

Portugal Telecom launches a New Image

Tuesday, October 20, 1998

After over a century of accomplishing its mission to get the Portuguese communicating, Portugal Telecom has acquired an immeasurable wealth of experience in this field. However, unlike a few decades ago when experience in the world of telecommunications was enough to ensure the holders of this knowledge a comfortable margin for manoeuvre, today the escalating technological evolution allows us to do anything but sit back and relax.

Portugal Telecom is well aware of this sign of the times. In fact, it has done everything it can to adapt its role within society by evolving constantly, thereby contributing towards a more technically developed world, with increasingly demanding customers. This constant technological evolution and growing competition as total liberalisation of the telecommunications market approaches, have led us to extend the evidence of how we are changing.

The New Identity rejuvenates Portugal Telecom, maintaining its credibility. We have chosen two corporative colours (Blue and Orange) and two shapes (the Square and the Circle), as well as the initials "P" and "T", to focus on the act of communication, which always involves at least two agents: the transmitter and the receiver.

The Square and the Circle are two ancient forms of communication that are simple and universal. Blue represents the experience that has been gained, the knowledge that has been acquired, credibility and continuity. Orange, by nature an affective colour, symbolises the effort to draw closer to the customer, but at the same time conveys the desire for initiative and change.

So if we want to change, where do we want to go, and how? What we want to do is provide a better telecommunications service in Portugal. By guiding this change, we will build a new Portugal Telecom. We will be more efficient, more competitive, but at the same time, a more approachable and human company.

We have changed our outward appearance: public call-boxes, phone cards, our fleet of vehicles, the stores and buildings. But above all, we are changing inwardly.

Over the last few years, we have steered hard towards modernisation. Today we are ready to deal with the challenge of providing a service in a more transparent and flexible way. The relationship with the customer is the company's image. What we want to do is start a real revolution when it comes to customer services.

This new process is already scheduled to begin. As of November, 20 thousand customers in Lisbon will be able to benefit from the New Bill and a New Customer Service Centre 1,2,3. These two new services - the New Bill and "Call-Center" 1,2,3 - will be ex-

tended in January 1999 to cover all of metropolitan Lisbon, to Oporto in March, and in the second half of next year, they should be available all over the country.

The New Bill signals a closer relationship with the customer. It has been simplified, but contains more information, and is based on the concept of a Current-Account. The customer will therefore be able to accumulate debits or credits from one month to the next and make payments in a more flexible way. In other words, the customer's phone bill will function rather like a bank statement, and it will be easy to control your balance with Portugal Telecom.

The new bills will be based on the concept of the customer and not on the phone line he/she uses. For example, it will be possible to put all the customer's network lines on one bill, no matter where they are or what they are used for. Each customer will be identified by a single number.

With the New Customer Service Centres, customers gain a new statute. Thanks to the New Prefix 1,2,3, which is easy to remember, they will have a single number at their disposal for any of their requirements (acquisition of services, including network lines, clarification of bills or consumption, contractual alterations and information on products and services).

The new Customer Service Centres ("Call-Centers") will be staffed by specialised personnel with autonomy and decision-making capacity who will be able to respond quickly and effectively to customers' requests, ensuring high-quality telephone assistance.

These two new services could not exist without an innovative information system, which took over two years of hard work and involved hundreds of technicians in a huge investment in software and equipment. This new integrated system of billing, charging and customer service was designed with the customer in mind. That's why it's called CLIP - Cliente Primeiro (Customer First). The new information system, which will be implemented gradually, will enable the company to manage the different services it provides in an extremely flexible and more personalised way and, above all, much more efficiently.

http://www.telecom.pt/InternetResource/PTSite/UK/Canais/Imprensa/press_releases/1998/10_20_1998.htm