



Apple goes to India Network World, 2006-03-20

Apple Goes to India (March 10, 2006)

Apple has plans to open its first call center in India. The Bangalore center will open with 1,500 employees sometime in the next twelve months, and grow to 3,000 workers.

Apple representatives told CNET: "Apple has gained millions of new customers in the past year, and we are building a call center in India to help meet our growing service and support needs."

The company was quick to assure the American market that the Indian center will not take away from Apple's American call centers, like the ones in Austin and Sacramento. Those centers "continue to grow," Apple spokespeople told CNET.

Agents at the Bangalore center will handle customer service calls about all Apple products.

<http://www.commweb.com/showArticle.jhtml?articleId=181502780>

Think Different was an advertising slogan made by an advertising agency for Apple Computer during the late 1990s. It was used in a famous television commercial and several print advertisements. It has been noted that the slogan is grammatically incorrect, and should be "Think Differently" instead. The slogan can also be viewed as telling you what to think, rather than how to think—removing the grammatical error. (Wikipedia)



Apple goes to India Network World, 2006-03-20

Apple Goes to India (March 10, 2006)

Apple has plans to open its first call center in India. The Bangalore center will open with 1,500 employees sometime in the next twelve months, and grow to 3,000 workers.

Apple representatives told CNET: "Apple has gained millions of new customers in the past year, and we are building a call center in India to help meet our growing service and support needs."

The company was quick to assure the American market that the Indian center will not take away from Apple's American call centers, like the ones in Austin and Sacramento. Those centers "continue to grow," Apple spokespeople told CNET.

Agents at the Bangalore center will handle customer service calls about all Apple products.

<http://www.commweb.com/showArticle.jhtml?articleId=181502780>

Think Different was an advertising slogan made by an advertising agency for Apple Computer during the late 1990s. It was used in a famous television commercial and several print advertisements. It has been noted that the slogan is grammatically incorrect, and should be "Think Differently" instead. The slogan can also be viewed as telling you what to think, rather than how to think—removing the grammatical error. (Wikipedia)