

# Ethio Telecom vision

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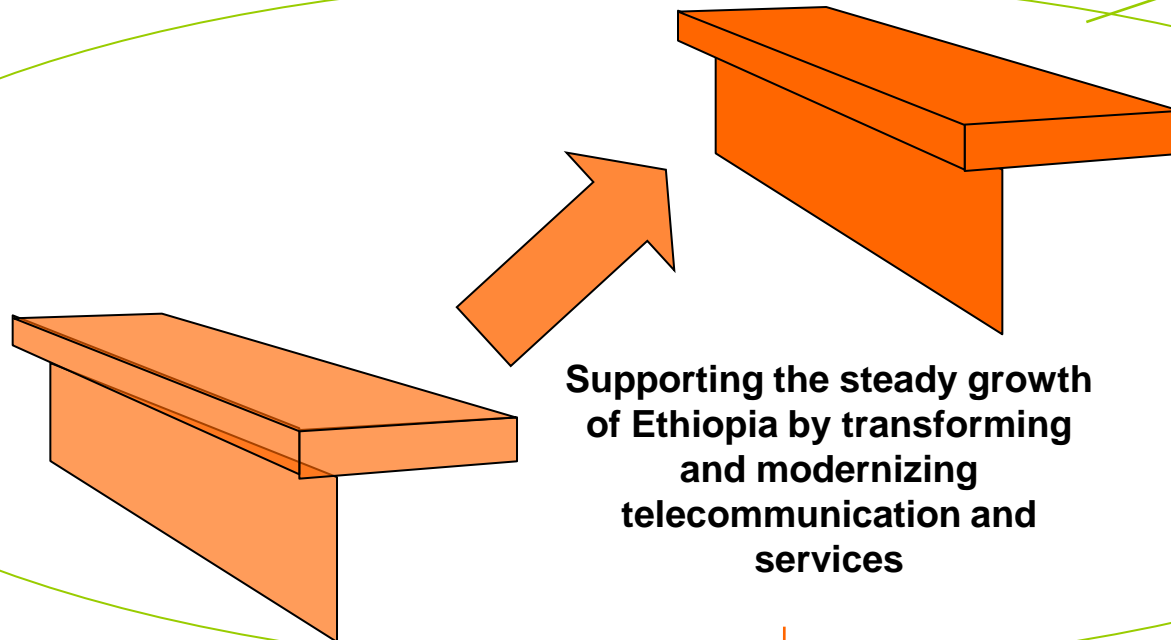


# Mission

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Ethio Telecom mission runs in parallel with the mission of the Ethiopian government:

The mission of the Ethiopian government



The mission of Ethio Telecom:

- to connect every Ethiopian through ICT
- to provide products and services that enhance the development of our nation
- to build a successful brand known for its customer consideration



# Values



While meeting international standards, we remain faithful to our values:

1

## Lead with vision

- We commit to understand, meet and exceed the telecommunications needs and expectations of our country at large and of customers in particular

2

## Respect

- We respect our customers and recognize that their revenues allow Ethio Telecom to operate

4

## Excellence

- We will commit to customer service quality, organizational excellence and continuous improvement in all areas

5

## Accountability

- We will hold ourselves accountable to all our stakeholders





# Objectives

**Being a customer focused company**

**Offering the best quality of services**

**Building a financially sound company**

**Meeting world class standards**



**Management contract with France Telecom to run parallel with top world operators**

Leverage to achieve goals

Develop and enhance **Network and Information systems**

Focus on **customer service** by ensuring easy access and coverage to the whole population

Create a strong **brand image**

Develop **Human Resources** management

Implement & control **standard processes**

# High level targets

## Coverage

- Geographical coverage with Voice and Internet
- Main towns coverage with BB internet

## Connection

- Better connection commitment for our customers (internet, data, telephony)



## Quality of Service

- High-level job performance
- Customer service quality
- Organizational excellence and continuous improvements

## KPIs

- Customer oriented Key Performance Indicators (KPI)



# Executive Management ethio telecom

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