

IINET WINS WA CONTACT CENTRE OF THE YEAR

4th July 2006 – On Saturday night, iiNet was named Contact Centre of the Year at the WA Chapter of the Australian Teleservices Association Awards.

Perth Contact Centre Manager Neil Harrison said building a successful contact centre involved concentrating on four main areas: infrastructure, staff development, corporate culture and customer feedback.

“This award is a credit to the front line staff. We’ve been extremely busy this year, but the people at the coal face have continued to deliver excellent service,” Harrison said.

The ATA Awards are recognised within the contact centre industry as being the pre-eminent awards, recognising achievement and excellence of the highest level.

Judging for the contact centre (120+ FTE) category was based on aspects of physical environment, company culture, recent achievements and improvements, internal processes and staff participation.

In nominating for the award, staff took ATA judges through the iiNet contact centre highlighting elements such as their online staff performance and appraisal system, a custom-built knowledge base and a customer feedback system providing input specific to each customer service representative.

Managing Director Michael Malone said customer service had always been the company’s number one priority.

“We went through some tough times during the beginning of the year, with a lot of criticism levelled at our service levels,” he said.

“It’s testament to iiNet staff’s ability to absorb, react and get on with the job, that we have won this award.”

Malone said average service levels* for June were at 80% – up from 25% in April earlier this year.

“It’s an extraordinary achievement to come so far in such a short time,” he said.

“There’s been a great deal of time and effort invested in getting our training, systems, and infrastructure up to scratch, but I believe the real magic is that staff will always go that extra mile to help customers.”

iiNet will now go on to the National ATA Awards to be held in September.

For more information on the Australian Teleservices Association Awards visit
<http://www.ata.asn.au/content.asp?plD=11>

*Service levels are the percentage of calls answered within 60 seconds.

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About iiNet

iiNet is one of Australia's Internet service pioneers, having begun in Western Australia in 1993. iiNet currently has over 600,000 services across Australia and New Zealand and has built a reputation for providing innovative, quality and value Internet products, and friendly 24-hour customer service and support.

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