

## Press Release

# **OGERO launches revamped portal with new interactive features**

*Dynamic website [www.ogero.gov.lb](http://www.ogero.gov.lb) portrays Ministry of Telecommunication's and OGERO's vision for enhanced customer care*

OGERO, the sole provider of fixed line telephony service in Lebanon working under the Ministry of Telecommunications in the country, has launched a revamped interactive web portal ([www.ogero.gov.lb](http://www.ogero.gov.lb)), enhancing its presence on the Internet. The dynamic multi-lingual portal has several value added and user-friendly features that offer easy navigation, reflecting OGERO's vision of becoming a progressive and customer-friendly service organisation.

Commenting on this initiative, Engineer Mohammed Fouad Hamdan, Chairman and CEO of OGERO said, "Providing quality customer service, forms an integral part of OGERO's strategy. We realised a need to revamp our website to make it more interactive, user-friendly and helpful to our customers. With this portal, we believe we have successfully developed a powerful communication medium, allowing our subscribers access to information and transactions round the clock. We will continue investing in IT to enhance our services to our ever growing customer base."

OGERO's portal is an interactive marketing tool, which has web pages in English, Arabic and French. Customers from Lebanon and expats can make use of the portal's 24-hour e-services to process their requests.

"The portal offers easy access to billing inquiries, call centre, information on services and subscription procedures. It will gradually expand its present scope to provide e-

Commerce services through the enabling of the online payment facility. The portal offers a neat look, with services clearly listed under Consumer Services, Business Services and Other Services. It also offers a user-friendly Locator, which provides details about all 40 sales centres and bill payment centres in Lebanon,” said Rania Ghanem, Website Manager, OGERO.

“We have developed the new portal driven by our belief that online access not only benefits customers, but also reduces the pressure on our staff,” added Hamdan. “With Internet penetration at 11.8% in Lebanon, our portal will prove to be extremely beneficial to people with Internet access. We plan to introduce new and more interactive elements into the portal in the coming period, in order to provide full transactional facilities, the ultimate aim of any progressive service organisation.”

The upgraded Ogero portal features a number of Information Services, including access to business information through a link to Yellow Pages. There is also a News section that highlights the various activities of Ogero. It also contains updates on local weather as well as world weather, airport delays and impact of weather on sports events.

OGERO has been instrumental in taking telecom services to the length and breadth of Lebanon using state of the art technology. As a result of OGERO’s aggressive strategy, Lebanon today has a 2,000 km fibre optic network with a capacity of 1.2 million fixed lines, with over 700,000 subscribers. The fibre-optic backbone is based on SDH (Synchronous Digital Hierarchy) and supports various protocols with a countrywide coverage.

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