

SLA Mobile Takes Gold in Customer Service Excellence

SLA Mobile has won a Gold Star Award for Customer Service Excellence and was presented with the Award at a recent celebratory lunch in Belfast City Hall.

Speaking after the lunch company Finance Director, Kevin Drayne said: “Winning the award is a great achievement for SLA Mobile and demonstrates our commitment to pursuing quality excellence and creating real competitive advantage.”

In order to obtain the accreditation SLA Mobile completed an assessment with the help of a Gold Star Approved Advisor, identified areas of strength and under performance and put an action plan in place, which is continually evaluated. The Gold Star award has been approved by the world-class European Foundation for Quality Management (EFQM) as a recognised European Benchmark of Better Practice.

Founded in 2003, SLA Mobile is a mobile telecommunications company that creates innovative technology and services to enable mobile network operators to grow revenues through enhanced customer engagement. Key technology propositions include Direct Operator Billing and Event-Based Marketing. The company is head-quartered in Belfast with a software development centre in Kuala Lumpur, Malaysia.

The Gold Star Service Excellence Accreditation Scheme has been developed by the Centre for Competitiveness in conjunction with the Northern Ireland Chamber of Commerce and The Consumer Council, and is supported by Ulster Bank. The aim is to provide small to medium enterprises with an effective improvement means to help them put customers and customer-support at the forefront of everything they do.

Kevin Drayne receives the Centre for Competitiveness 2012 Gold Star Customer Service Award from DETI Minister, Arlene Foster at Belfast City Hall.



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