





Innovative offerings

# Innovative offerings

As integration continues in full force, offers for qualitative products and services continue to be simultaneously launched, reflecting changes of Jordan Telecom Group and its close association with its strategic partner, France Telecom Group. And while transforming to become more customer oriented, the Group remains very conscious to focus on the 'time to market' and speed in delivering results.

## Personal offerings

2006 began with a special promotion to the fixed residential customers with lower installation rates, installment payments and free services as well as various tariff reduction offers throughout the year. Jordan Telecom, the fixed business unit, also offered customers who have subscribed for a year or more the opportunity to buy mobile sets available in 10 Jordan Telecom shops, with the facility to install payment of the handsets over a six-month period. And while expanding its Weinak prepaid card network due to high demand, Jordan Telecom launched the Weinak account enabling customers to recharge their account through MobileCom scratch cards and continued to provide this service at affordable rates. In Ramadan, Jordan Telecom also put forward an offer for fixed residential customers, which included a wireless telephone set.

Early in 2006, MobileCom, the mobile business unit, revamped all its pay as you go offers in order to simplify its offers and make it easier for the end user to choose the package that best suits his/her needs. The revised offers included a new tariff structure, with rates as low as 1 piaster per minute (10 fils) and an extended validity

period of one year. As a result, MobileCom achieved the 1 million customer milestone and celebrated by providing bonus credit to customers upon recharge and pay monthly subscribers with bonus loyalty points.

MobileCom was also active during the summer period, launching a new service that allows customers with prepaid lines to roam in Jordan and abroad, thus becoming the first mobile operator in Jordan to broaden roaming to prepaid users. MobileCom also re-launched its Yalla WAP portal, a bilingual portal for news and information in an effort to boost multimedia technology, a global trend in telecommunications. MobileCom, as the official provider to the Armed Forces also revamped its Armed Forces offer with longer validity periods, reduced monthly rates, handset offers and incentives.

In an aggressive move to market ADSL lines, Wanadoo, the internet and data business unit, launched the 2 mega ADSL speed, the first in the Kingdom, and joined Jordan Telecom's fixed line promotion of offering free setup fees for ADSL lines.

Wanadoo was also active in increasing its Wi-Fi service across the Kingdom by installing wireless internet connectivity (Wi-Fi) at the King Hussein International Airport in Aqaba and by providing Jordanian universities with wireless internet services.

The summer period witnessed a highlight for Jordan Telecom Group in its 2006 offerings with the unique launch of the first set of bundled offers, merging fixed, mobile and internet services in three separate offers. Family Talk, a convergent platform from mobile and fixed gave the



opportunity for subscribers to have unlimited talk time between 5 numbers. Surf and Talk combined internet with fixed in two offers: The Gold and Silver bundles. Subscribers to the bundles can make unlimited local and national calls while browsing the internet via ADSL. The prepaid Ahlan fixed line offer targeting expatriates and visitors was upgraded to allow subscribers to recharge the lines using MobileCom scratch cards.

## Corporate offerings

Jordan Telecom Group offered its corporate customers a new networking solution; point-to-multi-point service using the ATM network. A new definition of prices was made for high bandwidth leased lines with speeds reaching up to STM-16 on optical fiber. Jordan Telecom Group also offered networking customer premises equipment and provided full installation, configuration and management services.

Additionally, numerous wholesale services have been launched or updated in order to meet the operators' requirements and stimulate the growth of the Jordanian market, such as the segmented international outgoing offers based on the differentiated quality of service criteria, the broadband traffic collection enabling 2 mega ADSL retail service or traffic origination and transit from Jordanian operators extending the offers to Jordanian end users from network operators.

In addition to standard internet services, Wanadoo re-launched its hosting services packages to offer different hosting solutions to small, medium and large businesses as well as individuals. These hosting services

deliver solutions at competitive and affordable prices with packages that include web hosting bundles in a flexible variety of web space.

## Customer care

Being the ultimate goal of the integration exercise in its entirety, 2006 witnessed a heavy Jordan Telecom Group involvement in its customer care services, products and activities.

To showcase the integration process in action, the Group opened its first integrated sales shop in Mecca Mall giving customers the chance to fulfill all their telecommunication needs, easily, quickly and conveniently in one spot.

Jordan Telecom Group launched a telemarketing sales center on the University of Jordan campus, in a step to actively participate in the local labor market, to be run by students in preparation for their future careers and professional undertakings.

Moving closer to its customers, Jordan Telecom Group devoted a field sales workforce to serve customers at their premises, and dedicated a number (1214) to ensure that customers' inquiries on all Jordan Telecom's products and services are answered. On the other hand, MobileCom laid the framework to renovate its customer call center to accommodate the substantial growth it has been witnessing.

The ISO 9001:2000 Quality Management Systems Certification was achieved by Jordan Telecom, MobileCom, Wanadoo and the Group's technical sector, establishing yet another success for the Group as a whole.



## Partnerships

Public and private sectors in Jordan continue to rely heavily on telecommunication solutions that serve their business interests. The year saw engagements between Jordan Telecom Group and various business sectors such as banks, airports, public entities, tourist resorts, schools, universities, unions, companies and others.

Some agreements provided safe data transfer between head offices and branches through leased lines and frame relay services. Entities such as banks, e.g. Arab Bank, the Central Bank of Jordan, the Ahli Bank and others, benefited mostly from the safe and timely e-connections for data transfer crucial for banking operations. The Arab Bank agreement consisted of linkage through fiber optics, while the Central Bank engaged Jordan Telecom Group in its e-teller project.

Similar agreements were held with businesses whose nature of work demand linkage between headquarters and branches spread over the Kingdom, such as the Free Markets Company and Electricity Distribution Company, through the frame relay service, which installs a local network for secure data transfer.

An agreement of mutual exchange of benefits was signed between the Jordan Post Company and Jordan Telecom Group whereby each facilitated the delivery of the other's services offered in their respective centers. The Professional Union also agreed with Jordan Telecom Group to market its offers for the benefit of union members.

Wanadoo, the internet and data business unit, pursued its promotion of the wireless internet connectivity, popularly known as Wi-Fi, and held agreements to install this technology in King Hussein International Airport in Aqaba to serve visitors and travelers through this airport. Wanadoo extended a similar agreement to public and private universities such as the University of Jordan, Princess Summaya University for Technology, as well as others.

In Aqaba, Jordan Telecom Group signed a long-term Memorandum of Understanding with Saraya Aqaba Co., whereby Jordan Telecom Group supported the company's infrastructure for its present and future projects, in the Special Economic Aqaba Zone, including an element of

various IT training courses for company employees. Wanadoo also provided Tala Bay resort in Aqaba with Wi-Fi coverage for the benefit of the resort's tourists and visitors.

The Ministry of Industry and Trade contracted Jordan Telecom Group Regional Call Center, to facilitate procedures and add new value to its services offered to the public, thus facilitating access of information 24 hours a day, 7 days a week. Jordan Telecom Group also signed an agreement with the Greater Amman Municipality to exchange geographic data for the benefit of both parties.

