

E-TEL: Empowering People Through Smart Technologies



Since its inception in 2004, the ultimate vision of Brantel Lanka has been to empower Sri Lankans by enabling access to cutting edge technology through mobile phones. With the launch of its own brand E-tel in 2009, the company has been able to wend their way into becoming a key player in the Sri Lankan smartphone sector.

In today's world of rapid technological development, the evolution of mobile phones has elevated these devices to be more than means for communication. According to Bishri Laiff, Chief Executive Officer of Brantel-owners of the E-tel brand in Sri Lanka, today's mobile devices are "mini computers with features of

the phone.” In this context E-tel strives to transform the user experience of mobile phones to be on par with the expectations of Sri Lankans especially when it comes to smartphones-the innovation of the new millennium.

The hallmark of E-tel has always been to offer a quality product at a price point that is affordable to all segments of the market-be it high, middle or low end. “In the local market, there is only a tiny fraction of the population that uses smartphones or has access to smartphones. Through our products and services we have expanded this reach by making smartphones more affordable to people. We are empowering a larger percentage of the population to be tech-savvy, technology driven and connected,” explains Latiff stressing the values on which, the company’s progress is based on.

Being the first in introducing novel innovations in the mobile device industry and maintaining service standards that enhance the overall customer satisfaction are strategies used by E-tel to expand their market scope. The introduction of E-tel Curiosity i4-the fastest moving entry level smartphone in the local market is one such initiative that had contributed towards fulfilling this strategy. Guided by the vision of being trendsetters in the industry, the company aims to introduce many more ‘firsts’ to the market. “In June this year we will be launching the fastest smartphone in the country which consists of an octa core processor. In other words, the phone will have eight processors to enable faster browsing, graphic acceleration and better functioning of the phone. Yet this will be priced at an affordable price range,” says Latiff adding that nowadays customers are keen on knowing the inside mechanisms and functionality of a phone rather than just its appearance.

Considering customer satisfaction to be of paramount importance, Brantel Lanka ensures that all of its customers are provided with the best possible service in order to maintain a good relationship with its clientele. As such the company maintains a policy of completing maintenance or repairs of any phone within three days and then delivering it to the customer. To facilitate the deliverance of a faster service, Brantel has established service centres for E-tel Island-wide in the districts of Jaffna, Matara, Colombo, Kandy and Anuradhapura. The latest centre in their customer outreach will be established in Batticaloa. Latiff says that all E-tel phones are offered with a one-year warranty and the company keeps a service window of an additional year for each model that is sold with the active maintenance of spare parts. “The customer satisfaction with the brand is reflected

in the demand for our devices in the market.”

Brantel hopes to increase their product portfolio in smartphones and envisions to be one of the leading brands in the market when it comes to smartphone technology.