



OMNITEL: CUSTOMER CARE ON THE INTERNET. THE LAUNCH OF "190 ON LINE", ITALY'S FIRST CUSTOMER CARE SERVICE ON THE NET.

Milan, 10th March 2000

From today, Omnitel customers have a new care service; **190 ON LINE** has been launched - the first interactive "Web Care" system in Italy. It is accessible via Internet, at Omnitel's home web site address ([http://www.omnitel.it](#)), and as well as being able to obtain all the information about the service, the customer can also automatically receive all the Omnitel news to his/her electronic mail-box, modify his/her own tariff rating, varying the structure and the options available, and check his/her own telephone bill, along with all other aspects of the service.

Having set up the first modern example of Customer Care in Italy, Omnitel continues to be innovative in the sphere of client assistance. With the advent on **190 ON LINE**, the potential for contact with the world of Omnitel has opened up, both for those who are already customers, and for those who are just looking for information on the services offered by the company.

"Our decision to put our client care service on line is a confirmation of our inherent desire, on the one hand, for continued innovation, and on the other, to take the greatest care of our customers, with the aim of anticipating their needs and offering an optimum service" commented Vittorio Colao, Omnitel's Administrator Delegate. "The internet 'explosion', which has provided new channels of access to services and information, cannot be ignored as a way of offering, on line, the competence and courtesy of the more than 4000 people who work for Omnitel and who are dealing with the needs of our customers every day. Italy, thanks to Omnitel among others, has moved up into the forefront of modern technology, and has demonstrated that she can stay in the lead, particularly in the field of telecommunications." For access to **190 ON LINE** all you have to do is go to the Omnitel web site address - - and just click on the service icon on the home page, which is at present laid out in two macro-areas: one part provides information for anyone wanting to know more about the services Omnitel offers, and the other is reserved for people who are already Omnitel customers.

From the second section, (which represents the really innovative aspect of the service), the client can enter **190 - FAI DA TE** and change his/her tariff rating, activate optional services, insert or modify his own **YOU and ME OPTION** (to call another Omnitel mobile, still at low rate), and, in the case of subscribers, gain access to **INFOCONTO**, the service which allows the user to check his own telephone bill at any time. For phones using rechargeable cards, it is possible to check the date of the last re-charge, and the expiry date.

All customers can gain access to other interactive services such as, for example, the sending of **SMS, (Short Message Service)**, from their own electronic mail-box or web site. From the interactive section it is also possible to enter the **INTERNET MAIL BOX**, a service which allows the client to send e-mail messages and to listen to messages received directly on his/her own mobile.

The final part of the **190 ON LINE** service is the **DOWNLOAD and DEMO**, a classic Internet facility which allows the client, free of charge, to consult and print off all the manuals for Omnitel commercial mobiles, as well as a facility for programming in a personalised ringing tone.

The 190 ON LINE completes the services offered by the Web-shop of the Spazio Omnitel On line Company (). By means of this automatic link-up between the two virtual spaces, the client can acquire telephone products or activate new numbers in Omnitel's new on-line shop, and at the same time, operate on all the different tariff levels, or in pre-selected service options, in the interactive section of 190 ON LINE.

For clients who do not receive an immediate reply to their questions, however, there is the option of **Omnitel Risponde**, an interactive e-mail service. The client sends in his/her questions via e-mail and receives a reply from an Omnitel expert who has attended a training course geared towards Internet customer assistance.

It goes almost without saying that the traditional customer care service is still obtainable free of charge, every day, simply by ringing 190. In Omnitel's eight call centres (in Ivrea, Milan, Bologna, Pisa, Rome, Naples and Catania), there are 4000 people at work; they have an average age of 29, 58% of them are women, and 22% are graduates.