

Superbrands

Media Coverage

Country	Date	Publication
Albania	2016	Press Clippings

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Telekom Albania has been awarded the "Superbrand" Award

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Telekom Albania won the "Superbrand" award in the category of mobile telephony in Albania. The awards ceremony, which was held on Thursday evening, was attended by representatives from various business fields.

This is the first edition to be held in Albania, during which were selected 27 winning companies from different categories. The companies that participated in the ceremony bring relevant values to the Albanian market.

Telekom Albania was selected the best in the mobile category. European technology standards, as well as the largest network and most trusted are the key brand values of Telekom that are valuable by the public. Adding to this, the excellent customer experience at each point of sales and innovative products or services are very important for the company.

Other companies were also awarded as winners in different categories of the industry and trade businesses that operate in Albania.

"Superbrands" is an international organization created to inform companies about the role of the brand in their company. It is also the international authority for certification marks. Since 1994 in many countries are organized its programs, which identify and provide public ratings for the most powerful brands.

Telekom Albania is the first mobile operator in the country and since 2008 has become part of global telecommunications giant Deutsche Telekom. One of the most important pillars of the company is to provide the most innovative products and services for the Albanian market.

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Mbrëmjen e djeshme u kurorëzua edicioni i dytë i Superbrands Albania, me ndarjen e çmimeve, në një festë ku ishin të ftuar përfaqësues të kompanive më prestigjioze në Shqipëri.

Pas vetëm 3 vite në Shqipëri, Telekom Albania fiton çmimin e dytë “Superbrands” në kategorinë e telefonisë së lëvizshme. Superbrands është një organizatë që shërben si autoritet ndërkombëtar për certifikimin e markave prej vitit 1994 dhe në vendimin e saj ka arsyetuar se:

“Rrjeti më i madh dhe më i besuar, përvoja e shkëlqyer e klientit në çdo pikë kontakti me kompaninë si edhe produktet e shërbimet gjithmonë e më inovative, janë nga vlerat kryesore të brandit Telekom që çmohen nga publiku dhe u vlerësuan nga paneli i Superbrands”.

Pothuajse 97% e popullsisë gëzojnë aksesimin në rrjetin 3G dhe 85% në rrjetin 4G, ndësa më shumë se gjysma e saj tashmë janë pjesë e përvojës së pakrahasueshme të rrjetit 4G+.

Partners Albania, një nga organizatat më të mira jo fitimprurëse në vend, e ka vlerësuar kompaninë private të teëgonisë për kontributet e saj në komunitet.

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<http://deltagroup.eu/kompanite-e-delta-group-vleresohen-me-cmimin-superbrands-albania/?lang=en>

<http://deltagroup.eu/kompanite-e-delta-group-vleresohen-me-cmimin-superbrands-albania/>

<http://superbrands.al/edition-2015-2016/>

<https://www.youtube.com/watch?v=6WtM2MOirCY>