

HP reinvents customer experiences in Thailand with opening of new Experience Store at Siam Square



News Highlights:

- New HP Experience Store brings to life the future of retail in an omnichannel environment
- HP is enhancing customer experiences with the industry's widest range of customer service and support in Thailand

Bangkok, September 2019 — HP Inc. Thailand has unveiled its first HP Experience Store in the prominent and super hip area of Bangkok. Located on the third floor of Siam Square One, the store will bring reinvention to life in a blend of aesthetic design, functionality and innovation. The clean and expansive layout will also allow visitors to easily navigate the experience zones and get up close and personal with PC and print innovation that suits their workstyles and lifestyles.

“The opening of HP Experience Store reinforces our commitment to deliver amazing experiences to our customers who are at the center of everything we do. Customers who shop and interact with us across physical and digital channels will now get to experience the seamless excitement and authenticity that comes our innovation that we are known for,” said Pavin Vorapruck, Managing Director, HP Inc. Thailand.

Tech savvy millennial consumers and SMB owners will be amazed with the iconic, harmonious design and high performance of the HP Spectre and HP Envy laptops, the industry-leading security features of HP's latest Elitebooks, and the game-changing additions to the OMEN ecosystem. HP's OMEN line-up is also present, and gamers can head to the experience zone to test their ability on the latest games. In addition to the latest devices (including display and print solutions) suited for business use, the store also offers a broad range of accessories for home and business use.

HP is continuing to reinvent smart printing with a powerful suite of high-capacity printers including the HP OfficeJet Pro for SMB users and a reimagined HP Smart Tank for home.

As an industry leader in customer service excellence for print and PC products, HP Thailand provides onsite servicing, customer walk-ins, retailer drop-off, as well as pick-up and return customer support services locally.

HP has 13 service centers in Thailand in cities including Bangkok, Chiang Mai, Chiang Rai, Phuket, Hat Yai, Chonburi and Korat. SMB customers can walk in for customer support for PC, print and ink and toner supplies. HP also provides customer support through social messaging platforms including Facebook, WeChat, WhatsApp and KakaoTalk.

Customers can also contact HP authorized partners for drop-off services for PC and printer support. Upon arrival at the HP service centers, devices are serviced and returned to the customer between 3 - 5 working days.

Come experience the latest HP products and grand opening promotions at the HP Experience Store, open daily from 10:00-20:00 hrs, 3rd Floor, Siam Square One.

HP can also be accessed online at HP Online Store <https://store.hp.com/th-th/default/>

HP will also give special offers throughout September in collaboration with Shopee 9.9 Super Shopping Day. For more information, please visit https://shopee.co.th/online_hp

About HP

HP Inc. creates technology that makes life better for everyone, everywhere. Through our product and service portfolio of personal systems, printers and 3D printing solutions, we engineer experiences that amaze. More information about HP Inc. is available at hp.com.