

Celcom: Little Blue Planet



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"We foster diversity and constantly strive to enhance our employees' competencies by taking steps to enrich our training programmes to nurture their career growth, regardless of their gender, religious, racial and cultural backgrounds, in line with the 1Malaysia concept."

- Dato' Sri Shazalli Ramly, Chief Executive Officer of Celcom Axiata

In 2013, Celcom launched the "Little Blue Planet" childcare centre to provide Celcom employees with a childcare facility within close proximity to the office. The centre aims to provide employees' children with a safe environment that promotes learning and creativity. Celcom believed that establishing a childcare facility would be a significant opportunity to engage their employees as a large proportion of their workforce are working parents. The facility would provide parents with ease of mind as their children are well taken care of which the company believed may generate greater productivity and reduced absenteeism.

Celcom Axiata Berhad is Malaysia's premier and most experienced mobile telecommunications company with the widest coverage in the nation. It provides both prepaid and postpaid mobile services to almost 14 subscribers and is the leading mobile broadband service provider in Malaysia with over 1 million subscribers. Celcom is now moving towards integrated multi-access and multimedia services, in line with evolving technologies and consumer behaviour in Malaysia. A culture that places the customer first is reflected in our award-winning customer service, products, and other corporate accolades at a regional level. Celcom is part of the Axiata Group of Companies, one of the world's largest telecommunications companies, with close to 230 million customers across 9 Asian markets. Celcom is also growing its position in content and value-added services (VAS), enterprise solutions, bulk wholesale services, digital services and machine-to-machine (M2M) solutions, in line with evolving technologies and changing consumer behaviour in Malaysia.

Overview

As winners of the prestigious 'Prime Minister Award for Human Resources Excellence (Private Sector)' and '1Malaysia Employer Award (GLC)' at the 2014 Labour Day Award, Celcom prides itself in providing their employees with a conducive, dynamic and stimulating work

environment. The company believes in empowering, developing and rewarding their employees in order to provide them with the opportunity to enhance their capabilities in the workplace.

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Objectives

In line with company’s mission of becoming Malaysia’s preferred employer, Celcom has implemented various family friendly initiatives since 2012 to support their employees in managing their daily personal and work responsibilities. For example, they have changed their paid maternity leave to 75 days instead of 60 days however parents can choose unpaid leave for up to 150 days (6 months). They have also allocated designated car parks for women that have easy access to the building.

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Initiatives

The set-up of the childcare facility took approximately one (1) year from the date of approval from Celcom’s management team in 2012. Celcom engaged an early childhood vendor, ‘Early Impressions’ to facilitate the set-up process. Early Impressions provided support in the area of designing and building, support in obtaining the licensing and approval for the childcare facility as well as developing the curriculum for the children.

Safety & Wellness

The priority for the childcare centre was to ensure the safety and welfare of the children. The project team worked closely with Jabatan Kebajikan Masyarakat Malaysia (JKM), Dewan Bandaraya Kuala Lumpur (DBKL) and Jabatan Bomba to ensure that all safety requirements were met. The site for the centre was previously built for a commercial site therefore the team were required to transform the site into a premise that was appropriate and conducive for children.

Another critical area to review was the emergency procedure for the facility and emergency evacuation points. The team collaborated with the Double Tree Hotel in the neighbouring building and signed a Memorandum of Understanding (MoU) in which the Double Tree Hotel employees would assist the childcare centre in the event of an emergency. The Hotel also allocated a secure area in which could be used as the evacuation point for the children. Once the company was able to demonstrate that they complied with all safety and quality criteria, they received the necessary approvals and childcare licenses.

Childcare Management

The operations and learning curriculum for the facility are managed by Early Impressions. Early Impressions believes in a holistic approach to child development which includes learning curriculum, food and snacks for children, environment and most importantly building a solid relationship with the parent and child. The facility also continues to maintain high levels of safety and hygiene. For example, each child is examined every morning with the parents. If a child is sick, the parent must take the child home to minimise exposure to the other children.

Parents play a vital role in a child's learning and are therefore encouraged to be involved with the childcare activities as long as it does not impact or interfere with the parent's work. Parents are able to visit during their lunch hour break or during a time that is pre-arranged with the childcare provider. Each parent is provided with a handbook which includes the terms and conditions of the facility.

The centre is open for Celcom employees only however they have provided a few allocations for residents that reside within the apartment complex. The centre can hold approximately 80 – 155 children between the ages of 2 months to 4 years.

Childcare Subsidy

Employees are also provided with a childcare subsidy to ease the burden of childcare fees. The subsidy is structured based on an employee's job grade and provided on a monthly basis. The facilities and premises are also subsidised by the company to ensure that employees and their children receive the best quality service.

Outcome

Since the inception of the Little Blue Planet, Celcom has received positive feedback from their employees on the childcare services. Employees with children at the centre have indicated greater engagement as they are only a few minutes away from the childcare centre from the office. Celcom continues to search for other initiatives that recognises the contributions from their employees and supports their career growth and wellbeing.

Success Factors

- Strategy & Objectives
- Leadership
 - Top Management Influence
- Organisation Alignment
 - HR Policies & Procedures
 - Cultural & Organisational Alignment

Awards

- 2014 : "Prime Minister Award for Human Resources Excellence (Private Sector)", HR Asia

- 2014 : “1Malaysia Employer Award (GLC)”
 - 2014 : “Asia’s Best Employer Awards 2014”, 5th Asia Best Employer Awards
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Website

www.celcom.com.my