



OMNITEL PRONTO ITALIA: 4 MILLION HAPPY AND GUARANTEED CUSTOMERS As Omnitel breaks the 4 million customers mark a new tool is developed to guarantee their rights

Rome, July 10, 1998

During a meeting with Consumer Associations, Omnitel Pronto Italia presented the Omnitel Service Charter, an innovative tool that regulates the relationship between the company and its customers. The Charter sets service quality standards, their measurement criteria and the indemnities customers are entitled to should the company fail to meet its obligations. Over the next few days the Charter will be handed to the competent Italian authorities and to the PTT Ministry. It will then be made available to all Omnitel customers.

The Charter becomes an ever more important document as Omnitel, the fastest growing GSM operator, becomes the fourth largest European cellular company with 4 million customers.

"We have thought of the the Omnitel Service Charter as another building block in our relationships with customers. We have decided to go beyond the minimum service criteria set in the current regulations and to create a document which not only spells out the client's rights but also establishes a well defined set of obligations on our part. Should Omnitel fail to meet these obligations, the client will receive an indemnity", stated Silvio Scaglia, CEO Omnitel Pronto Italia.

The Client Charter is divided into three sections: **the principles** that guide the company's relationship with its customers, service **standards**, and the **tools** that used to ensure that the principles set in the Charter are respected.

First of all the **principles**: equal rights for all customers, impartiality in dealing with customers, service, right to choose among the various commercial offers and commitment by Omnitel to clear, timely and transparent communications, customer participation in monitoring service efficiency and functionality, quality of service, courtesy. In addition Omnitel is committed to informing and consulting with Consumer Associations on all matters that impact customers.

Quality standards deal with general and specific service issues. General standards:

	Quality indicator	Guaranteed standard
A.	Accessibility to the mobile network for calls made in areas covered by the service	94%
B.	Time required to activate a SIM card	70% within 6 hours
C.	Accurate billing	0.5 complaints every 100 subscriptions

D.	Calls characterised by lack of perceivable disturbances	90%
E.	Conversations carried out without interruptions and within the areas covered by the service	90%
F.	Average time it takes for the connection to be established with the number being called	90% within 9 seconds
G.	Time it takes the Omnitel customer service to answer an incoming call	70% within 40 seconds
H.	Number of complaints regarding SIM cards	9 complaints every 1000 SIM
I.	Time it takes to settle billing complaints	90% within 90 days
J.	Cellular service availability (percentage of active channels in service)	98%

Specific standards:

	Quality indicator	Guaranteed Standard
1.	Maximum time it takes to activate a new SIM card (voice service)	Within the next working day in which the tariff plan has been underwritten by the customer
2.	Time for reimbursement of pre-paid traffic should the rechargeable SIM card have been stolen, lost or damaged (pre-paid services only)	within 3 days
3.	Maximum time for crediting customer accounts (disactivation or indemnity)	within 90 days
4.	Time it takes to settle billing complaints	120 days
5.		

	replace a SIM card	day from the day the request has been filed by the customer with the Omnitel dealer
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