

Media Release

2009 - a year of recognition for iiNet

28 October 2009 – A fruitful night at the recent [Customer Service Institute of Australia's](#) (CSIA) Awards for Australian Service Excellence in Sydney, saw Australia's third largest Internet Service Provider (ISP) iiNet take home a total of five awards, including CSIA awarding **National Customer Service CEO of the Year** to iiNet CEO, Michael Malone.

This tops off what has been a solid year on the awards front for iiNet, who have won several high profile awards during 2009, from customer service groups to telecommunications industry bodies.

"Performing so well in these awards is a huge achievement for all of our staff; CSIA represent one of the peak customer service industry groups and they have a stringent and involved judging process involving submissions, site visits and presentations."

The CSIA award is the second personal achievement as 'CEO of the Year' this year for Malone, who took out first place in *Chief Executive of the Year* category for the Australian Telecom Awards last month, alongside iiNet's *Best Broadband Provider (fixed or wireless) Award*. The Australian Telecom Awards are peer and industry nominated.

Other award wins this year include winning the *Excellence in Customer Service* award from Comms Alliance and CommsDay, the Australian Teleservices Association's *WA Teleservices Centre of the Year* and *WA Teleservices Manager of the Year*, the international WebAwards *Best ISP Website* and Runner-Up in WA Business News' *Best Employer Awards*.

"Over the last 18 months we've gone heavy on using Net Promoter Score (NPS) as a constant yardstick on customer satisfaction, and setting it as a KPI across the entire business has further strengthened our focus on customer service.

"Being recognised by the industry and our peers especially in the competitive area of customer satisfaction is really the icing on the cake on what's been a strong year," added Malone.

iiNet's current 2009 awards are detailed below and can be found [in the Awards section of the iiNet site](#):

Customer Service Institute of Australia (CSIA), Australian Service Excellence Awards

Awarded: October 2009

Award name/s:

- National Customer Service CEO of the Year - Michael Malone
- WA Call Centre Manager of the Year - Vernon Lawrence
- WA Large Business (Over 500 FTE)
- WA Contact Centre of the Year



ICSP, Top 20 most admired customer service companies

Awarded: October 2009

Award name/s: iiNet features in the industry nominated top 20 alongside the likes of Apple, Google, Mercedes Benz and Qantas



Annual Media, Entertainment & Telecommunications Awards

Awarded: September 2009

Award name/s:

- CEO of the Year – Michael Malone
- Best Broadband Service (Fixed or Wireless)



Web Marketing Association's WebAwards

Awarded: September 2009

Award name/s: Winner, Best Internet Service Provider Website



ACOMMS – Communications Alliance & CommsDay

Awarded: August 2009

Award name/s: Winner, Commitment to Customer Service



WA Business News, Best Employer's Awards

Awarded: July 2009

Award name/s: Runner-up, Best Employer's Award (large category)



Australian Teleservices Association (ATA) Awards

Awarded: July 2009

Award name/s:

- WA Teleservices Centre of the Year (>120 fte)
- WA Teleservices Manager of the Year – Vernon Lawrence



Australian Telecommunications Users Group

Awarded: March 2009

Award name/s: Finalist - Carrier of the Year



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For further information or interviews, please contact:

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**About iiNet**

iiNet was established in 1993 and listed on the ASX in 1999, growing from a small Perth business into the third largest Internet Service Provider in Australia. The company now supports over 750,000 broadband, telephony and dialup services nationwide, with revenues of over \$400m, and proudly employs around 1300 people in Perth, Sydney, Auckland and Cape Town.

iiNet's goal is to lead the market with the best internet access products and then differentiate with genuine, plain speaking customer service. The company has its own high speed ADSL2+ network reaching around 4million households across Australia, the largest Voice over IP network in the country, and is delighted to have led yet again with Naked DSL, recognised by PC User Magazine as the 2007 Product of the Year.