



# 3. CUSTOMER RELATIONS



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## 3.1. CUSTOMER SATISFACTION

Magyar Telekom conducts complex customer satisfaction measurements on a quarterly basis that include ongoing, detailed monitoring of the overall satisfaction of customers (and at the same time the satisfaction of competitors' customers), as well as the perception of service elements that impact satisfaction (e.g. network quality, product choice, customer service).

The measurements can be related in terms of both their methodology and results separately to the fixed line and mobile customers of Magyar Telekom, and also can be broken down to residential and business customers. (They can even be broken down to further, more targeted customer segments, when requested.)

These surveys produce a composite index reflecting customer satisfaction that enables tracking and easy interpretation of the changes over time. Detailed analysis of service elements enables the detection of the current perception of factors impacting customer satisfaction, identifying the fields where Magyar Telekom delivers outstanding performance, according to the customers' opinions, and the fields where actions are needed to improve quality in line with our own earlier performance or even against the standard of competitors.

Customer satisfaction is measured by an independent research firm with experience in market research. The compilation of the questionnaires, the data entry itself, the adjustment and processing of the database, the preparation of summary analyses and presentations about the findings, as well as their interpretation, are the responsibility of the research firm in cooperation with the Business Intelligence Department.

The surveys are conducted by eliciting answers via telephone and personally, in the form of standard interviews, encompassing samples of a justifiable size, composition and weighting. The content of the survey questions remains substantially the same from year to

year to enable the tracking of changes over time, but the methodology and the structure of the sample is reviewed and updated from time to time, due to the changing expectations of the company or group, as well as the changes in the product structure and the market.

### Residential customers

The downward tendency that characterized the Hungarian residential mobile market in 2012 stopped in 2013, and in 2014 the results of both Magyar Telekom and its competitors improved. Compared to the European bench-

mark of the industry, the company's results in 2014 were slightly better than the average.

Customer satisfaction in the mobile market is generally very balanced, with no major differences. However, in 2014 – mainly in the second half of the year – Vodafone's results were slightly better, while Magyar Telekom's results stagnated and Telenor caught up. Thus Magyar Telekom lost its usual first place and it can be said that Vodafone took over the market-leading role in 2014.



**ISTVÁN POLEFKÓ**  
**Technical customer service support manager**

**Volunteer customer experience trainer**

### Customer experience training

There are more and more service providers in the market offering similar products and services. The prices can be different but what is really important is the quality of the service and together with that the quality of the provision of the service, because these are the factors that form a lasting impression on customers.

It is very important for me to provide services to our external or internal customers in a way that I would also expect as a customer. Demand for quality service has now shifted to basic requirements too, so we have to generate such a positive experience during the entire lifecycle of contracts – almost reading the thoughts of our customers – and give them something unexpected in order to create the 'Wow!' factor.

Not only do I believe in the success of the programme, I took it upon myself to do the customer experience trainer assignment as a volunteer, because earlier, as a participant, I experienced that the training has a significant view-shaping impact, which is very useful. As a trainer I got acquainted with colleagues from other professional areas, thus now I have a greater oversight of the operation of the entire company, while I expanded my boundaries by recognizing links and connection points. I think it is a success when I receive positive feedback on the above efforts, and that the participants of the programme undertake various commitments that they will pursue to enhance customer experience.



Looking at the individual elements of the service, you can see that the perception of Magyar Telekom's earlier main strengths (e.g. network elements and coverage) was worse than before and currently they are perceived to be the weakest in the market. Looking at network coverage, the difference between Magyar Telekom and Vodafone increased to the benefit of the latter.

Regarding the perception of prices Magyar Telekom's, results improved in comparison to 2013, but the company is still behind its competitors, in particular Vodafone.

Magyar Telekom's specific advantage over its competitors is the handset portfolio and handset upgrades. Similarly, Magyar Telekom also has a competitive edge in the field of new product offers. Perception of Magyar Telekom's customer experience, customer information and mobile internet also improved in comparison to 2013; however, in the latter case Vodafone is still ahead of Magyar Telekom.

The satisfaction index measured among Magyar Telekom's residential customers using the home service also reflects high standards in the field of fixed services that were similar and measurable to mobile services.

The satisfaction figures for the mobile and the fixed services harmonized and became equal in 2013/2014. In the long-term comparison the fixed-line market shows a slight growth.

Similarly to the mobile market, the operators' results are close to each other in this field. Looking at the annual average, Magyar Telekom is still on top with a slight advantage over its competitors. The figure registered in 2014 was in the Top 10% to Top 33% range of the European industry benchmark data.

Compared to 2013, in 2014 Magyar Telekom improved its results in all important areas. The principal strength was the entirety of the product and service portfolio and their continual renewal, as well as the wide network coverage. However, satisfaction with customer service at shops and call centres decreased, mainly due to lengthy waiting times, and as a result perception of Magyar Telekom is at the same level as that of its competitors and it is slightly worse than UPC's in the area of shops.

In summary, Magyar Telekom's fixed-line customers are more satisfied with prices and the value for price ratio than the customers of mobile services.



**Business customers**

The market of mobile services for businesses was stable in 2014. Regarding the satisfaction index there is no significant difference between Magyar Telekom and its competitors, the perception of their services being practically the same, although Magyar Telekom's index is slightly higher. In European comparison Magyar Telekom is slightly behind the European benchmark.

Magyar Telekom's main strength is the quality of the network for telephone calls, coverage and roaming. Magyar Telekom also excels in value for price and the perception of its existing and new product offers. The only area where Magyar Telekom performs weaker than its competitors is the area of telephone helpdesk service.

In 2014 Magyar Telekom maintained its lead over Invitel in the field of fixed-line services, but UPC reached the same level as Magyar Telekom. In European comparison the results are nearing the lower 10% in the case of SoHo and SMB customers.

Magyar Telekom is distinguished from its competitors mostly by the wide scope of its product and service portfolio. The company's strengths also include its reliability, the appre-

ciation of its loyal customers and that our customers feel safe at the operator. The areas for improvement include the speed of serving our customers in shops and shorter complaint management response times.

In addition to the traditional measurement of overall satisfaction, we also measure the satisfaction of our customers with given customer service cases throughout the year in the framework of the Next Generation International Customer Contact Analysis (NG ICCA) research. The purpose of the survey is to monitor the quality of our customer care service as experienced by our customers and collect information about their satisfaction and experience with our service.

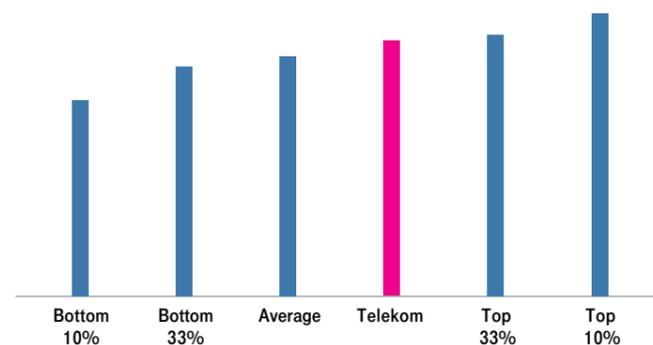
The research is transaction-based: we poll our customers within 24–48 hours of their customer care event. The research extends across both the residential and business customer bases.

Channels involved in the research:

- residential and business call center
- automated telephone menu and self-service system (IVR)
- shop network
- installation and fault clearance of home services
- business partner network

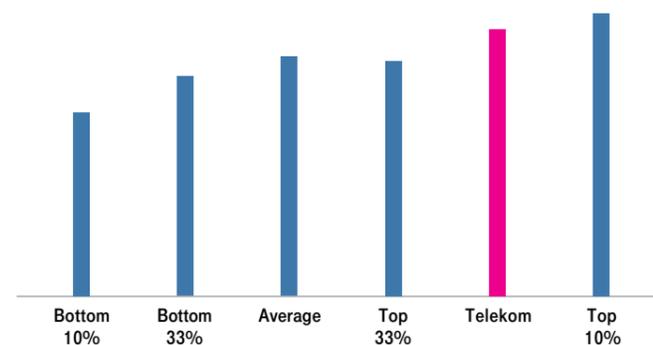
**CUSTOMER SATISFACTION WITH MOBILE SERVICES (CONSUMER SEGMENT)**

Results of Magyar Telekom's customer satisfaction survey in comparison with the European industry benchmark database, 2014



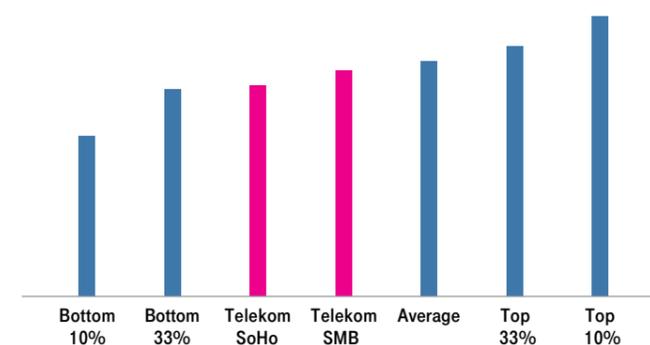
**CUSTOMER SATISFACTION WITH FIXED-LINE SERVICES (CONSUMER SEGMENT)**

Results of Magyar Telekom's customer satisfaction survey in comparison with the European industry benchmark database, 2014



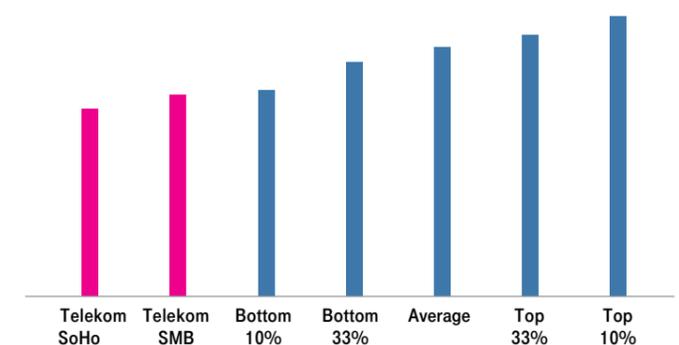
**CUSTOMER SATISFACTION WITH MOBILE SERVICES (BUSINESS CUSTOMERS)**

Results of Magyar Telekom's customer satisfaction survey in comparison with the European industry benchmark database, 2014



**CUSTOMER SATISFACTION WITH FIXED-LINE SERVICES (BUSINESS CUSTOMERS)**

Results of Magyar Telekom's customer satisfaction survey in comparison with the European industry benchmark database, 2014





Within the frame of a 'voice of the customer' survey, following the 'waterfall' model, we ask 4 closed questions – the first 2 are the same in each questionnaire and the second 2 are selected randomly to assess the anticipated quality of certain elements of our customer care efforts.

In addition to this, we give customers the opportunity to submit free text responses about our service by asking an open 5th question. One-fifth of the respondents do submit explanatory answers. Most of these responses are given in areas involving personal customer care activities.

The results of the answers are available to the relevant business areas and the employees of the Customer Experience department, too. Evaluation is performed on a daily/weekly basis at an operative level and the leaders of the involved channels elaborate and submit action plans and development needs if they detect results that stand out. The Customer Experience department prepares the quarterly channel-comparison analysis based on a uniform methodology. Based on the research one can see which colleague may need training, where one can reduce waiting times or what is working differently to how it should, etc.

The Customer Experience department's insight team manages our customers' pain points and requirements as well as their prioritization, and presents them to the management in a separate pain point report (+CEX DashBoard indicators and analysis results).

The direct manager of the business area where deficiencies are revealed takes action, sets up an action plan with the CEX team and makes a pledge to remedy the problems.

Customer satisfaction research has a long history at Magyar Telekom. In addition to the indicators presented in the area breakdown, one of its main indicators was for years the NPS (Net Promoter Score) that was replaced from the summer of 2013 with the CES (Customer Effort Score). This was due to the fact that we think the loyalty of the customer is most closely related to the personal effort they had to invest to solve their problem. The CES can be measured on a five-grade scale by a single question: 'How much effort did you have to make to solve the problem?' Both the overall satisfaction and the CES indicators are measured on a scale from -200 to +200. The overall customer satisfaction, the CES indicator and the free text responses are continuously analyzed in their context, thereby creating even more value for both our customers and the company.

Overall satisfaction results in 2014:

- Among the channels surveyed the customers of home services (installation, fault clearance and shop services) are the most satisfied with the services, although they find the fault clearance process a bit difficult.
- Transactions related to mobile services are generally evaluated better than those related to home services.
- The major strength of the call centre is its competent and helpful staff, but the majority

of customers found the menu system too complicated and complained about long waiting times.

- The IVR (telephone menu system and self-service customer service) proved to be the least favoured channel, because the customers considered the waiting time too long and often failed to get to an operator because of the complicated menu system.

T-Systems conducts customer-satisfaction surveys according to the 'M015. Customer Satisfaction Survey'.

T-Systems currently performs a 4-level customer satisfaction survey:

- Project-based survey: At the end of each month a web-based project satisfaction survey questionnaire is sent to the commercial and project implementation contact person of those projects where the final invoice issued in the given month exceeds the value of 5 million HUF.
- Satisfaction survey of small and medium service customers: At the closure of each quarter a web-based customer satisfaction survey, applicable to SMB services, is sent to 150 customers.
- Key customer service satisfaction survey: Every six months a web-based customer satisfaction survey questionnaire is sent to 50% of customers with a key service contract, in rotation.
- Fault repair related satisfaction survey: A brief web-based rating questionnaire is sent out after each closed trouble ticket with questions regarding the fault repair.

After statistical processing, data from the completed customer satisfaction survey questionnaires is received by the leaders of the areas involved in the survey concerned, and they incorporate the results and experiences into the work of their organisational unit.

If a customer's response to a question is 3 or worse on a scale of 6, or a negative text remark is provided, a complaint ticket will be created automatically, and the case will be specifically investigated to find the reasons for the exceptionally low values and, if necessary, improve customer satisfaction.

Summarized results of the respective surveys (on a scale of 6):

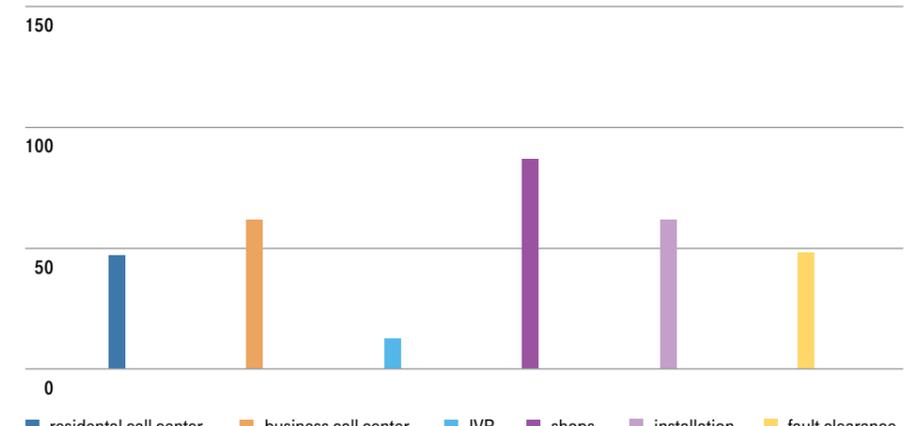
- project-based survey: 5.02
- satisfaction survey of small and medium service customers: 4.82
- key customer service satisfaction survey: 4.92
- fault repair related satisfaction survey: 5.45

T-Systems' Competitiveness Development department conducts a satisfaction survey at the end of each year among strategic customers, and commissions the market research firm Bell Research to analyze customer satisfaction. The research covers customer satisfaction related to T-Systems' services, TSM's image and whether they would recommend the company to others.

### OVERALL SATISFACTION INDICATOR IN 2014 BY CHANNELS



### CES INDICATOR IN 2014 BY CHANNELS



**CUSTOMER SATISFACTION SURVEY OF THE DATA CENTRE BRANCH FOR 2014**

Contact with the Data Centre	Poor	Adequate	Fair	Excellent	Sample	Average 2014	Average 2013
Accessibility of the Data Centre	0	0	1	9	10	4.90	4.80
Direct customer support activity	0	0	3	7	10	4.70	4.80
Customer focus	0	0	2	8	10	4.80	4.80
<b>Technology environment</b>							
Availability of electronic systems	0	0	0	10	10	5.00	4.90
Availability of engineering systems	0	0	0	10	10	5.00	4.90
Physical availability of the transmission systems built into the framework of the colocation service	0	0	1	9	10	4.90	4.90
Availability of technology personnel	0	0	2	8	10	4.80	4.60
Readiness of technology personnel	0	0	1	9	10	4.90	4.80
Contact with technology personnel	0	0	2	8	10	4.80	4.80
Expertise of technology personnel	0	0	2	8	10	4.80	4.90
<b>Security Service</b>							
Availability of the Security Service	0	0	1	9	10	4.90	4.90
Readiness of the Security Service	0	0	2	8	10	4.80	4.90
Expertise of the Security Service	0	0	4	6	10	4.60	4.90
<b>General</b>							
Quality of the colocation environment	0	0	1	9	10	4.90	4.80
Handling of problems connected directly to the colocation environment	0	0	2	8	10	4.80	4.80
					Total	72.60	72.50
					Sample number	15.00	15.00
					Average	4.84	4.83

**ICCA SURVEY OF CORPORATE CUSTOMER SUPPORT BRANCH:**

**ICCA target value in 2014**

**ICCA scores in 2014**

CC: 115 points

CC: 119.7 points

Dedicated pilot: 135 points

Dedicated pilot: 156.5 points

Field staff: 165 points

Field staff: 184.1 points

The survey approaches decision-making customers using web-based questionnaires (around 600) and personal deep interviews as well (around 100). The results of the survey are also shared with leaders of the organisation to enable them to take measures to address any shortcomings revealed in the course of the survey.

The Corporate Customer Support Branch (VÜK) conducts the ICCA survey and involves an external partner. The essence of the method is that the external firm (Szociográf) uses a telephone interview to ask the customer to rate the administration. Survey results are analyzed in detail monthly by the leaders and managers of the Direct and Dedicated Competence Centre. This element is part of the monthly performance review. Employees are regularly trained with a view to customer satisfaction improvement. Internal training sessions are organized with the help of training firms.

The customer satisfaction survey of the Data Centre Branch for 2014 was completed in January 2015. The results were determined on the basis of the questionnaires sent to customers.

Crnogorski Telekom uses two values for its customer satisfaction measures: TRI\*M and NG ICCA.

- TRI\*M T-Com and TRI\*M T-Mobile are measured quarterly, through phone interviews.

Method: fieldwork agency (interview method), data processing (short, medium, long waves)

Residential segment (fixed and mobile):

- Increased on a yearly basis (from 68.7 to 70.0)
- The main drivers of the improvement are Prices and Tariffs.

Business segment:

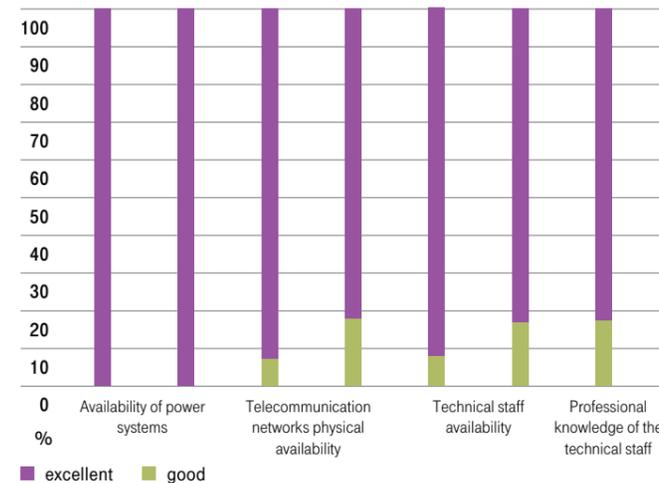
- Increased on a yearly basis (from 60.4 to 61.5)
- The main drivers of the improvement are Prices, Tariffs and Customer service.

- The Next Generation ICCA program is being implemented across DT subsidiaries with the goal of obtaining a more accurate and timely assessment of the customer experience and customer satisfaction with the specific subsidiary's touchpoints (CS, Sales, TCS, Self Service). Customers are surveyed once every 90 days. Surveys used are SMS and IVR.

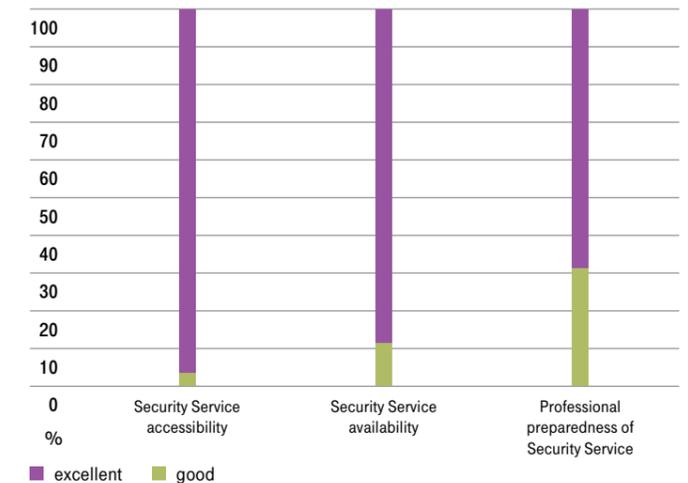
All channels showed an increase or a stable score on a yearly basis:

- CS stable on 92.6 ICCA points
- TCS increased by 2.7 ICCA points
- Shops increased by 10.3 ICCA points
- Self Service increased by 14.1 ICCA points

**TECHNOLOGY**



**SECURITY SERVICE**



### 3.2. MANAGEMENT OF CUSTOMER COMPLAINTS



We do believe that the adjustments that we make on the basis of our customers' feedback and requirements will make us more successful than our competitors and enable us to provide seamless services.

Our approach is that complaints are useful signals from our customers, which help us identify potential process and other deficiencies. Based on recent years' experience we find it important to listen to our customers' voice, complaints, comments, and pinpoint areas where we have to improve our customers satisfaction with Magyar Telekom's services.

Based on the experience of the Customer Feedback Management program, launched in Q3, 2013, we further developed our operation, and from October 2014 we manage the CFM as a separate business area. The most important objective of the CFM is the deep analysis of all feedback and complaints coming from our customers in order to find root causes of problems. Based on the results we may elaborate short- and long-term experience based development and training plans and implement process improvements.



To be able to offer prompt solution, we have enhanced the knowledge and competence of our sales point and call center staff, determined the scope of those complaints which we can address immediately, so as to save our customers the inconvenience of waiting.

From the autumn of 2014 our colleagues working in customer fronts have been granted broader competences and authority so that they can promptly serve a wider scope of customers. Besides expanding competences

It is of key importance to us that our customers are satisfied with the products, services and the administrative work of our colleagues, as in recent years we experienced an increasing demand to enhance customer experience. That is why we strive to apply complaint management solutions that resolve all problems of our customers and by way of providing a customized, high quality and comforting solution we turn the complaint into customer experience.

In 2014 our most important expectation continues to be to manage complaints received through the different channels as fast as possible, and to solve the problem or answer the questions of the customer already in the very first contact.

of the customer front areas swift and effective complaint management is further enhanced by close cooperation with peer organizations thereby preventing—instead of retrospectively managing—questions and complains.



As a result of our efforts in 2014 the average complaint response and complaint management time has been further improved. We think that besides fulfilling our objectives it is also very important to provide customer experience that is unparalleled by other operators.

Typical complaint causes:

- impact of the economic changes—our customers are more sensitive and less tolerant;
- increase of consumer consciousness—demand for quality services;
- complex services—more complicated bills, wide product portfolio, occurrence of administration errors.

In 2014 we performed our activities in strict compliance with the provisions of NMHH Decree 13/2011. 27.) on 'The requirements of the quality of electronic communication service and the protection of the subscribers and users, and the integrity of rating', always keeping the rules specified by the authorities for the protection of the consumers. Our complaint management process was certified and we published the relevant quality target values on the following sites:

[http://www.telekom.hu/about\\_us/about\\_magyar\\_telekom/principles/quality\\_guarantees](http://www.telekom.hu/about_us/about_magyar_telekom/principles/quality_guarantees)  
[http://www.telekom.hu/static/sw/download/2014\\_evi\\_Telekom\\_szolgaltatasminosegi\\_mutatok.pdf](http://www.telekom.hu/static/sw/download/2014_evi_Telekom_szolgaltatasminosegi_mutatok.pdf)

T-Systems received in 2014 a total of 57 customer complaints. All of them were analysed individually (even involving staff of the professional areas concerned). The results of the investigation and the measures taken are described in the Fault Management Annex of the Service Activity Review Report (in a quarterly breakdown).

In case of the Corporate Customer Support Branch (VÜK) the number of customer complaints recorded in ICCM system in 2014: 19 817 (contains billing complaints: 12 701).

In 2014 we handled 157 911 processes, so the ratio of billing complaints to the total of complaints are 8.04%, ratio of other complaints to the total of complaints are 4.51%, total complaints ratio altogether are 12.55%.

Initiatives in 2014:

- Cashflow conscious operation: education for VÜK and T-Systems, with about 150 participants.
- Actions aiming at decreasing billing failures eg. Magyar Honvédség workers, process handling description for shops.
- Symposium: participation in preliminary works: forcing registrations, sending invites, customer information were our tasks.
- Creativity and innovation: education and innovation application at VÜK.
- Start moving, VÜK: to increase performance and care the health of our colleagues, we introduced weekly gymnastics.

Any customer complaint arriving directly to the Data Center first meets the customer support manager, who defines the area concerned. When the complaint affects a colocation situation, examination starts immediately, let it be any physical element of the colocation services, the related administrative, invoicing, customer handling processes, or the communication of these areas. In case of physical elements of the colocation services the problem is delegated toward the head of the competence center and the colleagues managing the operation of the services. In case of an invoicing, accounting, contract management complaint, the relevant department is immediately informed, together with appropriate proposals based on the revealed information. In case of a communication problem, following a thorough identification the necessary steps are taken to solve the problem.



At Makedonski Telekom the total number of complaints received from customers with fixed services are 14 122 ✓ in 2014, which number compared to 2013 is decreased 25% ✓, primarily due to lower number of service faults. Number of complaints per 1000 customers for different types of services in 2014 is as follows: fixed lines: 30 ✓, for internet services: 32.5 ✓ and for bundled services is 21.4 ✓. The number of customers at the end of 2014 was: customers with voice services: 236 420; customers with internet services: 152 379 and customers with IPTV services: 98 690.

From customers with mobile services we received 25 080 ✓ complaints, which number compared to 2013 is increased by 11% ✓, primarily due to mobile data packages and penalties for premature terminations. 85% of received complaints are from post-paid customers, 15% are from pre-paid customers. Number of complaints per 1000 customers for mobile services in 2014 was the following: pre-paid customers: 4.7 ✓, post-paid customers: 50.5 ✓. Number of mobile customers at the end of 2014: pre-paid: 773 305 and post-paid: 423 937 customers.

### 3.3. INFORMING OUR CUSTOMERS

Magyar Telekom Group consistently strives to make its offers as self-explanatory and widely accessible as possible.

The following addresses provide information regarding the services and tariff packages of the various lines of business, operated by Magyar Telekom Plc.:

<http://www.telekom.hu/otthoni/english>  
<http://www.telekom.hu/mobil/english>  
<http://www.telekom.hu/uzleti/main>

Information about the services of our other major affiliate companies is provided at the following addresses:

- T-Systems: <http://www.t-systems.hu/home-page>
- Origo: <http://www.corp.origo.hu/portfolio.html>
- Kitchen Budapest: <http://www.kitchenbudapest.hu/en/kibu/projects/>
- KalászNet: <http://www.kalasznet.hu/>
- Makedonski Telekom: <http://www.telekom.com.mk/en/>

In 2014 we continued with the process of unification of complaints handling processes for mobile and fixed services. Due to new organizational setup (consumer/business), the process for approvals based on complaints was changed. For this year we also have increased number of visits (more or less daily visits) from government regulatory body for telecommunication market compared to previous years.

At Crnogorski Telekom the number of complaints per 1000 customers by different services (fix/ mobile telephone, internet etc.). Methodology: for all complaints (written and verbal), comparing with no. of customers EOY 2014 (non-cumulative):

- 57 ✓ for fix line
- 76 ✓ for post-paid
- 13 ✓ for pre-paid

In 2014 we took several steps, concerning customer complaints:

- Company Directive on resolving claims and complaints was adopted on August 7, 2014.
- 'One billing and CRM' project: Active role in One billing project and Improvement of customer complaint resolution process.
- Continuously improve of complaints and claims handling process.

- T-Mobile Macedonia: <https://www.t-mobile.mk/public/personal-customers.nspj>
- Crnogorski Telekom: <http://www.telekom.me/private-users.nspj>

Detailed information and, respectively, modification if necessary, can be sought 24-hours-a-day through the telephone customer service for residential customers, which can be called free of charge on Telekom's domestic mobile network and, for subscribers of top-up services, by dialing 1777 (Domino exchange). In connection with residential and energy services of Telekom, we provide information on the 1412 number, which can be called from the Telekom mobile and fixed network as a toll-free call.

We have rendered Magyar Telekom's website more accessible, by, among other actions, highlighting the buzzwords established for online search, and developing web services, all of which enables customers to make purchases quickly and simply. Services are available at the following web site: <http://www.telekom.hu/mobil/english/services>.

Integrated customer service of T-Systems customers is provided in the form of handling cases issued through telephone number 1400 and written e-mail to [TS\\_ugyfelkapcsolat@t-systems.hu](mailto:TS_ugyfelkapcsolat@t-systems.hu).

It is especially important for Magyar Telekom to inform existing and future customers in compliance with the valid legal regulations. We do everything to have our advertisements depict our current offers precisely and clearly and to exclude the possibility of deception. For this reason an important step in our work processes

related to creating our advertisements is to have them aligned with consumer protection aspects and the guidelines of the Competition Authority (GVH), as well as to making sure of their legal compliance. We render our current offers accessible to all using the highest possible number of communication tools, and exploiting, as far as possible, the possibilities of the advertising medium concerned. In this manner we can ensure the possibility to acquire the broadest available information and, thereby, to take responsible decisions.

### 3.4. INVOLVEMENT OF OUR CUSTOMERS



hello holnap! tariff package offers people living with various disabilities special discounts and optional modes of use that can be aligned with their particular situations.

The tariff package Magyar Telekom has created for people living with disabilities was a key talking point during the roundtable discussion at the European Day of People with Disabilities.

Magyar Telekom has specially designed, in cooperation with experts from the non-governmental organisations concerned, the hello holnap! tariff package, targeted at people living with disabilities. Taking part in its development have been the Hungarian Association for the Deaf and Hard of Hearing (SINOSZ), National Federation of Disabled Persons (MEOSZ),

Hungarian Federation for the Blind and Partially Sighted (MVGYOSZ), and the Hungarian Association for Persons with Intellectual Disability (ÉFOÉSZ), whose professional cooperation is a guarantee that the service has been adapted to the needs of the total pool of people living with disabilities.

The offer can be adapted to those living with impaired vision and hearing by selecting from the differently-sized packages of calls, SMS and data, depending on their individual needs. Each of the various arrangements is accompanied by some kind of special tariff discount.

**ESÉLYEGYENLŐSÉGI NAP**  
2014. MÁJUS 5.



EGYÜTT. VELED



Mobile devices are the most immediate and easy tools to open the gates to the internet, without which we seem to be almost unable to live, but how readily available are government services, media, information and communication channels to a vision-impaired, deaf or disabled person?



Roundtable discussion during the European Day of People with Disabilities

This was the subject of the round-table discussion Magyar Telekom organized on the European Day of People with Disabilities.

One of the most popular sport events of spring was held on 13 April 2014: the 29th Viviccittá City Supporter Run. As usual, charity was part of the activity, with donations being gathered by the organizers and the participants. UNICEF Hungary and Gézengúz Foundation were the non-profit organizations supported by the runners. Each organization put forward their case for support to the runners.

A joyous moment occurred when Kinga Albert, after recovering from cancer, also took part in the race. Kinga applied to Life.hu's 'Begin your new life!' programme and her mission was to complete the race as an example and motivation to others who are also planning to change their lives by being more active and living more healthily.



Many journalists from the Sustainable Media Club also joined the event in order to promote a healthy lifestyle and running, as well as to support Kinga and her fellow sufferers.



Running the Viviccittá



Globe at Viviccittá

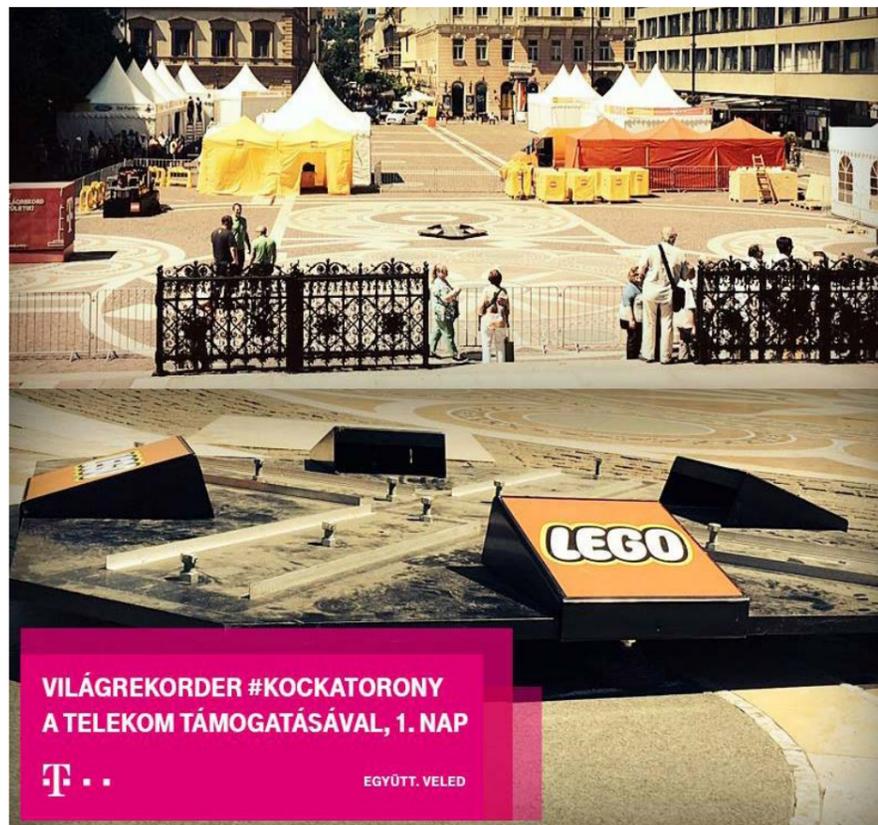


Such digital tools support the work of teachers in providing assistance for children to stay in touch with their schools, schoolmates and friends, and to make schoolwork a bit more interesting.

A giant LEGO tower was put up in front of Saint Stephen's Basilica for Children's Day. The construction was organized by LEGO Store Budapest and sponsored by Magyar Telekom. The tower was built in five days by primary school students and tourists visiting the Basilica, but some official LEGO constructors came from Denmark to also take part in the creation.

Unfortunately, some children were unable to be there at the Children's Day weekend events because of their serious illnesses. Magyar Telekom showed it cares by donating laptops

to the Hospital Teachers' Association, which helps children continue their studies while they are ill and enjoy some computer games to have a more complete childhood. The donation ceremony was held in Gottsegen György Cardiological Institute's Pediatrics Department, where approximately 500-600 heart operations are carried out each year.



The LEGO tower building site in front of the Bazilika



This was the third year that Magyar Telekom and Sustainability Media Club announced the winners of the sustainability press award.

Materials published after 2013 could apply in one of three categories: 'View from the bottom' category for content about private experiences or smaller communities; 'Panoramic view' category for insights into the country's social, environmental and business worlds with relevance to green topics, innovation and education; and the 'e-world' category for blogs by responsible thinkers that was introduced for the first time this year.

Applications for the sustainability press award arrived in a similar proportion to the two different approaches. In-depth articles and stories about individuals or small communities were published primarily in magazines or featured in lifestyle programmes on television channels; whereas 'Panoramic view' content is more typical on media platforms and news portals focusing on economics and politics.

The number of sustainability-themed blogs is increasing year on year, not only those run by NGOs but also those operated by engaged individuals.

The winner of the 'View from the bottom' category was Zita Kempf, journalist for Nők Lapja Café, who gave a thorough and natural picture of everyday life of people living with disabilities. Richárd Hegyeshalmi of index.hu won the 'Panoramic view' category for his shocking status report on climate change. The award for each of these categories was 500 000 HUF, while 300 000 HUF was given in the 'e-world' category to Nóra Hagari-Nagy, blogger of Propolisz: metropolis green feeling.



The three winners of the sustainability press award

