



FRIENDi mobile awarded with “Customer service excellence 2013”

Muscat: 21/07/2013: FRIENDi mobile has received the prestigious “Customer service excellence” award in the telecom sector-MVNO at the 2nd Oman Customer Service Excellence awards event which was held recently. The award was a fitting recognition for FRIENDi’s outstanding customer service that conforms to the highest international standards. FRIENDi mobile is the first company in Oman to have a contact center that provides customer service in 6 languages with well-trained courteous staff attending to customer issues and queries.

Held under the patronage of the Ministry of Commerce & Industry and the Ministry of Tourism, the 2nd Oman Customer Service Excellence Awards 2013 took place at the Grand Hyatt Muscat where winners from the public and private sector received recognition for excellence in customer service within different categories.

On the occasion, Ahmed Al Mahrazi, Customer Service Director, FRIENDi Oman, was quoted saying “We are extremely delighted to win the award in the Customer Service category for MVNOs and it clearly demonstrates the commitment of the FRIENDi mobile management to treat their customers as more than just a connection”

“We are very mindful of the paramount importance of excellence in service delivery and customer care. Therefore we have focused our efforts in quality improvement and capacity enhancement. Customer Service is perhaps the most significant differentiator in any market and so we are delighted that our modest effort in this regard is being recognized” he added.

The Awards are designed to recognize the importance of customer service by leading organizations from different sectors and to encourage them to instill performance culture, provide exemplary services and customer experiences and set an example of best practices in the industry and put customers at the center of their organization (customer-citizen centric approach).

The annual awards event is organized by OITE Conferences and was prompted by the tremendous growth in the service industry in Oman which called for the need for organizations to have a more focused plan and develop innovative methods for providing services to citizens.

About FRiENDi mobile:

FRiENDi mobile was launched in April 2009 and offers a great prepaid mobile experience that combines exciting offers and services with competitive prices. Moreover, FRiENDi mobile offers the best customer care in Oman, excellent network coverage, outstanding high speed internet, easy to use products and lowest call rates.

For more information please visit: www.friendimobile.om