



Grand Opening Of Bezeq Online's New Call Center

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More than 5 million dollars invested in the call center
The on-line call center provides 500 jobs in the Be'er Sheva area
The call center will operate 240 stations, 24 hours a day

Today the new call center of Bezeq OnLine was launched in Be'er Sheva. The call center specializes in providing service for companies by outsourcing. The ceremony was attended by the Minister of Communications, Reuven (Rubi) Rivlin, the mayor of Be'er Sheva, Yaakov Terner, and the heads, board members and senior managers of Bezeq.

In his address, the Minister of Communications said that as the regulator, he sees that competition benefits the public, and that the aim should be to increase competition without bringing the system to its knees. "I know that Bezeq's position is sometimes on a collision course with the desire for competition. There will be no competition in which Bezeq cannot compete. None of the competitors will be given any advantage.

Bezeq's decision to set up a subsidiary – Bezeq OnLine, and to develop that company's first call center in Be'er Sheva, was an acknowledgement of the importance of providing jobs in the capital of the Negev. The new 1,500 sq.m. call center of Bezeq OnLine was erected with an investment of five million dollars, and has 240 stations employing approximately 500 people.

The call center, which will operate 24 hours a day, is equipped with the most advanced technologies, which enable the service representatives to provide high quality service for callers, with online updating of their particulars and previous calls record. Initially, the service reps will provide service in Hebrew, English, Arabic and Russian, and later, in other languages.

The Bezeq OnLine call center will offer a range of services – set-up and management of service centers for incoming and outgoing calls, order center management, telephone surveys and data collection, human response to Internet activities, e-commerce, etc.

The focus of the system is the customer – when a call is made, a full picture of all the caller's contacts with the company is displayed: previous purchases, proposals requested and not brought to fruition, collection data and all other relevant information, combined in such a way that all the data can be analyzed and cross-referenced and immediate service provided.

The 500 service reps, some of them students at Ben Gurion University, constitute a quality, efficient and available workforce. They are given general training lasting from a week to a month, depending on the particular needs of the customers. 90% of the call center employees live in approximately 35 locations in the south, from Ashkelon to Dimona via Be'er Sheva, Sderot, Netivot, Ofakim, Eshkol, Mei Darom, Ganei Darom, Gilat, Hevel Shalom, Hura, Yeruham, Sde Boker, Rahat, Mitzpe Ramon and elsewhere.

"The new company is starting operation in a field that is growing rapidly in Israel and around the world," said Itai Cohen, the deputy CEO of Bezeq OnLine. "The new center offers the customer human and technological resources that are among the best in the world, and I believe that those resources will benefit both our customers and their customers".

Bezeq OnLine, a wholly-owned subsidiary of Bezeq, was established specifically to operate in the developing field of call centers that operate by the outsourcing method. The company was planned and designed to provide a solution for the needs, character, scope of operations and specific requirements of each customer, by deploying one of the most advanced communication and computer arrays in the world. The computer and telephony infrastructures were selected for maximum flexibility, along with simple and user-friendly operation. The modern center in Be'er Sheva uses the CRI system of Genesis, the IVR and CRM systems of Yael Software, and the recording system of Comverse. The company's operations focus on several areas: order center services for the sale of products by direct marketing, information centers, dedicated centers, human support for Internet sites, and others. Among the customers of Bezeq OnLine are Johnson&Johnson, Yes, which uses the Bezeq OnLine call center as a service center, Pelephone and GoNext.

The call center market is a rapidly-developing field all over the world. In Israel, it is estimated at about 300 million shekels, compared with the USA, where it has doubled in recent years, to 6 billion dollars.

Among the main factors contributing to the growth of this market are the following:

- **Changes in the consumption and leisure culture of the Israeli consumer, including more extensive use of the telephone.**
- **A trend of transition from face-to-face service to telephone service via telephone centers or the Internet.**
- **Technological developments, such as e-commerce, which will increase the need for support of call centers.**