

Enhancing Digital Service Adoption and Revenue through Upgraded Customer Service Network

In response to the increasing demand driven by a surge in construction projects, Walsin Lihwa has actively promoted the digital transformation of its customer service experience. A key milestone was the launch of a new customer service network in 2024, specifically designed to address common challenges construction site personnel face when selecting and ordering cables. The upgraded platform features a user-friendly interface and clearly defined requirement fields, enabling customers to quickly and accurately identify the necessary cables. This reduces ordering errors and ensures a seamless end-to-end process—from placement to delivery—improving overall project efficiency.

This customer-centric innovation has significantly strengthened our digital service capabilities and supported the continued growth of online engagement. Between 2021 and 2024, the percentage of customers using our online services and sales platform steadily increased from 8.45% in 2021 to 13.31% in 2024. More notably, the rate of total revenue generated through online channels grew from 59.19% in 2021 to an impressive 75.11% in 2024.

Online Customer	2021	2022	2023	2024
Customer Usage Rate	8.45%	8.13%	10.31%	13.31%
Online Revenue Share	59.19%	58.59%	62.05%	75.11%

The figure demonstrates a rising adoption of our electronic solutions and the platform's effectiveness in driving sales performance. As we progress, we remain committed to further optimizing the system to deliver even greater convenience and responsiveness, empowering our customers to complete their projects smoothly and efficiently.