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Etisalat Lanka (Private) Limited  
PRESS RELEASE

For immediate Release

## **Etisalat upgrades to state-of-the-art prepaid system to offer world class customer experience**

Etisalat Lanka recently revamped its prepaid solution suite, upgrading to a state-of-the-art platform which enables high speeds, world class connectivity and unparalleled precision in obtaining products and services, in its continuous efforts to offer the best customer experience on the country's only all-IP network.

The pioneer mobile telecommunications network in the island is joined by Amdocs, the leading global provider of customer experience solutions as the technological partner in this venture which sees the introduction of a world class product for customers to obtain prepaid system services. The upgrade significantly increases efficiency and allows for greater flexibility for Etisalat prepaid subscribers in billing transactions and obtaining a comprehensive portfolio of products and services.

"Etisalat is perpetually committed towards investments that truly benefit the customers. We make every effort to constantly be innovative in our approach and service offerings, to ensure a world class experience is delivered to our valued customers", said Chief Executive Officer of Etisalat Lanka, Wail Salman. Elaborating further on future plans for the organization; which is a fully owned subsidiary of the global telecommunications giant Emirates Telecommunications Corporation; Salman stated: "At Etisalat, we believe in a continuance of our network advancements. The upgraded platform which enables our valued customers enjoy an enhanced customer experience, is one amongst many initiatives aligned in the service pipeline. Last December we further expanded our coverage by deploying 200 base stations islandwide within 100 days. In less than two months, we successfully completed a significant system upgrade. Similarly, we will continue to deliver our best, focusing especially on expanding our 3G coverage in the immediate future."



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Tasked with leading the various teams from the technical front is Chief Technology and Information Officer of Etisalat Lanka, Chandana Gunasekera who believes the upgrade is extremely apt considering the dynamic and highly competitive market conditions. “The industry today calls for the telecommunication service providers to be proactive and be a step ahead of the consumer needs. The subscriber requirements are reaching an unprecedented level of complexity, which have arisen from modern lifestyle trends. Therefore we need cutting-edge technology to meet these forward-thinking requirements. The prepaid system upgrade will allow us greater flexibility to launch advanced products and services in the near future” he stated. A cross functional team from Etisalat and Amdocs were involved in this critical project which migrated all prepaid related services to the state-of-the-art platform which is housed in HP blade servers and runs on a Linux operating system.

“This project demonstrates the strong, long-term partnership between Amdocs and Etisalat, and the mutual commitment to Etisalat’s success. In The New World of Customer Experience™, an era with rising customer expectations, rapid technology advancements and intensified competition, Etisalat continues to strengthen their competitive advantage in the Sri Lanka market, and we are proud to have been a key enabler of this for so many years,” said Rebecca Prudhomme, vice president of product and solutions marketing at Amdocs. “With the upgraded platform, Etisalat will be able to better segment their addressable market and innovate with targeted offerings, while improving the customer experience management, and reducing operational costs.”

Amdocs, the global market leader in customer experience solutions has been the prepaid solution suite provider for Etisalat Lanka for over a decade. A report published by Gartner Inc. in Q4 of 2014; evaluating the world’s top 19 vendors with solution suites providing customer care, billing, charging, pricing and a host of other services; positioned Amdocs in the Leaders quadrant of the Magic Quadrant for Integrated Revenue and Customer Management (IRCM) for communication service providers.



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#### **About Etisalat Sri Lanka:**

Etisalat is the first mobile telecommunications provider in Sri Lanka to celebrate 25 years of service excellence. Etisalat continues to discover new horizons and explore new possibilities, as one of the most powerful players in the industry. The brand is set to journey beyond conventional boundaries to empower the lives of every Sri Lankan. At the heart of Etisalat's constant innovation of products and services, is the hope of inspiring and enriching people. Etisalat's focus extends from their customer to the greater community. While uplifting the lives of many Sri Lankans, Etisalat also continues to make giant strides in the domain of communication innovation through nationwide High Definition Voice Technology (HD Voice) - first to the Sri Lankan market, the Etisalat Web Patashala initiative and AppZone, involving individual app developers and the industry software developers. Redefining the cornerstone of innovation, Etisalat believes in customer centricity through quality and value creation. Offering Sri Lanka's most cutting edge Internet solutions with Dual Carrier HSPA+, Etisalat is currently the fastest growing telecommunication network in Sri Lanka, having surpassed over 4 million subscribers.

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