

# PSO TIMES

KARACHI TO SEE  
**100 PSO-BRANDED  
CAREEM & UBER CARS**

PSO EXPANDS ITS RETAIL FOOTPRINT,  
**OPENS RETAIL FACILITY IN THE  
HEART OF LAHORE**

PSO AND SHAHID AFRIDI FOUNDATION  
**JOIN IN THEIR MISSIONS TO EDUCATE  
FUTURE GENERATIONS  
OF PAKISTAN**

INAUGURATION OF A  
**STATE-OF-THE-ART**  
AIRPLANE FUELING FACILITY AT THE  
**NEW ISLAMABAD AIRPORT**





# TABLE OF CONTENTS

- 05** PSO Expands its Retail Footprint, Opens Retail Facility in the Heart of Lahore
- 06** Inauguration of Gastec PS & CNG in Lahore
- 07** PSO Fuel Cards Solution Project Honored with the PMI Award
- 08** PSO Launches Modern Fleet for Safe Transportation of Petroleum Products
- 09** Sales Teams' Record-Breaking Performances Recognized at PSO's Lubricants Sales Conference 2016-17
- 10** PSO holds Dealers Conference, Shares Ambitious Strategy for Future Growth
- 11** PSO Introduces 'Fuelink', a Revolutionary Online Fuel Management Dashboard
- 12** PSO Participates in CPEC Investment Opportunities Conference & Exhibition (CIOC)
- 13** PSO Powers & Shines at Pakistan Motor Rally
- 15** Employees' Efforts Applauded at PSO's 41st Anniversary Celebrations
- 17** Karachi to see 100 PSO-Branded Careem & Uber Cars
- 18** 24 Teams Compete in PSO's Thrilling Inter-Departmental Cricket Tournament
- 19** PSO's Breast Cancer Awareness Session Stresses Early Diagnosis & Screening
- 20** PSO Joins Hands with LRBT to Fight Blindness in Pakistan



# Every Journey Begins Here

- 21** PSO and Shahid Afridi Foundation Join in their Missions to Educate Future Generations of Pakistan
- 21** Cross-media Brand Building Campaign for PSO's Carient Motor Oil sees Big Success
- 22** Activation Campaign
- 22** Hundreds of Students Inquire About PSO as the Company Participates in Career Fairs
- 23** Significance of Trainings for Transportation of Dangerous Goods Highlighted at PSO's 2nd HTV Defensive Driving Training Session
- 24** PSO Participates in CPEC Investment Opportunities Conference & Exhibition (CIOC)
- 25** PSO House Echoes with Soulful Naats during Blessed Mefil-e-Milad (SAW) for Women
- 25** Pakistan Day
- 26** PSO bids farewell to outgoing employees with respect and gratitude
- 27** Achieving Excellence in Customer Services
- 28** PSO's Marketing Heads Engage with Customers through 'Ta'aluq Call Centre'
- 28** Resolving Customer Queries & Grievances
- 29** PSO CSR Trust Highlights



# MESSAGE FROM MANAGING EDITOR

I am delighted to present our newsletter, the PSO Times, with a fresh makeover. The newsletter has been instrumental on keeping the PSO family informed of the latest developments taking place inside and outside the company. The editorial team has done a huge amount of background work to ensure that the new version of the newsletter gives an aesthetic yet professional feel.

Pakistan State Oil (PSO), under its progressive and visionary leadership, continues to set higher benchmarks for Pakistan's oil industry through excellence in fueling the nation. The previous months have not been any different for the company, which witnessed robust activity across the board. Our readers will therefore see updates coming from all sides of the business in current edition.

I thank focal persons from all departments for their contributions in form of content. I would also like to commend the agency partners for contributing in the makeover. And finally I would say well done to the editorial staff who brought everything together to make this newsletter more inclusive, rich and true voice of the organization.

I would like to invite all members of PSO family to rekindle their creative self and contribute to the newsletter in form of news, articles and pictures. The editorial team will be more than happy to discuss what and how your side of the story can be told to the fellow colleagues.

Thank you all and happy reading.

**Imran Rana**  
Managing Editor

## EDITOR

- Aisha Rashid
- Naila Erum

## CONTRIBUTORS

- Administration
- Brand Management
- Cards
- Corporate Communications
- Customer Services
- HSE

- Human Resource
- Logistics
- Lubricants
- Non Fuel Retail
- PSO Club
- Retail Business



# ANOTHER BEGINNING. ANOTHER JOURNEY.

Pakistan State Oil Co. Ltd & Attock Petroleum Ltd have joined hands for the growth and prosperity of Pakistan. Embarking on another journey to a prosperous future, we proudly announce the inauguration of a state-of-the-art airplane fueling facility at the new Islamabad airport.

Together, we are fueling the nation's spirit.





# PSO EXPANDS ITS RETAIL FOOTPRINT, OPENS RETAIL FACILITY IN THE HEART OF LAHORE



**SHEIKH IMRAN-UL-HAQUE, MD & CEO PSO, INAUGURATED A STATE-OF-THE-ART NEW VISION RETAIL FUEL STATION IN LAHORE.**



The New Vision outlet, M/S Coral Gas, will serve the fuel and non-fuel needs of our customers in one of the most important areas of Lahore. Important government installations, businesses, leading educational institutions, healthcare facilities, media houses, and some of the most famous recreational spots are located within the area. Mr. Haque was joined by key business partners, senior officials from the company, the owner of the retail outlet, and dignitaries from Lahore during the official inauguration ceremony.







# INAUGURATION OF GASTEC PS & CNG IN LAHORE

A New Vision PSO retail outlet, Gastec PS & CNG was inaugurated by the honorable Secretary Petroleum, Mr. Sikandar Sultan Raja in Lahore.





# PSO FUEL CARDS SOLUTION PROJECT HONORED WITH THE **PMI AWARD**



PSO Cards Division's project for end-to-end system development & migration has been honored by Pakistan Chapter of the Project Management Institute - USA, by declaring it the runner-up of the Project Management Professional Awards 2017. The announcement came from a ceremony organized to celebrate the International Project Management Day by the PMI's Karachi Chapter. Renowned scientist Dr. Atta-Ur-Rahman graced the occasion.

Cards Team participated in the contest to showcase its project  
**'END TO END SOLUTION FOR PSO CARDS BUSINESS'**  
under the award category **'PROJECT OF THE YEAR'**.

This project aimed to benefit customers by improving operational efficiencies for PSO in terms of secure PCI-DSS certified systems, scalable infrastructure, reduced turnaround time, introduction of new product features and a dynamic system to build for future initiatives under the umbrella of

## **'PSO FUEL MANAGEMENT SOLUTION'**

PSO Cards program is the largest of its kind in Pakistan with annual sales turnover exceeding Rs. 40 billion. The project successfully migrated entire back-end and front-end systems that support customers' transactions for fueling through more than 150,000 chip based smart cards on a digital network that connects 1,200+ PSO retail outlets countrywide. The new system effectively caters to the current requirements and provides for future business growth needs.





# PSO LAUNCHES MODERN FLEET FOR SAFE TRANSPORTATION OF PETROLEUM PRODUCTS

MD & CEO PSO, Sheikh Imranul Haque, inaugurated the latest brand of tank lorry that will ensure safe transportation of petroleum products across the nation. The newly built PSO tank lorry complies fully to the standards set by the Oil and Gas Regulatory Authority (OGRA) and National Highways Authority (NHA). It also showcases PSO's unique national brand identity and promotes its product portfolio as part of the modern day brand and marketing requirements of the company.

PSO is the oil market leader in Pakistan that serves the nation by ensuring consistent supply of petroleum products to a wide range of consumers in Pakistan. The company is engaged in the import, storage, distribution, and marketing of various petroleum products to its customers in defence, power, retail, industrial, aviation, and marine sectors.

PSO contracts Pakistan's largest tank lorry (TLS) fleet as part of its logistics management system to transport POL products across the country using approximately 8,000 vehicles. The newly introduced tank lorries are designed to ensure the security of the public as well as the road infrastructure.







Lubricants Department organized this year's Sales Conference at Bhurban. Primarily, the agenda of the Lubricants Sales Conference was to appreciate the efforts of PSO's sales teams for their remarkable record-breaking sales performance in the preceding year and motivate them to deliver their best in the coming year. The two-day conference, themed around 'Vision 2021: Leadership in Lubricants Market in Pakistan', was attended by MD, PSO, senior management, PSO and Business Managers from three different sales channels of PSO namely Distribution Sales & Agency Trade, Industrial Consumer, and Retail Business.

SALES TEAMS' RECORD-BREAKING PERFORMANCES  
RECOGNIZED AT PSO'S LUBRICANTS SALES CONFERENCE

# 2016-17

The conference proceeded smoothly as per plan where the participants were divided into six teams, each marked with different colors and team names which ensured inter-departmental interaction and cross-functional networking which was one of the objectives of the conference. The respective DGMs, along with their teams, presented the preceding year's performance and discussed the way forward to achieve current year's targets.

In addition to this, the main highlight of the sales conference was the training conducted by Mr. Naseem Zafar from Training Impact, who organized an outdoor team-building activity which was both entertaining and igniting.

The organizers of the conference ensured that the event progressed smoothly like a well-oiled machine, right from the start at guests' check-in to the handing of souvenirs, and to lunches, dinners and all interactive activities; every effort was appreciated especially the sweet little treat bags served to the guests in their rooms.

# ONE

- TEAM
- DESTINATION
- JOURNEY





# PSO HOLDS DEALERS CONFERENCE, SHARES AMBITIOUS STRATEGY FOR FUTURE GROWTH



Sheikh Imran-ul-Haque, MD & CEO PSO, addressed a business conference in Lahore. PSO's dealers from Faisalabad, Sahiwal, Gujranwala, and Lahore divisions attended the meeting at the Management House where senior company management discussed PSO's ambitious business growth strategy.

PSO has the largest retail footprint with 3,489 outlets spread across Pakistan. PSO's retail partners not only offer international quality petroleum products under this plan, but also facilitate customers through availability of non-fuel modern retail products and services.



PSO's senior management from Marketing, Retail, Logistics, T&OD, Communications Finance, NFR, Operations, Imports, and Brand divisions joined the Managing Director during the conference and discussed the issues identified by our customers.

PSO proactively organizes such interactive conferences to keep our business partners informed of the company's growth plans. This two-way interaction is an integral part of our business systems to help align efforts to serve our customers better.



# PSO INTRODUCES **FUELINK**

## A REVOLUTIONARY ONLINE FUEL MANAGEMENT DASHBOARD

PSO's Cards Department has introduced 'Fuelink', a robust and first-of-its-kind online dashboard which no other Oil Marketing Company is providing to its customers at such an advanced level. This powerful console empowers the customers to manage their account and card-related activities more efficiently round-the-clock in real-time from anywhere at any time.

### **BENEFITS THAT COME WITH FUELINK**

- View information on group level as well as individual account level
- Key statistics on account credit limit, payment, issued cards etc.
- Apply for new & replacement cards
- View analytics in visual/graphical form
- Download current and archived bills
- Update account information
- Update card limits
- Change card status
- Change authorized signatory
- Access various extractable reports





# PSO PARTICIPATES IN **CPEC INVESTMENT** OPPORTUNITIES CONFERENCE & EXHIBITION **(CIOC)**

PSO participated in the CPEC Investment Opportunities Conference & Exhibition (CIOC) along with placing an ad in the CPEC supplement. Corporate Communications Department developed a detailed article to highlight PSO's role and potential opportunities in the China-Pakistan Economic Corridor (CPEC).

The company also placed an advertisement and a write-up about CPEC in a leading English national daily to highlight PSO's role and potential opportunities for itself in the game-changing mega project.



# PSO POWERS & SHINES AT PAKISTAN MOTOR RALLY

PSO has sponsored yet another thrilling motor sports event 'Pakistan Motor Rally' organized by Pakistan Army by fueling the participating vehicles with Altron X High Performance and Action+ Diesel.

Ten PSO-branded vehicles participated in the Gomal Zam Dam Jeep Race which was part of the Pakistan Motor Rally. We are proud to announce that five PSO-branded vehicles successfully clinched top positions. Babar Khan and Zafar Khan bagged first positions in the A-Stock Category and D-Prepared Category respectively. Gohar Sangi secured second position in C-Prepared Category whereas Iftekhar Ahmed and Noman Ahmed stood third in the A & D Stock Categories respectively.

Team PSO will also be participating in the remaining segments of the rally and we look forward to clinching more victories as the rally comes to a close.









Celebrating

41<sup>st</sup>

Anniversary

# EMPLOYEES' EFFORTS APPLAUDED AT PSO'S 41ST ANNIVERSARY CELEBRATIONS

On the occasion of PSO's 41st anniversary, the company held an in-house celebration to show gratitude to its employees who have been the driving force behind this nation's progress. Managing Director & CEO, Mr. Sheikh Imranul Haque, applauded the efforts of all the employees nationwide and motivated them to play their roles with the same levels of responsibility, sincerity, and commitment in the future as well. The employees in turn vowed to continue to work relentlessly to take the company and nation to greater heights.

PSO also released a print ad to thank its customers for their trust in the company which took prominent spots in leading English and Urdu dailies.





# Thank you for your trust

Today, we would like to thank you for putting your trust in us. Our standing as the national oil market leader is a reflection of your confidence and support. At PSO, we remain committed towards meeting your fueling expectations in a timely and responsible manner.



*Celebrating*

**41<sup>st</sup>**

*Anniversary*





# KARACHI TO SEE 100 PSO-BRANDED CAREEM & UBER CARS



PSO has partnered with Carobari (Pvt.) Ltd. for the branding of 100 Careem and Uber cars that will be moving in Karachi. Managing Director, Mr. Sheikh Imranul Haque, inaugurated the PSO fuel branded cars in PSO House.







# 24 TEAMS COMPETE IN PSO'S THRILLING INTER-DEPARTMENTAL CRICKET TOURNAMENT



PSO's 11th Inter-Departmental Cricket Tournament was held with 24 teams competing to be crowned the PSO Champions. The tournament was organized by the PSO Club for the Karachi-based locations and it was a well-organized event with the final day featuring activities for all PSO family members.

The final was played between Finance and Commercial Fuels with Finance being crowned cricket champions for 2018, beating Commercial Fuels (CF) by 9 wickets in a thrilling encounter in front of a full house at UBL Sports Complex, Karachi.

Winning the toss and electing to bat first, CF scored 95 in their allotted 8 overs. Finance openers Mr. Danish Iqbal and Mr. Hameed Khan batted extremely well. Finance chased down the target in just 6.1 overs. Mr. Danish Iqbal not only carried the bat but also claimed the awards of Man of the Match and was nominated the Best Batsman of the Tournament. Mr. Sanan from CF was declared as Man of the Tournament and Mr. Yasir Zaidi from CF took home the Baller of Tournament trophy.

MD & CEO, PSO, Mr. Sheikh Imran ul Haque graced the final as Chief Guest and presented trophy to the winning team.





# Breast Cancer

AWARENESS SESSION STRESSES EARLY  
DIAGNOSIS & SCREENING

Corporate Communications Department & CSR Team arranged Breast Cancer Awareness Session in collaboration with Shaukat Khanum Cancer Hospital & Research Centre at PSO House Auditorium.

Breast Cancer is the most common cancer in women worldwide with Pakistan ranking one of the highest in Asia. You can detect breast cancer in time and start suitable treatment, as informed by Dr. Kashifa Ehsan, Cancer Awareness Medical professional at Shaukat Khanum Cancer Hospital & Research Center.

A large number of female colleagues showed up at the session and gained valuable information. The session was followed by an interactive Q&A session which helped participants in gaining valuable information that may help them and also their loved ones to lead a healthier life.

**Prevention  
may not be in  
your hands,  
early  
detection is.**





# PSO JOINS HANDS WITH LRBT TO FIGHT BLINDNESS IN PAKISTAN

PSO CSR Trust has donated PKR. 24.6 million to the LRBT for specialized state-of-the-art ophthalmic equipment to be used as a diagnostic tool for Diabetic Retinopathy/Age Related Macular Degeneration (ARMD)/Congenital Retinal Diseases/Glaucoma, as well as managing its treatment.

The announcement came from an official joint ceremony by PSO CSR Trust and LRBT held at the Korangi Hospital in Karachi. Sheikh Imranul Haque, MD and CEO PSO, presented the cheque of support on behalf of the PSO CSR Trust to Mr. Umar Ghafoor, CEO LRBT. Mr. Babar Chaudhry from the PSO CSR Trust signed and exchanged the Memorandum of Understanding with Mr. Najmus Saquib Hameed, Chairman LRBT. Senior officials from both sides were present to witness the ceremony.





# PSO AND SHAHID AFRIDI FOUNDATION PSO AND SHAHID AFRIDI FOUNDATION JOIN IN THEIR MISSIONS TO EDUCATE FUTURE GENERATIONS OF PAKISTAN



PSO CSR Trust and Shahid Afridi Foundation (SAF) have joined hands in their resolve to ensure continued provision of education for future generations of Pakistan. Under the Memorandum of Understanding signed between both the organizations, PSO confirmed a financial support of Rs 3.25 million to SAF's Mallkpur School Campus Lahore for a period of one year. Hundreds of students from deserving background will benefit from this partnership.

## CROSS-MEDIA BRAND BUILDING CAMPAIGN FOR PSO'S **CARIENT MOTOR OIL** SEES BIG SUCCESS



A Brand-Building campaign for PSO's Carient Fully Synthetic Motor Oil was launched across TV, Radio, Print, Digital, and Outdoor media.

The TVCs were aired on leading TV channels of Pakistan, predominantly during prime time. Radio spots were aired on major radio channels during peak hours and drive time, and print ads too achieved prominent spots in leading English & Urdu dailies.

With the aim to reach the target audience in the best possible way, the above was also coupled with display of the Carient TVC on various significant local and international websites and forums. In addition, noticeable outdoor sites were also utilized for placement of Carient Ads in Karachi, Lahore, and Islamabad to reach out to a larger audience.



# ACTIVATION CAMPAIGN

PSO is living up to its core values of being a customer-centric Oil Marketing Company, having recently announced its collaboration with the global food & beverages leader PepsiCo, to launch their Sting Activation Campaign, energizing customers at selected PSO fueling stations in Karachi, Lahore and Islamabad.

The campaign comprised exciting and engaging brand activation activities along with distribution of free chilled Sting Energy Drinks to customers. The activities also included a fun Go-Cart setup for customers to enjoy whilst taking selfies and receiving amazing giveaways.

Commenting on the co-branding activity, Mr. Shehryar Omar, Senior General Manager Marketing, PSO, said: "PSO and PepsiCo. have always had a long-standing business relationship and we are more than happy to work with them to reach out to our shared customer base in order to extend our services, as well as enriching the experience of the customers visiting PSO outlets."

PSO continues to make fast inroads into the expansion of non-fuel business as part of its overall brand transformation efforts to a bring one-stop solution where best products and services are made available to customers under one roof through various consumer-centric initiatives.

## HUNDREDS OF STUDENTS INQUIRE ABOUT PSO AS THE COMPANY PARTICIPATES IN CAREER FAIRS

The Human Resource Department has been actively promoting PSO across various universities in Pakistan to attract the best talent. Recently, the HR Teams participated in career fairs organized by leading universities including LUMS, IBA and BZU. A large number of students turned up to seek information about career prospects at PSO.





# MOTORWAY POLICE HTV DEFENSIVE DRIVING TRAINING CERTIFICATE AWARD CEREMONY AT JIMCO MHK



Certificate Distribution Ceremony for 2nd batch of HTV Defensive Driving Training was held at JIMCO Mehmood-Kot. GM Logistics along with DGM-Logistics graced the ceremony with their presence. The program was commenced by In-charge Logistics Mehmood-Kot, who shed light on the significance and necessity of such trainings for transportation of dangerous goods. GM Logistics awarded certificates to thirty successful drivers (participants) and carriage contractors. GM Logistics had a candid Q & A session with carriage contractors regarding upgradation of present fleet according to OGRA & NHA standards.



# HSE REWARD & RECOGNITION SYSTEM INTRODUCED AT PSO

Health Safety & Environment 'HSE' Reward and Recognition System is a part of Behavioural Based Safety 'BBS' program of PSO. This system is introduced to engage, motivate, and appreciate PSO employees and contractors on HSE Systems implementation and behavior modification.

This reward and recognition system will help in implementing the HSE policy and systems company-wide and bring all our contractors and employees on board on integrated HSE practices.

Through this system, company will recognize and appreciate personnel involved at retail outlets, logistics, and operation facilities to achieve the required HSE culture and behavior in all our business divisions countrywide.

Through this program company will recognize the best tank lorries, drivers, and cartage contractors who fulfill our set criteria on a quarterly basis.

Furthermore, under this reward program, there will be selection and nominations for Safety Champions at each operations facility every quarter. HSE Champions will be nominated by the facility in charge and Safety coordinator. These HSE Champions will assist HSE safety coordinator in achieving HSE goals.

Moreover, retail outlets from each region will be selected quarterly based on compliance to the Best HSE Retail Outlet selection criteria.

In addition to this, people who have participated in an incident prevention will be highlighted by facility safety coordinator/RO from each region on a monthly basis. Anyone on the facility who acted proactively to extinguish a fire, or stopped an unsafe action will be recognized through this system.

Till date, we have rewarded our retail staff who saved the customers from major fire and fatal accidents on a couple of occasions. On one such occasion, at PSO S/S 25 Ittehad (Khi), heavy smoke was coming out of a car's bonnet but our dedicated retail staff immediately took control of the fire by disconnecting the supplies and using the right fire extinguishers on time.

At another instance, fire erupted in the DB room of Ghazi - I F/S (Lhr), and our pump attendant responded to the situation and immediately used the nearby 6 kg DCP cylinder to put off the fire.

At our operations facility, Fakirabad, depot fire erupted in the tank lorry driver's cabin (while it was waiting for decantation). The filling operator acted promptly and used fire extinguisher to put off the fire which could have led to a major fire accident at the facility.





# PSO HOUSE ECHOES WITH SOULFUL NAATS DURING BLESSED MEFIL-E-MILAD (SAW) FOR WOMEN

The PSO Club arranged Ladies Milad-un-Nabi (SAW) for PSO employees and their family members at PSO House. Famous Naat Khawans including Ms. Javeria, Ms. Nimra, Ms. Noureen, Ms. Ghazala Arif, Ms. Sara Moin, Ms. Deeba recited soulful Naats (SAW) at the event. A large number of ladies attended this blessed Mefil-e-Milad (SAW).



## PAKISTAN DAY

In order to celebrate Pakistan Day on March 23, 2018, Administration department illuminated the entire PSO house building.





# PSO BIDS FAREWELL TO OUTGOING EMPLOYEES WITH RESPECT AND GRATITUDE

To acknowledge the loyal and devoted services of its employees, PSO has had a tradition of respectfully bidding farewell to its retiring employees without whose contributions PSO wouldn't have been as successful as it is today.

During the current fiscal year, farewells were arranged on last working days of the following employees at their respective workplaces:

- |                            |  |
|----------------------------|--|
| 1. Mohammad Hanif Sultan   | (Manager Operations Central-B)                   |
| 2. Imdad Hussain Tunio     | (Sr. Officer - Security Services)                |
| 3. S.M.H. Zaidi            | (Terminal Executive - Operations, KTB)           |
| 4. Haroon Ahmed            | (Dy. G.M. Logistics)                             |
| 5. Mohammad Javed Iqbal    | (Terminal Executive - Machikay Installation)     |
| 6. Mohammad Saleem         | (Manager - Lubricants Technology Group)          |
| 7. S. Shafqat Raza Bukhari | (Sr. Terminal Executive - Machikay Installation) |
| 8. Syed Javed Bukhari      | (Sr. Terminal Executive - Operations, KTB)       |
| 9. Mohammad Tariq          | (Dy. G.M. (Operations - North Zone)              |
| 10. Mohammad Zafar Iqbal   | (Manager Aviation - Islamabad Airport)           |
| 11. Haji Waqar Ahmed Khan  | (Territory Manager - Retail Business Quetta)     |
| 12. Rustom H. Mavalvala    | (Dy. G.M. Cards)                                 |

On this occasion, the management and friends of retiring employees remembered the times they lived and the milestones that they achieved together. The retiring employees also briefly shared their memories, feelings, and learnings with PSO.

**F A R E W E L L**



# ACHIEVING EXCELLENCE IN CUSTOMER SERVICES

Being a customer-centric organization, PSO puts customers first in all its operations placing a special focus on improved customer services. A large number of customers and partners were served through Ta'aluq Care line with high level of service.

Other activities performed included an On-Call Survey to ascertain the pulse of customer satisfaction towards PSO's products and services, On-Call Training to the mechanics registered under 'Dost Code Program', Cards Customers Facilitation, and confirmation calls from dealers regarding lubricant stock availability. HSE Newsletters and Outlet Staff recognition bulletins were also shared among dealers through email for appreciation and awareness.

With the help of data collected through numerous inbound Ta'aluq calls, the CS Department identified certain training areas for the call center agents and developed a one week training program. The call agents were trained on various aspects of customer services and the training concluded with a formal test and submission of a small-scale project based on training session's learnings. All the agents cleared the test.





# PSO'S MARKETING HEADS ENGAGE WITH CUSTOMERS THROUGH 'TA'ALUQ CALL CENTRE'

In order to gauge the customer satisfaction levels, an initiative was taken by the SGM-M, whereby various functional heads of the marketing department engaged with the customers through Ta'aluq Call Centre. This activity was well appreciated by the customers with whom the senior management interacted. Insightful suggestions and feedback were received which will indeed contribute towards the betterment and growth of the Company.

The phase one has been completed and the next schedule for Managers of Marketing Departments have been devised and will be rolled out in the coming week.

In the later stage, the MR&CS department will send an open invitation under the Customer Services Initiative 'Call & Contribute' to every PSO employee to interact with the customers from Ta'aluq platform and make their valuable contribution towards customer excellence and improve standards of Customer Services.



## RESOLVING CUSTOMER QUERIES & GRIEVANCES

The customer Services team serving customers/partners through Ta'aluq platform for building trust, resolving customer/partners queries and grievances thus contributing towards enhancing Company's image.





# PSO CSR TRUST HIGHLIGHTS

PSO has always been very actively and generously supporting sustainable social and economic development initiatives through continued philanthropic investment in Education, Healthcare, Community Development, Environment Conservation, and Disaster Relief areas. Formation of the PSO CSR Trust is a true reflection of PSO's commitment to the society. PSO CSR Trust is working to bridge the social divide by uplifting people to help them achieve their goals.

## Kaghan Memorial Trust



PSO CSR Trust extended support for last trench of PKR 3.0 million to Kaghan Memorial Trust to complete construction of Kaghan Memorial Trust Middle School for boys at Kaghan.

## ChildLife Foundation



PSO CSR Trust has come forward to sponsor operational expenses of Dr. Ali Bhai D. Patel Primary Healthcare Clinic in North Nazimabad, Karachi by donating amount of PKR 1.5 million.

## The Indus Hospital



PSO CSR Trust donated PKR 2.52 million to The Indus Hospital to help them purchase ultrasound machines for treatment of underprivileged patients.

## Karwan-e-Hayat



PSO CSR Trust has sponsored operational cost of Karwan-e-Hayat's 9-bed Psychiatric Ward for one year by donating PKR 4.86 million.

## Institute of Business Administration



PSO CSR Trust extended support amounting PKR 3.3 million for academic year 2017-2018 to Institute of Business Administration 'IBA', which will be used for scholarship funds on need basis for students currently studying at IBA, Karachi.

## Agha Khan University of Health Sciences



Congenital Heart Disease (CHD) is a birth defect in the structure of the heart. PSO CSR Trust stepped forward for the treatment of at least 40 CHD cases of children coming from low income backgrounds by donating PKR 20 million to the Patients' Behbud Society at Agha Khan University of Health Sciences.



### Aman Institute for Vocational Training



PSO CSR Trust sponsored a batch of 50 students from deserving backgrounds for vocational training for a period of 6 months by donating PKR 4.5 million to Aman Institute for Vocational Training.

### Churki Trust Teaching Hospital



PSO CSR Trust extended donation amounting PKR 8.48 for purchase of C-Arm machine which will be used for conducting critical surgeries at Ghurki Trust Teaching Hospital, Lahore.

### The Citizens Foundation



PSO CSR Trust has donated Rs. 12 million to fund the annual expenses of five The Citizens Foundation 'TCF' school units that were initially built with PSO's donation. Some of these schools are located in the flood affected areas of KPK while others in Vinder and Tando Muhammad Khan.

### Behbud Association, Karachi



PSO CSR Trust extended support of Rs 4,808,000 to Behbud Association, Karachi for the operational and other expenses of running Behbud Secondary School, Kalapul Karachi.

### Pakistan Hindu Council



PSO CSR Trust donated Rs 1,080,000 to Pakistan Hindu Council 'PHC' for purchase of students' desks for PHC's schools in Tharparkar District, Sindh.



# BLAZE 4T

AAGAY BARHNAY KI AADAT



Follow us on:



UAN for all Divisions :  
Please Dial City Code then

UAN No. III III 776

Customer Care Line 0800-03000

<http://psopk.com/>

