



# C E L L

N E T W O R K

Press release

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## Bilprovningen's website praised by Sweden's Internet users

**Bilprovningen's website offers the best service, according to the Web Service Award survey. The services include the Web-based inspection appointment booking system developed by Cell Telecom in cooperation with Cell Network.**

To make it easier to book inspection appointments, Bilprovningen (the Swedish vehicle inspection service) decided in autumn 1999 to introduce a new Web-based booking system. Cell Telecom, which was selected as the main supplier, developed an integrated interactive voice response, Internet and WAP solution.

On Wednesday, Bilprovningen.se was named as one of the Web Service Award winners. Bilprovningen's website carries information and an inspection appointment booking system. It was praised for its simplicity and interactivity, and the company is considered to offer the best customer satisfaction on the Net.

"There was a great demand for being able to book inspection appointments via our website. Our visitors now have that facility, plus the opportunity to obtain a great deal of other information at the same time. We've tried very hard to make booking simple and informative, and currently about 30 percent of customers choose to book via the Web," says Michael Stenberg, project leader at Bilprovningen.

"Working with Bilprovningen has been enjoyable and interesting, and we're delighted that they have received this award," says Joakim Harging, responsible for sales at Cell Telecom.

Almost 10,000 visitors took part in the survey, which was organised by TEMO, Telia and IT Management. The purpose was to ascertain the opinions of Sweden's Internet users about the quality of the Web initiatives of Swedish companies, authorities and organisations. Visitors answered questions about user-friendliness, information and contact facilities. Then a jury judged the ten websites that achieved the highest Web Service Index in two categories: Information & Service and E-commerce.

The jury's citation read: "The winner has solved a central problem for themselves and their customers by exploiting, in a way that is efficient for all parties, the opportunities presented by the Web. With simplicity and good interactivity, they help both expert and novice users prepare for the coming appointment via the website."

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