

Good service is good business: iiNet complaints continue to fall

16 December 2011: iiNet, Australia's second largest DSL broadband provider, warned against customer service complacency as complaints to the Telecommunications Industry Ombudsman are maintained at record levels.

iiNet's Chief Customer Officer, Maryna Fewster, called on Mobile Service Providers to match the performance of Australia's leading service providers and focus on customers.

"Good service is good business," Ms Fewster said. "We've halved the number of matters escalated to the TIO this year by listening to our customers and resolving problems before they become full-blown complaints."

Less than 1.5 per cent of new complaints to the TIO were about the iiNet group of companies, which include trusted brands Westnet and Netspace, as well as the former residential customers of AAPT.

"iiNet has grown to become Australia's second largest DSL broadband provider because of its unique service culture and we believe this will become increasingly important as we move into mobile and television," Ms Fewster said.

"As more and more services are offered by Internet Service Providers, it's widely predicted that the industry would see an increase in complaints but it doesn't have to be that way."

"iiNet has made it a priority to listen and actively engage with our customers to reduce complaints. We invite other service providers, especially mobile carriers, to follow our lead and build commitment to customer service into every aspect of their business," Ms Fewster concluded.

Maryna Fewster was recently awarded the Western Australia Customer Service Executive of the Year award by the CSIA.

For more information on iiNet, visit www.iinet.net.au.

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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.



A full list of current awards can be viewed at iiNet Awards
<http://www.iinet.net.au/about/awards.html>