



## **TELEPERFORMANCE AWARDS OMNITEL PRONTO ITALIA THE FIRST PRIZE FOR CUSTOMER SERVICE IN ITALY.**

Milan, June 5, 1998

Omnitel Pronto Italia has been awarded by Teleperformance the first prize "Gran Prix Customer Service" for customer service by an Italian company in 1998. The prize was collected in Paris by Ferruccio Borsani, director Omnitel's Customer Care operations and by Giovanni Viggiano, director Human Resources, Omnitel Pronto Italia.

The award is once again proof of the emphasis Omnitel has placed on its relations with customers and of the effort the company places in training the personnel that staffs its Customer Service centres.

"These awards are yet again a recognition of the values on which Omnitel has built its success," stated Silvio Scaglia, CEO, Omnitel Pronto Italia. "Customer care is certainly one of the most innovative elements we have been able to introduce in the Italian market place."

Over the past few days Il Sole 24 Ore, Italy's leading financial daily, and Arthur Andersen awarded Omnitel their "Customer Satisfaction Award 1998."

Omnitel's customer service is managed by 2,000 high school and university graduates, all between 22 and 26 years of age, working at the company's five Call Centers spread throughout the country. The selection process is strict: candidates must undertake tests and face-to-face interviews leading Omnitel to select only 1 out of 10 applicants. Tens of billions of lire are spent every year in information technology and training, equivalent to an average of Lit. 5,000,000 (approx. US\$ 3,000) per employee per year. This pool of professionals is available to customers 24 hours a day, 365 days a week by simply dialling the 190 customer service number, and services an average of 2 million calls per month.

On May 29, Omnitel announced the opening in, Sicily, of its second Call Center for Southern Italy. This new call centre is expected to become fully operational in the month of October and will employ approximately 400 people.