

Press Release

1515 OGERO's call center handled 10 million calls in 2004, an increase of 40 per cent compared to the previous year

24-hour value added services offered by state-of-the-art call center

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OGERO, the government owned telecom operator in Lebanon has announced that its call centre handled more than 10 million calls in 2004, which was a 40 per cent increase in the number of calls compared to 2003.

Commenting on this achievement, Engineer Mohammed Fouad Hamdan, Chairman and CEO, OGERO said: "Our call center is a fully integrated, comprehensive unit which has adopted the most advanced technology to service our customers. All calls are handled by our well-trained and qualified team of agents who are available 24 hours a day to offer their expertise and answer all telecom related customer enquiries in the best possible way. Our fully developed call center has been able to handle the increasing amount of calls with maximum efficiency and proficiency."

OGERO's call center services include among others, directory enquiry services, complaint registration, bill enquires and details about various Star services. The full-fledged call center aims to answer customer queries round-the-clock in the shortest possible time. Further, all complaints received about faulty telephone networks, are immediately attended to under the supervision of OGERO's management.

Samar Harkous, Director, OGERO Call Center said, "The call center provides a number of channels for subscribers to place their requests and ensure quick response to their queries without the need to go personally to OGERO's office. The trained agents of our call center are well-equipped to answer all customer enquiries. There was an increase in

the number of calls last summer because of the rise in tourist inflow to the country, and we succeeded in handling all these calls efficiently. We are committed to further develop the services at our center to maximise customer satisfaction.”

The call centre also has a dedicated tele-marketing unit, for promoting ‘Star Services’ provided by OGERO. The unit handles all Customer queries related to Star Services, offering them the latest information required to subscribe to the service. The ‘Star Services’ customer service representative can be reached by dialling 1515 and pressing 3.

“As part of our corporate strategy, we aim to add more value-added services and establish effective communication channels for OGERO’s customers. We will also enhance our Customer Relationship Management (CRM) programme that is designed to improve the level of services provided to our subscribers. The rapid economic development and technological advancements have created a stress on the speed of delivery. Our call center operates in accordance with this, through its agents and its auto reply systems,” added Hamdan.

OGERO’s call center also has interactive voice response devices to reply to customer calls and handle their requests for enquiry service, subscription details and Star services. OGERO has call centres in North, Bikaa and the South region of Lebanon in order to provide high quality services to its customers.