

Zain Nigeria awarded at 2009 NITTA

LAGOS: Zain Nigeria, at the weekend, was awarded Best Customer Care Operator of the Year in Nigeria, at the 2009 Nigeria Information Technology and Telecommunications Awards (NITTA).



The awards committee of the eighth edition of NITTA cited the company's commitment to delivering admirable customer care service, the launch of a new network monitoring centre, the expansion of its call centre facilities and the increase in number of customer service personnel in a move to respond faster and more efficiently to customers' queries, among others, as reason for the award.

The award was received by the chief executive officer of Zain Nigeria, Alain Sainte-Marie, who dedicated the award to the company's customers for their loyalty to the brand and also to the Zain employees, who manage the company's customer service operations.

According to Sainte-Marie, "Zain Nigeria and indeed Zain Group recognise the centrality of the customer to our existence and long-term business survival. Therefore, every investment and operational decision we make is ultimately focused on delighting our customers."

Sainte-Marie added that Zain has invested massively in transmission capacity, network expansion, call centres and a fibre optic backbone. He specifically mentioned the establishment of an "ultra-modern" call centre in Abuja "which has significantly boosted the company's capacity to respond to queries and ultimately delight our customers."

Last year, the Nigerian Communications Commission (NCC) awarded Zain the Telecommunications Network with the Best Customer Service during the fifth Anniversary of the Consumer Parliament.