

Scartel LLC.
BC "Atlantic City".
Savushkina st., 126, lit A,
Saint-Petersburg, 197374, Russia

T (812) 449 27 55
F (812) 449 27 54
I www.yota.ru



**To GMCS President,
Voropaeva E. N.**

Dear Ekaterina,

Yota expresses its gratitude to GMCS (a subsidiary of MAYKOR) for the outstanding work they've performed including implementation, further development and technical support of the automated CRM system based on Microsoft Dynamics CRM. With the introduction of the CRM system we have received not only an effective business tool for working with clients, but also a solid platform for further development of personalized client services.

The CRM system provides support for key customer service processes, from answering calls, to sales servicing, to signing the claims contract and obtaining the necessary statements. The service process is built on the principle of a single window, which consolidates data from the service systems, billing, geo-information systems, network infrastructure nodes and other sources. The system automated processes work with both individual and corporate clients. In addition to the operators at the company's contact center, the CRM is also being used by home agents performing remote customer service as well as at Yota's retail outlets.

The new system provides a high quality of customer service, even under extreme loads. On average, our contact center takes tens of thousands of queries. During the first month of operation with the CRM system, call processing time was reduced by 25%, and the processing time of applications from the site and email by 50%.

During 2013, together with GMCS we actively developed and enhanced the CRM system. In particular, the following important initiatives have been carried out: starting service processes for both individual and corporate clients, redesign of a single client window, launching advertising campaigns, as well as a number of integration works. All these have improved the performance of the CRM system and opened up additional opportunities for improving customer service quality. Also it should be noted that based on our internal assessment, the CRM implementation project performed by GMCS was recognized as one of Yota's best in-house projects in 2013.

Our experience working with GMCS allows us to recommend the company as a professional, reliable and responsible partner for the implementation and maintenance of CRM systems.

We appreciate our partnership with GMCS and look forward to continuing it in the future.

Sincerely,

Andrey Bogdanov

Director of Operations Department, Yota

* GMCS company is a subsidiary of MAYKOR

* Translation