

Customer Retention Strategy

Customer satisfaction is currently viewed as being a key factor in any successful business strategy. Within this context, Telecom Egypt's philosophy is to use a comprehensive, process-oriented approach to identify and implement customer and service-oriented improvements.

Over the past year (2007), Telecom Egypt launched a comprehensive program that involves enriching our product portfolio and developing customer-oriented solutions that cater to our customers' needs and complement their lifestyles. In addition, it involves a plan for renovating and improving our sales outlets in order to offer superior customer service. The program also includes redesigning customer care and complaint channels which will render them more effective and accessible. Such assertive efforts undoubtedly required the streamlining of our organizational capabilities in order to increase agility and efficiency.

Within this context, our call center was available 24/7 to service our customers, listen to their suggestions, respond to their complaints, and help them subscribe to our services. In addition, 2007 witnessed diverse initiatives aimed at developing new offers and promotions to customers all over the country.

The past year also ushered in the establishment of the Customer Care sector that will be responsible for insuring the maximum quality of customer care. Its responsibilities include TE's phone boutiques and call centers.

As we look forward to 2008 and beyond, understanding, meeting and exceeding customer expectations will remain the focus of our strategy. We intend to continue with our customer experience enhancement program in order to build long-lasting relationships with our loyal customers, develop mutually rewarding opportunities, and successfully adapt to the changing market conditions.

