

Customer centricity does it all at Dialog

Dialog
TELEKOM

Earlier this month, Dialog Telekom received the highest level of Customer Service Quality Standard (CSQS) site accreditation from the Asia Pacific Customer Service Consortium (APCSC) at the Customer Relationship Excellence Awards ceremony. This award for Outstanding Achievement recognizes an organization's world-class support infrastructure, continuous improvement of customer satisfaction and relationship excellence. This is an acknowledgment of the Company's superior and unparalleled service to its customers and its contribution to the overall success of the organization.

Dialog Telekom has attained a high level of compliance to CSQS

Level III Strategic Business Unit for their Contact Centre and Customer Service Department. The CSQS has been developed jointly by the APCSC and the researchers at the University of Hong Kong, with industry support by the CSQS Committee Asia. It is the highest certification awarded to customer service organizations that strive to develop customer relationship excellence.

Chief Executive Dialog Telekom Dr Hans Wijayasuriya said: "The provision of an efficient and caring service to our customers is assigned central focus within the business and strategic plans of Dialog Telekom. Alignment to CSQS has provided the company with a structured roadmap aimed at the achievement of service excellence, and has facilitated regular benchmarking of the company's performance with respect to service delivery."

Sandra de Zoysa, Head of Customer Service and Contact Management at Dialog Telekom said, "Our team is young and energetic and we channel our energy towards delivering the best value proposition to our customers. This award is a recognition of our service delivery excellence and the fruition of our efforts. Dialog Telekom has achieved much recognition over the years, which drives us to not only maintain our service benchmark, but to also strive for further advances in our service delivery. Customer centricity is the focal driver of a variety of business initiatives adopted by the company. We are humbled by the recognition we have achieved and wish to thank our customers and our staff."

Dialog Telekom is a proven trendsetter in Customer Service technology, consistently investing in the very latest in customer interface and relationship management techniques. Dialog has delivered successive enhancements to its customer interaction capabilities, while expanding its services to the most remote parts of the country.

Years of experience in customer contact technologies and processes and an intimate sensitivity to end-customer wants and needs has enabled Dialog to deliver a best-in-class customer service experience. Sophisticated technology and process expertise strategically position the Company to offer a value proposition that is unrivalled.

Dialog's new Business Process Outsourcing (BPO) service will pro-

vide a compelling contact outsourcing proposition for Sri Lanka and global enterprises of all sizes based on inherent strengths in multi-modal contact center infrastructure and rich human skills and experience. This will further consolidate its position as the leading Customer Service provider.

Dialog Telekom, an ISO 9001 certified company, is a subsidiary of Telekom Malaysia. It operates a 2.5G GSM Network supporting the very

latest in multimedia and mobile Internet services. The Company is also the first 3G operator in South Asia to commence commercial operations. Dialog Telekom's local coverage spans all provinces while international roaming is provided in 190+ countries. Dialog Telekom, the largest and fastest growing cellular service in Sri Lanka, serves a subscriber base in excess of 3.5 million Sri Lankans. For more information, log on to www.dialog.lk.



Dr Hans Wijayasuriya, Chief Executive, Dialog Telekom addresses the gathering at the Customer Relationship Excellence Awards Ceremony



Dr Hans Wijayasuriya, Chief Executive, Dialog Telekom accepts the award for Customer Relationship Excellence from Mr Jason Chu, Chairman, APCSC. Also in the picture are Ms Sandra de Zoysa, Head, Customer Service & Contact Management, and representatives of the Customer Service team at Dialog Telekom