# Correction

Dialog GSM wish to carry out the following correction with regard to the article ‘Prioritizing Customer Service- an interview with Walter Mckenzie, managing director of Mobitel published in the November issue of ‘Business Today’.

Q/In your advertising campaign for international roaming you use the tag line ‘Experience true international roaming with Up & Away’ – could you explain?

A/What Mobitel means by true international roaming is that we charge our customers the local rates of the country they are visiting. Also if you want to call a neighboring country from the place you are visiting you pay that country’s international call rates i.e. you are not linked or connected back to Sri Lanka every time you call international. That’s the difference between Dialog GSM and us.

With their system you get to retain your local phone number but you get charged international call rates. In ‘Up & Away’ you don’t get to retain your local number. On landing at your destination you are given a number for the cellphone you are carrying and away you go. With reference to this answer, Dr Hans Wijayasuriya, chief executive officer Dialog GSM, wishes to state that……

When using Dialog GSM AIR, the subscriber pays only local call rates for an outgoing call. A call within the visited country is a local call whereas a call to a neighboring country will be charged at the international call rates applicable in the visited country. It must be stressed that such calls are not linked back to Sri Lanka as directly implied in the interview. T