



## **PRESS RELEASE**

### **Friendi mobile refreshes kiosk at Muscat Airport**

**Muscat: 8th Sept 2012** - FRiENDi mobile, the Sultanate's preferred telecom service provider recently renovated its kiosk at Muscat International airport. This is in line with its fresh new aqua coloured design scheme.

FRiENDi mobile's airport kiosk is well located at the Arrivals section and has been rebranded giving it a fresh, new and neat look. It is the first point of contact for tourists and residents of Oman on arrival and thus provides quick and easy access to all mobile and internet services offered by FRiENDi mobile. The airport kiosk is manned by well trained staff ready to serve customers 24 hours all days.

"We are confident that the new design and colour scheme will attract more footfalls to the kiosk and we hope to add more value to both existing and new customers among visitors by increasing engagement and stimulation to their travel experience in Oman", says Nasser Saif Al-Mamari, Direct sales manager, FRiENDi mobile and added: "With the Airport kiosk renovation, we have completed three of our main outlets and we will expand the new corporate colour scheme to all our premium dealers' across Oman".

FRiENDi mobile's kiosks have proved to be a very successful communication touch point for customers. Each one represent a one stop shop for easy access to all information about FRiENDi products and offers and with full assistance to meet all customers' demands like FRiENDi SIM & modem, subscribing to FRiENDi plans and offers, getting internet etc. All the

services are ensured by a well-trained and qualified staff that has as a main objective to provide customers with the best service quality.

FRiENDi mobile embarked on a strategic re-branding exercise at a group level to rejuvenate the brand and present it to the audience in a much more attractive and classy manner. Oman is the first country in the Middle East to implement the program.

### **About FRiENDi mobile**

Since its launch FRiENDi mobile has been offering great value to its customers and its success is a result of its full range of mobile services like low call rates, excellent call quality and coverage, 3.5G internet and friendly six-language customer service staff. The company has introduced many features that are completely new to Oman, such as auto and scheduled recharge through [www.friendimobile.om](http://www.friendimobile.om) and unlimited internet plan. FRiENDi mobile is an international telecommunications group, headquartered in UAE, with presence in Oman, Jordan and Saudi Arabia, with more countries opening soon. To find out more about FRiENDi mobile, please visit [www.friendimobile.om](http://www.friendimobile.om)