

# Mobitel Reiterates Customer Centricity

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In keeping with tradition, Mobitel celebrated the International Customer Service Week under the theme 'You Are Our Hero', which marked the central role of its customers as one of the main pillars of its success.

Giving them due recognition all throughout the year and during the International Customer Service Week, Mobitel rewarded its customers with a host of offers, which ranged from smartphones, Post-Paid, Pre-Paid, mCash, Roaming.

Commenting on the customer week, Jean Fernandez, Senior General Manager, Customer Care, Mobitel said "As a customer-centric company, we have personified 'We Care. Always,' in our DNA to provide our customers the best of service and meet their expectations. By following this philosophy in our day to day operations, we have been able to infuse convenience and flexibility into the lives of our customers and in return have earned their loyalty and respect to become Sri Lanka's most loved Telco brand. We take this International Customer Service Week to thank our valued customers for being with us through thick and thin."

Earlier this year, Mobitel launched 'Mobitel Rewards,' a loyalty program to reward its loyal customers.

Through Mobitel Rewards, customers can redeem rewards points for bill payments, latest smartphones, IoT devices, accessory purchases and prepaid top-ups.

These will vary according to network usage and loyalty to-ward the Mobitel Network, with customers being placed under Blue, Silver, Gold and Platinum tiers accordingly.