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BTC WINS GLOBAL INNOVATION AWARD

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The commitment to innovation and bringing the best services to its customers of The Bahamas Telecommunications Company (BTC), a Cable & Wireless Communications business, has been recognised at the Global Telecoms Business Awards in London.

BTC, and its partner Syniverse, have been awarded a 2013 Innovation Award, in the Business Services Innovation category, in recognition of BTC's improving performance, particularly in terms of customer satisfaction.

BTC beat a world class field in receiving the award, including British Telecom, China Mobile, Telstra and Telefonica.

BTC has used Syniverse's tools to improve the experience of Bahamians as they use mobile data. The tools give BTC the ability to alert customers about how much mobile data they are using to reduce instances of 'bill shock'.

The company also plans to introduce services this summer to improve the customer experience of the thousands of tourists who visit The Bahamas every year. Those roaming onto the BTC network will be monitored in real time with any connectivity problems proactively addressed.

Geoff Houston, BTC CEO, commented:

"This is clear appreciation by the global telecoms industry of what we are doing here in The Bahamas. It is a great reward for the hard work put in by our team to improve the services we provide to customers. Innovation hasn't always been a word associated with BTC, but we are driving a new agenda to improve and innovate. It is great that our industry has recognised this, but more importantly that we are getting better at what we do."

Global Telecoms Business magazine, which is read by the leaders of the telecommunications industry worldwide, is part of the Euromoney Institutional Investor PLC group. The Global Telecoms Business Innovation Awards were first presented in 2007. Hundreds of nominations for the industry's innovative projects are received from the readers of Global Telecoms Business magazine.



About Cable & Wireless Communications

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About LIME

LIME is the Caribbean's largest telecommunications company with a proud history in the region, and which is always working to improve life in the Caribbean. LIME delivers the very best communication services to governments, businesses and families in 13 Caribbean countries with one unifying promise—building, connecting and serving communities. LIME is part of Cable & Wireless Communications PLC, one of the world's leading communications companies. For more information, please visit: <http://www.lime.com>

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