

Telenor Pakistan transforms its digital assets into online sales and service platforms

KARACHI – June 11, 2015: Telenor Pakistan has re-launched its online channel/website with an innovative portal interface designed to enter the e-business arena, featuring unique e-sales and e-care facilities for its privileged customers.

The launch initially comprises redesigning and consolidation of all Telenor Pakistan brands' websites (Talkshawk, djuice, Telenor Business), and incorporates elements of e-commerce and self-service. Telenor customers can now create an online account and manage multiple Telenor SIMs registered against their name from a single account. The website, which provides a seamless customer experience across all screen sizes, also enables single click product activation and deactivation facilities, online balance check and personalized recommendations. Users can now buy a new Telenor SIM online, and utilize the 'Number Search' function to select a number of their choosing for doorstep delivery.

Expressing his delight, Irfan Wahab Khan, Deputy CEO and Chief Marketing Officer said, "The establishment of an e-business channel represents a monumental stride in the right direction, effectively establishing the digital channel to assist with online sales and services, while remaining aligned to our objective of putting our customers at the heart of everything we do. The new interface not only provides a simplified and superior customer experience, it empowers users to manage their own accounts and transactions on one platform."

Updates planned to further enhance the online experience in the coming months include 24/7 online recharge, device sales with multiple payment options including Easypaisa, and full access to mobile usage history, poised to revolutionize the way Telenor Pakistan's customers interact with it online.

About Telenor Pakistan

Telenor Pakistan is a provider of high quality telecommunication services in Pakistan since 2005. It has over 37 million subscribers, over 2400 employees and a nationwide network covering more than 8,000 cities. It holds a majority share in Tameer Micro Finance Bank Limited. Telenor Pakistan is 100% owned by Telenor ASA and adds on to operations in Asia.

For more information please contact:

Saad Warraich
Corporate Communications Department
Telenor Pakistan
Web: www.telenor.com.pk