



OMNITEL 190 ONLINE MORE THAN 100,000 CALLS A DAY AND 10,000 CUSTOMERS SIGNED UP IN THE FIRST WEEK

Milan, 17th March 2000

Only seven **days after it was first launched**, Omnitel's CUSTOMER CARE ONLINE has recorded a record number of calls - more than 700,000 - and more than 10,000 people have signed up to the interactive help line offered by Italy's first WEB CARE system.

In the **190 - FAI DA TE** section, customers have taken advantage of all the opportunities on offer to personalise their own telephone plans, for example by activating the YOU and ME 95 OPTION or by changing their pre-selected **You & Me** number, by modifying the information in their personal data, changing their telephone plan, checking their phone bill via **INFOCONTO** (for subscribers), activating options such as DATA AND FAX TRANSMISSION, CALL DETAILS (for subscribers), Display your own Number, INTERNET MAILBOX, ANSWERING SERVICE OPTION, Text Messages (SMS), INTERNATIONAL ROAMING SERVICE, and finally checking details of their last recharge and how much time they have left on their rechargeable card.

A total of 6000 operations were carried out - a confirmation of the appreciation felt for this initiative which is opening up yet more possibilities of contact with the world of Omnitel.

To gain access to **190 ONLINE**, all you need to do is enter the Omnitel website - - and click on the service icon on the home page which is set out in two macro areas; one section is for information and can be accessed by anyone wanting to find out more about Omnitel offers, while the other section is for people who are already Omnitel customers. And what's more, it's possible to obtain all the information on the service and receive news automatically at you own personal e-mail address.

The final part of **190 ONLINE** is **DOWNLOAD & DEMO**, a classic Internet procedure which enables the customer, free of charge, to consult and print off all instruction booklets for Omnitel cell phones on the market, and you can download, from the Net, personalised ringing tones.

The 190 ONLINE rounds off the service offered by the company, Omnitel, Web Site (). Thanks to the automatic connection between these two virtual spaces, the client can purchase telephones, accessories, and can register new telephone numbers directly from the Omnitel Web Site, and at the same time, operate on all tariff levels or the pre-chosen option service in the interactive 190 ONLINE section.

For clients who want to find quick answers to their questions, there is **OMNITEL RISPONDE**, an interactive e-mail service. The client who sends their queries will receive answers from one of Omnitel's personnel who have followed a training course specialised in customer service on the Internet.

The **190 ONLINE** represents the natural tendency to continuous innovation and customer care. Omnitel has also brought these values on the Internet with its INTERACTIVE SERVICES, available from 1997 and used by over 250,000 clients.