

NEW IVREA CALL CENTRE SERVING VODAFONE STORES

Following UMTS, Ivrea is to be home to a specialist dealer support centre

Orestano: *"We are relying increasingly on Ivrea and its people."*

Borsatto: *"Training and specialisation are the keys to future success."*

Ivrea, June 20, 2005 – Today sees the opening of a new Vodafone Call Centre in Ivrea to provide dealer support for customer assistance at all *Vodafone One* outlets.

The creation of a specific team to support Vodafone's distribution network aims to ensure that the purchase of a product or service by a customer is integrated with the subsequent provision of assistance, whether the purchase takes place at the customer's usual dealer or by calling 190.

"The choice of Ivrea as the national base for all these activities," states **Giovanni Orestano**, Vodafone's Customer Care Director in Milan and Ivrea, *"is entirely consistent with our people's customer centred approach, their sound technical training and knowledge of the consumer market. Such excellence is also the reason behind the choice of Ivrea as the base for the special team dedicated to the new UMTS technology."*

"This specialist team," adds **Massimo Borsatto**, the new Customer Care Manager for Ivrea, *"is made up of 60 specially trained colleagues. It will provide feedback on customer needs and offer user support for the web application utilised to activate promotions and price plans directly in-store."* Ivrea's Customer Care Centre employs around 700 people.