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TIME TELECOM ADOPTS TWO-PRONG APPROACH TO WOO CUSTOMERS IN LABUAN

LABUAN, Aug 28 (Bernama) -- Time Telecommunications Berhad has adopted a two-pronged approach to woo customers, particular the financial institutions here.

The approach, considered sleek by financial houses, offered discounts and incentives not only to woo customers but also to ensure their loyalty.

"We are the new boy on the block, hence, we need to win customers first," Time Telecommunications manager of Strategic Planning and Marketing Mah Soon Chai told a seminar here today.

The only other operator in Labuan is Syarikat Telekom Malaysia Berhad.

Time Telecommunications is a wholly-owned subsidiary of Time Engineering Berhad, a member of the Renong Group, one of Malaysia's most accomplished conglomerates.

Mah said Time Telecommunications' network in Labuan would use state-of-the-art fibre optic cables and digital switching technology.

Among the product features and customer benefits are a 100 percent fibre optic network, reduced congestion, no crossed lines, no joining fee, deposit-free registration and call-charging by the second.

Meanwhile, Time Telecommunications managing director Robert Harvey said customers in Labuan now had at their disposal an alternate telecommunications provider.

"It is a two-horse race," he said, referring to Telekom Malaysia's presence in Labuan.

Though Telekom Malaysia enjoyed a headstart, the bright future of Labuan as an International Offshore Financial Centre (IOFC) offered lots of opportunities, he added.

Tomorrow, Prime Minister Datuk Seri Dr Mahathir Mohamad will open the RM360-million ultra-modern Labuan Financial Park.

The opening marks another step forward for the Federal Territory of Labuan as an IOFC. -- BERNAMA

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