

A large white egg shape is centered on a red background. Inside the egg, the text 'MTC' is written in a large, bold, black font. Below it, the text 'Socially responsible or not ?' is written in a smaller, bold, black font.

MTC

Socially responsible or not ?

Pinkasovich Olga
BMN-155

History of MTC (Mobile TeleSystems)

- Established in 1993 as closed joint-stock company by PLC “Moscow city telephone network”, “Deutsche Telecom” ,and “Siemens” shareholders
- In 2000 established as JSC
- Main headquarter –Moscow
- Operates in Russia and CIS
- 70 000 employees

Mission&Vision

Mission

- In our fast developing and busy world MTC gives everyone a feeling of confidence and helps people to open potential and move towards new perspectives

Vision

- Integrate tomorrow technologies into everyday life

Rebranding



MTS

a step ahead

2015



MTS

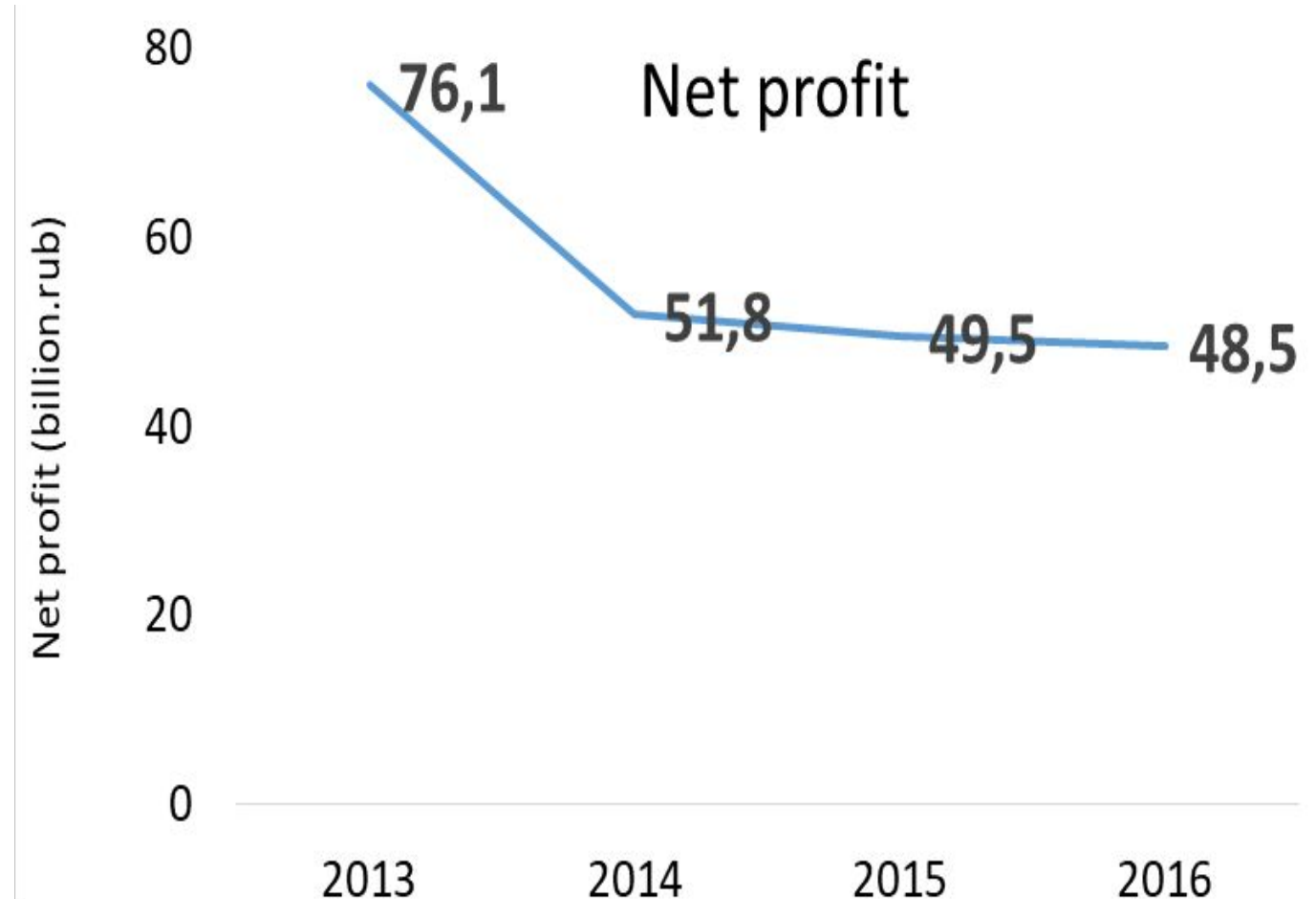
You know that you can!

Carroll's model



Economic responsibilities

- One of the most fast-developing mobile operators
- More than 80 000 000 operator users
- Has strong Innovation center



Legal responsibilities

- Gazeta.ru 31.07.2017 « Trial of big four »
Accused : Beeline, **MTS**, MegaFon and Tele2

The Antimonopoly Service demanded to equalize the cost of expensive and cheap tariffs, as it was decided that such price proposals "are neither economically nor technologically justified"

Possible consequences: increased prices on minimum tariff



Legal responsibilities

- Vedomosti.ru 17.08.2017

One of the MTC clients claimed that his “free call” minutes were illegally written off from his account. Moral damage was estimated by client at 30 billion rubles

Possible consequences: significant impact on financial and economic activities



Ethical responsibilities

Positive examples

- Social benefits and pensions
- Professional courses and trainings for staff ("Academy of Leadership" , "Talent Management")
- Different social programs for society



Positive examples

- Since 2011
- Interactive activities for children ,teachers and parents
- More than 340 young participants
- Coverage : more than 30 regions

Children in
the internet



- Since 2012
- “Mobile academies” are opened in 10 regions of Russia
- Russian Championship for pensioners


Network
for all ages



- Aimed on development projects in terms of technologies and new services
- Coverage : 18 cities
- More than 500 projects

Telecom
Idea



Оператор	Рейтинг	Средняя оценка	Зачтено отзывов за все время 	Решено проблем	Ответов операторов	
1	Билайн	36,0	2,10	4 529 из 11 820	1 291	10 147
Среднее значение рейтинга		30,2				
2	МГТС	29,1	1,94	16 из 34	1	31
3	Tele2	28,6	2,05	240 из 533	40	360
4	Wifire	28,2	1,00	1 из 2	0	0
5	НЕТБАЙНЕТ	27,7	1,00	1 из 1	0	0
6	ТТК Mobile	27,5	1,00	1 из 4	0	0
7	Ростелеком	26,8	1,00	4 из 7	1	5
8	МегаФон	25,7	1,71	1 174 из 2 755	173	1 103
9	Скай Линк	25,2	1,52	48 из 104	12	64
10	МТС	22,1	1,65	1 287 из 3 263	244	1 324



Ethical responsibilities

Negative examples

- Staff behavior
- Problem solving
- Cheating/ misleading/ hiding important information





МТС подать жалобу. | Отзывы обо всем!

<https://pravdozor.net> › [mts-podat-zhalobu](#)

Если у Вас плохая связь МТС, подать жалобу на оператора порой единственный выход. В этой статье мы рассмотрим вопрос жалобы на одного из лидеров рынка связи в России – оператора МТС. Во первых ...

Книга жалоб интернета - МТС

www.govoru.net › [tag](#) › [mts](#)

ни с того, ни с сего МТС подключил услугу с платным контентом категории 94. такие услуги никогда не интересовали, ибо хватает обычного интернета. ладно хоть было смс-уведомление о подключении.

Жалоба на МТС - Главный форум потребителей России

forum.ozpp.ru › [showthread](#)

17 апр. 2012 г. - Сообщений: 50 - Авторы: 31

Но сейчас сотрудники из колл-центра МТС говорят что не видят оплату долга???? Куда обратиться, чтобы нашли платеж? Сотрудники колл-центра ничем помочь не могут и не хотят. И куда ...

МТС » Я имею право!

impravo.ru › [ialoba](#) › [company](#) › [mts](#)

Philanthropic responsibilities

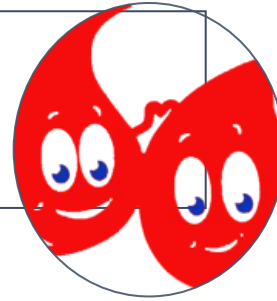
- Since 2011
- More than 6 000 participants
- Budget of the program exceeded 50.6 million rubles

Give good



- Employees help children with serious illnesses

Donor Day



- Support the organization "Operation Smile"
- In 2015 more than 150 children had treatment

Operation "Smile"



Reasons & recommendations



- Monopoly position
- Constant development and long market presence
- “Users habit”



- Should pay more attention to the staff professional behavior and problem solving
- Give wider and more detailed information about their options and changes

Resources

1. <http://www.company.mts.ru> – official site of MTC
2. Firuza Madrakhimova / History of Development of Corporate Social Responsibility, Journal of Business and Economics, 2013.Vol.4,No.6,p.509-520
3. Annual report 2013 of MTC
4. Annual report 2014 of MTC
5. Annual report 2015 of MTC
6. Annual report 2016 of MTC
7. <https://www.gazeta.ru>
8. <https://www.vedomosti.ru>
9. <http://www.banki.ru>
10. Personal experience



Thank you !