

Re-energised Powertel, continues to grow as they refresh their look.

Powertel has embarked on an aggressive campaign as they set the tone right with the introduction of a new brand Powertel. The new dynamic Powertel brand with a new corporate look has been launched recently and is set to move with the new campaigns and developments at the licensed Internet Access Provider. The new customer centric logo retains blue as the dominant colour with a forward moving arrow signifying innovation in the telecommunications industry.

”We are building on the best of the past and the best for the future. We have re-energised our look drawing strength from our history and heritage, whilst consciously remaining future focused” said Mr Willard Nyagwande.

In simple, the new logo fuses the old and the new to enhance and make a stronger statement of who we are, what we represent and our future focus. The new corporate identity that was adopted represents a cross integration of qualities embedded within the last two PowerTel logos- namely the current logo and its predecessor

There are various celebrations around the brand with the following notable successes:

1. Refreshed product scope

Powertel recently increased their product scope with the introduction of the new voice service, prepaid electricity, new virtual private networks standardisation and reduced cost on internet services. Powertel have also interconnected with all networks hence customers are able to call across networks at the most affordable prices.

Powertel also offers carrier services to other telecommunications operators and the new icon will set the brand apart as it represents their capacity to support every Zimbabwean telecoms operator. It also fuse in the dimension of new innovations that comes with networks capacity.

2. Increased capacity

The recent optimization of the base stations, increased coverage and interconnection on voice amongst others are some of the reasons behind the celebrations. Powertel have also increased their distribution capacity with the introduction of third party channels around Zimbabwe.

They also recently introduced their state of the art network operations centre which is set to introduce another customer dimension interms of technical customer resolutions.

3. National 24/7 call centre

Powertel recently introduced their national contact centre which operates 24/7 thus giving unmatched customer experience to their customers. The call centre

is also outsourced to other customers as virtual contact centre services. The award winning call centre serves Powertel customers and all electricity customers which makes it the biggest national call centre.

4. New advanced billing system

Customers are able to enjoy real time value and convenience in recharging with the introduction of the advanced billing system by Powertel.

Interesting insights of the Powertel newly energised look

- Maintains the current logo name typography format.
- Retains the name Powertel Communications
- Retains the current payoffline- “Imagine it, Live it!” This symbolises giving customers the power to be in control through converged services. In this customers enjoy voice, data, and video all from single billing system.
- Refreshes the corporate colours
 - Blue- representing trust, strength, and dependability. We will endeavour to be customer centric always and we will continue to find solutions that will address our customer’s ever-changing demands.
 - Red representing excitement, boldness and youthfulness
 - Black symbolising the elegance and formality of our brand
- Introduces a ‘Motion wheel’ symbolising the motion world- how we are continuously evolving, innovating and moving forward

The meaning of POWER!

- Progressive and Pioneering.
- Objective
- Willpower
- Energy
- Resilience

Powertel’s services includes internet services, branch to branch connectivity, mobile broadband service, professional services, carrier services for other telecommunications operators, voice services and other value added services that comes with internet.