to build a “cloud platform” for recruitment, which releases recruitment information, organizes online information sessions, job fairs and written exams, and supports interviews and contract signing online. On the platform, fresh graduates can learn more about China Mobile and our latest recruitment information, obtain free and professional employment guidance, and find matching jobs. In the spring of 2020, our 39 subsidiaries interviewed more than 25,000 fresh graduates and signed employment contracts with more than 12,000 of them.



Online information sessions

- ① Launched multiple online information sessions on various topics for the first time
- ② Amassed nearly 1.8 million views

Online job fair

- ① Established partnership with renowned universities including Wuhan University, Zhejiang University, and Beijing University of Posts and Telecommunications
- ② Held over 10 online job fairs

Online written exam

- ① Organized online written exams in three batches for the first time
- ② With a total of 99,000 exam takers

The COVID-19 pandemic is not over yet and it is still challenging economic and social development in many ways. China Mobile will continue to deliver the “Three Guarantees” to protect the communication “lifeline”, make more digital and intelligent contributions to the final victory against the pandemic and to economic and social development in the post-COVID era.