

Media Release

iiNet's commitment to customer service defies trend

4 May 2011: iiNet welcomes news that customer complaints to Australia's second largest DSL broadband provider have reduced over the past quarter despite a 31 percent increase across the industry.

Responding to the release of quarterly complaints figures to the Telecommunications Industry Ombudsman (TIO), iiNet Chief Customer Officer, Maryna Pienaar, said iiNet's complaints were moving away from the wider trend.

"iiNet's success has been built on a foundation of customer focus and a unique service culture so any reduction in complaints in this climate is a step in the right direction," Ms Pienaar said.

"We don't pretend that we always get it right, so we're continually looking for new ways to improve the customer experience with a commitment to managing customer credit issues on a personal level.

"With more and more people making regular use of the technologies now available including broadband, smartphones, mobile phones and subscription TV, it was widely predicted that the industry would see an increase in complaints.

"We all need to look past the handling of complaints, to the reasons causing the complaints in the first place. It would be fantastic to have the TIO working with ISPs and Telcos to tackle the underlying issues," Ms Pienaar concluded.

– ENDS –

For further information, please contact:

Anthony Fisk/Jane Humphries
Communications
iiNet
08 9214 2210 or media@staff.iiNet.net.au



QUALITY ISO 9001
FS 550231



WINNER
Innovation – Large
Company Award,
*ACOMMS Communications
Alliance & CommsDay
Awards 2010*



National Large Business - iiNet
WA Large Business - iiNet
WA Service Excellence in a
Contact Centre – Westnet
*Customer Service Institute of
Australia (CSIA)*



WINNER
Carrier of the Year Award,
Highly commended - iiNet's
'work from home' program,
*Australian Telecommunications
Users Group (ATUG)*

A full list of current awards
can be seen at [iiNet Awards](#)

**About iiNet**

iiNet is Australia's second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We're a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we've developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn't changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.