

A Continuous Dialogue With Customers

Throughout 150 years, a binding relationship between TE and its customers has steadily grown. Their support has made TE what it is today. This inspired TE to conduct an open dialogue with its customers through a nation-wide survey under the name of "tell us what you think", capitalising on 200 of Telecom Egypt's premises across Egypt as points to distribute the survey. It aimed at exploring the customers' thoughts and discovering their latent needs.



A deep analysis of the survey results enabled Telecom Egypt to match customer's expectations and needs with its objectives, hence, translating them into an intensive customer-centric program of deliverables. This program was launched at the beginning of 2004 and continued all through the year, including:

Jan. 04:

Sponsoring **Cairo ICT 2004**, the largest IT & Communication exhibition and forum in the region, where Telecom Egypt introduced its future vision for telecommunications to its customers, and enabled them, in return, to fill in the survey forms through many automated user-friendly terminals spread across the exhibition.



Feb. 04:

Achieving a crucial step towards the termination of waiting lists, an **extensive capacity expansion plan** was conducted throughout the year, covering most of the Egyptian cities. The expansion plan applied a rigorous numbering arrangement in all cities involved, in addition to pursuing an intensive awareness campaign of the new numbering scheme. Embracing "telecommunication facilities is the right of everybody" - the principle under which TE is operating, it will continue enhancing its networks' capacity and quality as well, to provide all Egyptians with the latest telecommunication services.



Mar. 04:

Among the survey results, many valuable suggestions were received about improving the Marhaba prepaid calling card. In response, **Marhaba Plus** - the more developed version - was introduced to the market through an extensive distribution plan, including a large number of distributors and hyper market chains, which made the card widely available upon customers' request, and with better quality, prices & validity terms.



Apr. 04:

Enabling access to Telecom Egypt's services and offers was one of the main requirements mentioned by our customers in the survey. Re-launching Telecom Egypt's website www.telecomegypt.com.eg granted customers this facility. Also, re-structuring it on the basis of various customers' profiles enabled easier and more interesting browsing, as well as securing all the needed and updated information for customers. Now they can access Telecom Egypt's world with a simple click.



May 04:

Hosting **ITU Telecom Africa 2004** was quite a great honor for Egypt. Being the key supporter of telecommunications in Egypt, Telecom Egypt sponsored the event and arranged a legendary opening ceremony for its guests at the pyramids, where they enjoyed the "Sound & Light Tableau" in a glamorous historical atmosphere. ITU Telecom Africa, as a grand international gathering, enabled a valuable experience with regional technology suppliers and operators, as well as the introduction of their Egyptian counterparts to the international telecommunication arena.



Jun. 04:

Securing customers' accounts was one of the clear demands in the survey results. Telecom Egypt was already working on establishing an integrated security system for its customers; the initial step in this system took place in 2004, through assigning a **secret PIN Code** -free of charge- to every subscriber, to ensure the highest confidentiality of all his operations with Telecom Egypt. The secret PIN codes were made available in most TE premises for all current & new customers.



Jul. 04:

The success of the "Tell us what you think" survey as well as the valuable suggestions made by customers encouraged Telecom Egypt to extend the reach of the survey. The company decided not to wait for them to come to its premises, instead it sent its well-trained staff to social clubs, shopping malls and summer resorts, to gather the suggestions of the wider customer base that rarely step into TE's premises.



Aug. 04:

Aligning with its continuous efforts to reach its customers everywhere with services that satisfy their needs, TE offered a **promotional program** that was especially tailored for subscribers in the Northern Coast during summer. It included an attractive discount on new telephone subscriptions as well as fast installation service (within 48 hours), in addition to offering value-added service packages and free prepaid calling cards.



Sep. 04:

Telecom Egypt is always keen to go where technology breakthroughs occur; thus, it sponsored the Egyptian pavilion in **Telecom Asia 2004**, to network with the developers and suppliers of the new technology. TE hosted the Ministry of Communication & Information Technology, TE Data & Smart Village inside the pavilion to support the Egyptian presence in the exhibition. It benefited substantially from coming into contact with the new-emerging Asian model and also strengthened cooperation with Asian partners.





Oct. 04:

As part of Telecom Egypt's commitment to increasing computer literacy, it subsidized the widely acclaimed initiative "Computer for every home" during Ramadan through an intensive advertising campaign that aimed to increase the awareness of this ambitious project. The initiative was originally sponsored by the Ministry of Communication and Information Technology.



Nov. 04:

After thorough planning and training, Telecom Egypt managed to launch its world class Call Centre. Now, by simply dialing 111, customers can get their inquiries about services answered, and new services activated within a few minutes by professional & friendly personnel.



Dec. 04:

Telecom Egypt's 150th anniversary was a great event worth commemoration. Thus, it issued "a first day cover" in coordination with the National Post Organization, in addition to issuing postal stamps which were to be sold in post offices across Egypt to honor the anniversary of one of the greatest national companies.

