

FRIENDI MOBILE FLAGS OFF NATIONAL DEALER TOUR

Muscat - FRIENDi mobile, Oman's 3rd biggest mobile service provider has started a big National Dealer tour. The initiative consists of a series of meetings held by FRIENDi sales team with more than 1000 dealers across the Sultanate in order to strengthen the company's relationship amongst its dealers and provide them with all support they need to better serve the end customer. The first phase began in Muscat, Salalah and Nizwa. In the coming weeks, the Meet will be conducted in other places to cover the entire Sultanate.

The tour involves meeting all dealers, informing as well as training them about FRIENDi mobile latest products and services launch. The Meetings are also an occasion to interact with dealers, listen to their suggestions and ideas and provide them with sales materials which help them to render FRIENDi mobile services in a more efficient way.

Over the past 3 years FRIENDi mobile has added an array of new features and products to the benefit of its customers. This dealer meetings have been conducted in order to streamline the deliverance of these products to the company's entire customer base,. Mr. Sunsi Augustine, from Fone Care, Salalah said that "The Dealer Meet is the right platform for me to understand more about the new and existing products that FRIENDi mobile has to offer. The product training session was a fantastic experience and this in turn helps me to serve better my customers and strengthen my business."

FRIENDi mobiles' customer-centric approach has helped it make a considerable impact in terms of meeting customers' needs and expectations. By this national tour, FRIENDi mobile objective is to establish the same approach through its Dealers. Commenting on the occasion, Randall Bernard, Sales Director at FRIENDi mobile said "FRIENDi mobile has always kept customers at the very core of its operations. As a company we ardently believe that the best way, to ensure our products and services are well received by our consumers, is to make sure that our dealers know all about them and can assist customer during his journey at the shop. We are very excited about this experience and the positive impact we so far got from the first phase meetings and we will continue our tour to reach other cities in the next few weeks.

About FRIENDi mobile: FRIENDi mobile was launched in April 2009 and offers a great prepaid mobile experience that combines exciting offers and services with competitive prices.. Moreover, FRIENDi mobile offers the best customer care in Oman excellent network coverage, outstanding high speed internet, easy to use products and lowest call rates.

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