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News

SFR wins Disability Matters Europe award

Sunday 8 April 2012 | 09:09 CET

French operator SFR has won this year's Disability Matters Award in the Market Place category for customer services for deaf and hearing impaired customers. SFR was the first French company to win one of the first Disability Matters Awards Europe prizes, based on awards given since 2006 by Springboard Consulting in the US. The other three winners were Lloyds Banking Group, Microlink and Delta Holding. SFR customers can communicate with call centre staff in sign language via webcam and by chat messaging. Specialised staff have already dealt with over 5,000 queries for SFR's mobile service. The platform will be extended progressively to other areas of business.

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