

One voice...

Calling for your satisfaction

Marketing from a different perspective



Historically Telecom Egypt was technology focused ensuring Egypt enjoyed a strong network and the latest products and services. In 2002 it shifted its focus towards meeting the ever growing service needs of its customers. This vision demanded cutting change; delivered by the introduction of three commercial departments, each tasked with focussing on improving customer satisfaction.

Marketing:

To undertake the rapid and profound changes required, international consultants were appointed to restructure, recruit and train the marketing team. The selective recruitment policy attracted a high calibre of marketing graduates each appointed into specific areas to augment the marketing plan.

Preparing for competition:

With the growth of competition across many of its product ranges, Telecom Egypt faces highly commercially aggressive, often private companies. To enable it to compete effectively and to build customer loyalty it is critical that it has a strong brand presence in the market, and that it is differentiated from these new competitors. With this in mind the slogan "One network...uniting us" was defined, demonstrating that Telecom Egypt is

the ONLY network that can truly offer a total Telecommunications solution to the Egyptian consumer. 2002 witnessed the introduction of the new Telecom Egypt brand with a widely acclaimed Television commercial in Ramadan and continuing with outdoor advertising, newspaper & press advertising. This highly successful campaign launched the new slogan and repositioned Telecom Egypt.

Tailoring products to customers:

An ambitious programme was defined to review & analyse the entire Telecom Egypt product portfolio and restructure the products according to the customer needs. Detailed evaluation throughout 2002, supported with extensive research, enabled Telecom Egypt to fine tune the portfolio and develop a plan to ensure that the products meet the customer need. Whilst revising the portfolio it was still able to deliver impressive product growth.

Sales

Different markets - different needs. The sales strategy defined in 2002, based on market segmentation & needs studies, ensures that the business & the consumer markets can easily access the diverse Telecom Egypt product range. The creation of key Account Management and Retail Phone Boutiques in 2002 was the first step taken towards realising this strategy.

Business Sector - Key Account Management:

A young and dynamic team was created to deliver premier service to the largest multinational and national corporations in Egypt. Their mandate is to bring finely tuned solution to this critical market segment and to guarantee service quality. The selection of the right employees, extensive training and the development of the databases and tools in 2002, will enable this team to expand its services rapidly out to the business market in 2003. The team is already supporting most of the key financial establishments and many multinational accounts.

Consumer Sector - Retail Phone Boutiques:

Embracing the "one-stop-shop" philosophy Telecom Egypt opened the first of a large chain of Retail Phone Boutiques.

The Phone Boutiques will provide customer care, sales and billing services to their local community and reflect

Telecom Egypt's dedication to improving the service its customers enjoy.

Customer Care

Contact Center:

For a long time the key focus of Telecom Egypt was the development of a truly world class contact center. This started with the establishment of marketing centers in El-Mohandeseen, El-Alfy and Heliopolis on the numbers 0800-222222. Then came the great leap with the establishment of the contact center in the new "smart village". Operated by the TE joint venture company "Masreya", this contact center will be a customer care contact point for all Telecom Egypt customers. To guarantee the quality of service delivered at launch local and international Process and Customer Care experts were recruited to map all processes and manage the introduction of this (CRM) based service.

