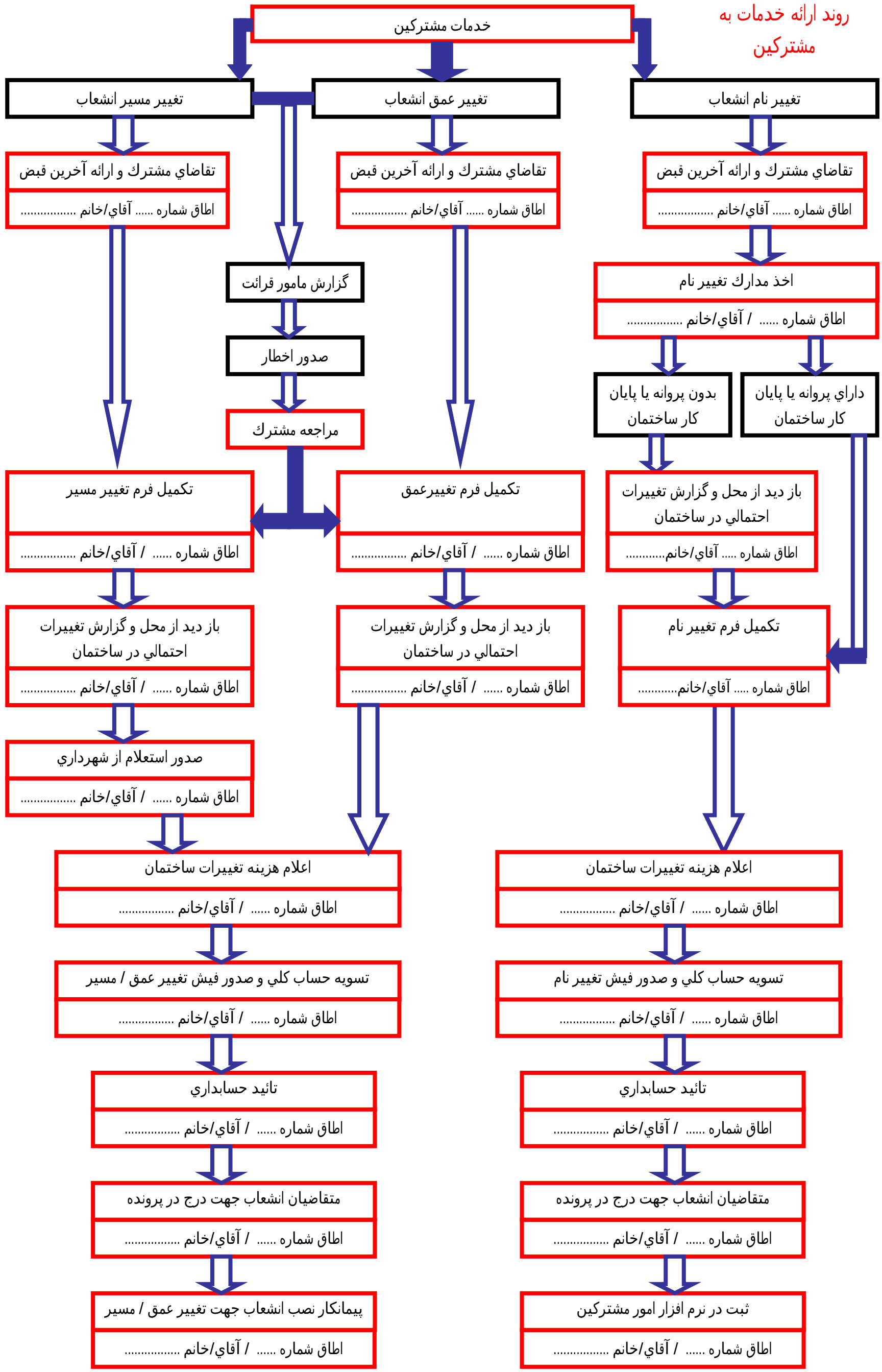روند ارائه خدمات به مشترکین