

# Airtel wins big at Nigerian Telecoms Awards

Telecommunications services provider, Airtel Nigeria on Saturday, 8 September 2012, clinched three industry awards at the 8th edition of the Nigerian Telecoms Awards. Airtel Nigeria beat competitors to emerge as the industry's Most Innovative Telecom Company of the Year, Telecom Brand of the Year and Customer Friendly Operator of the Year.



According to awards' citations, Airtel emerged overall best in the three categories following its enviable strides in charting new paths in meeting the demands and needs of its stakeholders through superior brand experience, a rich portfolio of innovative products and services ranging from exciting voice solutions to inventive data packages and mobile broadband.

On the Customer Friendly Operator Award, the organisers said, "this is the third time Airtel Nigeria is coming tops in the Customer Service category in the history of the Nigerian Telecoms Awards, and this clearly demonstrates the commitment of the management to treat their customers as more than just a connection".

Also emphasizing the reasons why Airtel emerged the Telecoms Brand of the Year and the Most Innovative Network, the citation said: "Right from when the Airtel brand was launched in Nigeria in November, 2010, the company has maintained a singular focus of exciting and delighting telecommunications consumers across the country with relevant solutions to enable them fulfill their dreams and realise their full potentials.

"Aside rolling out exciting telecoms offerings such as 2Good Time, Quick Talk, 3.75G, Airtel 5X and Special RCVs for Data/Internet consumers among several others, the company has also ensured that customers get the very best experience on its network."

## Creating value for telecoms consumers

Specifically, Airtel was commended for delighting "telecoms consumers in Nigeria with pocket-friendly and innovative offerings, bonuses, and exceptional customer relations policy."

Rajan Swaroop, chief executive officer and managing director of Airtel Nigeria, described the awards as a testimony to the enterprising and resilient spirit of staff of the company, saying everyone at Airtel Nigeria is passionate about creating value for telecoms consumers as well as exceeding their expectations.

He dedicated the award to all employees of the company just as he assured that Airtel will continue to pursue its brand

vision of being the most loved brand in the daily lives of Nigerians.

Speaking at the occasion held at the Incubator Centre, Victoria Island, Lagos, the chairman of the Board of Trustees of the Nigerian Telecommunications Awards, chief Alex Akinyele said the awards are sustained by credibility, describing the industry event as the most credible in the Nigerian Telecoms space.

For more, visit: <https://www.bizcommunity.com>