

Media Release

Customer Service is king

29 October 2009: Government calls for a stronger emphasis on customer service have been applauded by Australia's third largest Internet Service Provider (ISP) iiNet, as it continues to deliver the highest level of customer service in the country, winning nine Service Awards so far this year. iiNet responded to reports this week of a steep spike in customer complaints received by the Telecommunications Industry Ombudsman (TIO).

A 54% increase in TIO complaints in 2008/09 prompted Communications Minister Stephen Conroy to call for government regulation of customer service for companies in the telecommunications industry, however Michael Malone, CEO of iiNet believes it is in the hands of the providers to effect real change.

This year, iiNet have picked up nine awards recognising their excellence in customer service including the ACOMMS Communications Alliance & CommsDay **Commitment to Customer Service** Award and five awards from the Customer Service Institute of Australia's (CSIA) Australian Service Excellence awards, including one acknowledging Michael Malone as **Customer Service CEO of the Year**. Importantly, these awards are not limited to iiNet's performance in the telecommunications sector.

"With a broadband market share of around 10%, iiNet are well unrepresented in the TIO report with just 0.66% of complaints, and we're working hard to get that down even further," said Michael Malone, iiNet CEO.

"Delivering awesome customer service is a living, breathing value that all of us at iiNet are measured on and aspire to achieve, and this doesn't just apply to staff taking customer's calls – everyone in the business has to work together to get the best possible experience for every customer."

iiNet's TIO enquiry and complaint handling fees for 08/09 were \$137,906 against Telstra's \$17.2million and Optus' \$4.08million. AAPT ranked third in the number of complaints and were charged \$563,547.

Despite growing by around [50,000 broadband customers](#) in the past year, iiNet has reduced its total number of TIO complaints compared with the previous year, bucking the industry trend that Senator Conroy raised as a concern. iiNet subsidiary Westnet also reduced the number of complaints even further, from an extraordinarily low base.



WINNER
Commitment to Customer Service – Consumer
Communications Alliance & CommsDay Awards 2009





“In an increasingly competitive industry where there’s always a cheaper provider, a larger quota, and the promise of a better deal, it’s important to remember that at the end of the day, plain-speaking and responsive customer service is vital.

“It’s not that hard. Answer the phone or, if you are busy, offer a call back; treat every caller with courtesy and patience; use plain English; take ownership when resolving issues – these are all very simple philosophies,” concluded Malone.

A summary of iiNet’s award achievements can be found at [2009 – a year of recognition for iiNet](#).

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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.