



Supreme court rejects petition

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The companies sought to prevent the entry of Bezeq into activities in their field

The Supreme Court, sitting as the High Court of Justice, yesterday (January 14, 2001) rejected the petition of call center companies Beeper Communications, TellAll and others, against the Ministry of Communications and Bezeq. The petition sought, among other things, to prevent Bezeq or a subsidiary of Bezeq from operating in the field of call centers.

The panel of Supreme Court Justices, President Justice Aharon Barak and Justices Englander and Procaccia, dismissed the petition since Bezeq had established a subsidiary, as required by the Ministry of Communications.

Several months ago, the call center companies operating in Israel formed a group with the specific aim of preventing Bezeq from entering this area of operation. This step was taken following the Bezeq Group's decision to offer customers call center services, in response to growing demand from various organizations and businesses for this type of service. Bezeq identified both the demand and its compatibility with the company's operating and professional abilities to meet it.

The main center of the subsidiary established by Bezeq to provide call center services - Bezeq On-Line - is in Be'er Sheva, so as to provide jobs for residents of that region.

Through its call center services, Bezeq is bringing the periphery closer to the center of the country. A company or business in the center can provide fast, efficient and reliable quality service to its customers by means of a call center which coincidentally provides jobs in high-unemployment areas, without requiring complex logistical

preparations and without requiring its employees to migrate from the center of the country.

"The center comes to them," explained Raz Heiferman, Bezeq's Vice President for Information Technologies, who is responsible for the enterprise. "The call center enables the phone center at one end of the country to provide customers at the other end of the country with services, while saving costs and increasing service efficiency and reliability and providing a first class employment solution."