Ooredoo Transforms Digital Experience With The Launch Of Their New App

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Giving customers greater control over their accounts, Ooredoo recently updated the Ooredoo Oman self-care app to provide greater simplicity and more convenient access to Ooredoo services. The new app allows users to manage their data use, choose detailed or summarised overviews of their accounts, access the Nojoom loyalty programme, pay bills or recharge their lines, among other new features. Transforming the mobile experience, it gives customers an effortless mobile experience that gives them control to do what they want, when they want.

Ooredoo's Johan Buse, Chief Commercial Officer, said: 'The smartphone is the gateway to access and control of everything in a customer's digital life. By enabling a richer experience through their phones, we are delivering the most simple, straightforward mobile-first experience which will give customers what they have told us they want; more simplicity and control right in the palm of their hands.'

'With the launch of the new Ooredoo app, we have responded to customer feedback; removing the uncertainty of, for example, exceeding bundle limits or not being able to manage their accounts on the go. It is designed to reflect the significant growth in individual data use', added Buse.

The app, now with over 250k users, has had several enhancements in this latest release. In addition to allowing customers to manage their accounts, some of the new features include the ability to manage multiple phone numbers under one account, manage international credit transfers and receive updates on promotions. Customers can also access detailed real-time billing information and obtain personalised products and services. Plus, Ooredoo have announced that new features such as on-demand support and the ability to connect with social media will be brought online soon.

Available for both the iOS and Android operating systems free of charge, it has allowed users to handle day-to-day tasks with ease. To download the app, simply visit the Apple Store or Google Play and search for 'Ooredoo Oman'.

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