iiNet introduces downsized downtime

19 March 2012: iiNet, Australia's second largest DSL broadband provider, has introduced changes to the broadband transfer process which allows trouble-free switching to an iiNet service in just hours. This rapid transfer compares to approximately two weeks downtime previously experienced by some customers when they switched providers.

New customers not only have the option to sign up to iiNet's ADSL2+ or Naked services but also to enjoy access to iiNet's awesome customer service and innovative plans and products. As a bonus, customers can now do it with little to no time offline. For existing iiNet customers, the good news is that they can also transfer from their current ASDSL2+ service to a Naked service in just a couple of hours.

iiNet's CEO, Michael Malone, said the Internet Service Provider has been pushing for changes in the transfer process for many years.

"Technically it is a really clever change to processes, but for customers it will make the world of difference. They'll now be able to join the iiNet family without the inconveniences that extended periods of downtime can bring," Mr Malone said.

"With such a strong focus on customer service and satisfaction, this will contribute significantly to improved service levels across the whole industry. We've already begun to see the positive impact it's having and I'm very confident that more people will now choose the ISP they want - rather than feeling trapped by the interruption that switching providers might bring."

iiNet has launched a new marketing campaign to celebrate the reduced downtime with TV commercials and online advertising running for six weeks.

For more information on switching to 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 1.7 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

Recent acquisitions of TransACT and Internode have taken our market share to around 16 percent with more than 860,000 broadband customers.

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