

"Shop in Shop"



WITH the philosophy of constantly expanding Customer Convenience, Tigo (Pvt.) Ltd., expands their reach to their valued customers by setting up customer service centres at selected IOC stations and Laugfs supermarkets in metro areas.

The intention is to provide service at the most convenient locations to the customer. Tigo has selected two of the key locations which consumers visit most frequently, i.e. fuel stations & supermarkets.

"What better way than to provide service convenience to our Tigo customers en route," said CEO Dumindra Ratnayaka. "We constantly strive to find new avenues to provide our customers with the best service tailored around their lifestyles. Time is of essence and today everyone is pressed for time, beating against the traffic, trying to get from one destination to another. This is why we at Tigo try to get as close as possible to our customers by being present at their everyday stopover stops," added Ratnayaka.

The newly launched customer service concept 'Shop in Shop' provides almost all of the services real time, just as in our main service centre. Services offered include bill payments, prepaid and post paid SIM sales, scratch card and reloads, Handsets sales and value added services. Further to these available services, the outlet is authorized to carry out the following transactions: Number change, IMI change, phone and SIM blocking, scratch card /E pin problem, issuing second SIM-lost/damage, phone ID cards application and migration SIM needs.

All these services are available at Laugfs Sun Up super markets: Kohuwala, Moratuwa and Maharagama as well as at IOC fuel stations at Dematagoda, Havelock Town and Bambalapitiya. These are some of the initial Shop in Shop locations.

"Tigo will be carrying out a series of promotions with added benefits on offer for our valu-

able customers throughout these outlets. The latest of our promotions was launched recently for both our postpaid and prepaid customers," said Ratnayaka. "Almost every customer who visits our new Shop in Shop outlets will be a winner" he added.

Tigo keeping true to its philosophy is geared with a smile to serve their customers located within these areas and others that visit and pass by, a satisfying customer service. Any customer who would purchase a post paid connection from the mentioned 'Shop in Shop' outlets will stand a chance to win a phone. Each new Pre paid connection bought during this month (June) entitles the customer to Rs.100 worth of free air time during the following month.

This benefit will continue for the next six months, so for six months in a row, at the end of each month, the consumer will get a refund of Rs. 100. Furthermore during this month (June), any reload from these outlets will present a chance to the customer to win a basket of groceries worth Rs 5000 from 'Cargills Express' or even a free tank full of fuel. To promote bill payments at these outlets, Tigo has introduced a money back offer, where the customer who pays his/her bill will stand a chance to win their money back. Tigo further offers its customers who walk into these outlets during this promotional month a chance of walking away with a complimentary item from Tigo by simply dropping their business card/ contact into the raffle box.

"This is just the beginning of our new Shop in Shop concept. Very soon we will be in full force bringing service convenience at every turn," said Ratnayaka. "Our customers are our most important asset and we believe that striving for service excellence in everything we do gives us the edge to set our network a part from the rest," he concluded.