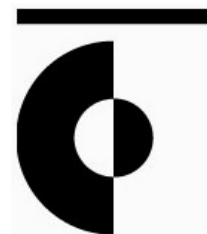


ATUG 2009 Regional Conference

**Deirdre O'Donnell
Telecommunications
Industry Ombudsman
21 May 2009**

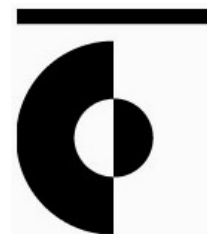


Complaint rate by state

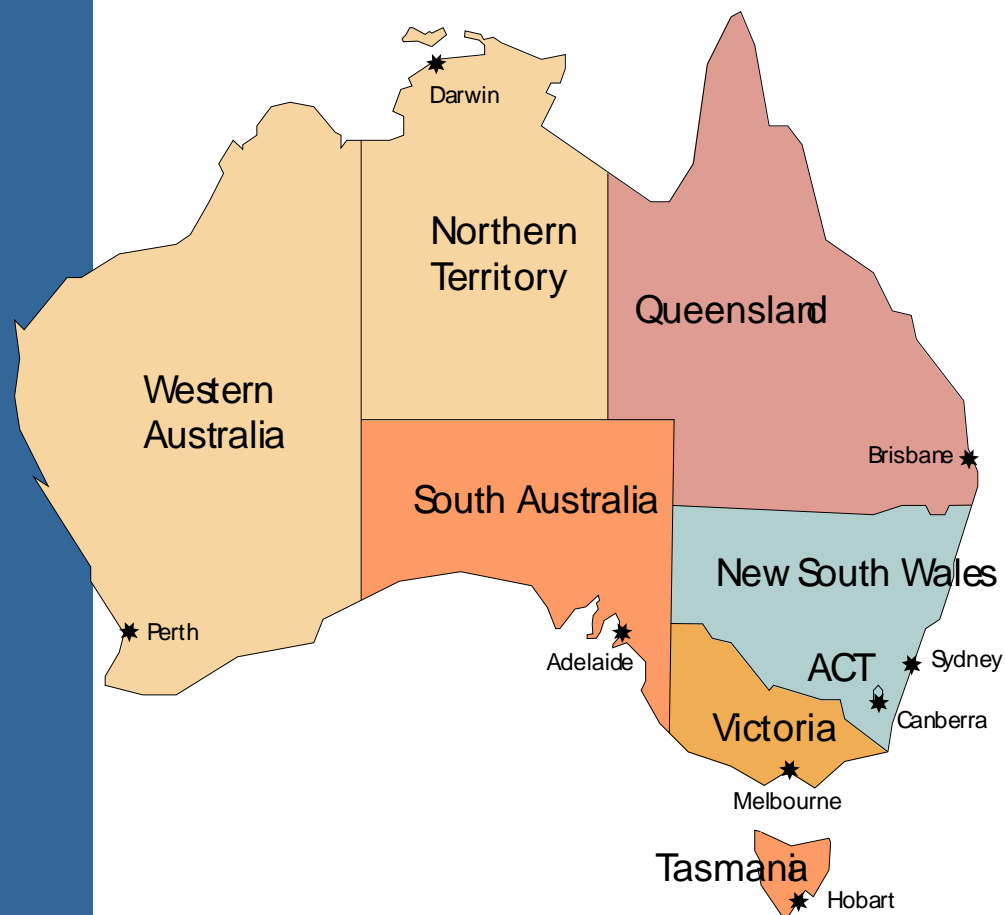


Complaints per 1,000 people (by state)*	
SA	9.1
VIC	8.2
ACT	7.6
TAS	6.2
National average	7.2
QLD	6.9
NSW	6.8
WA	5.8
NT	4.5

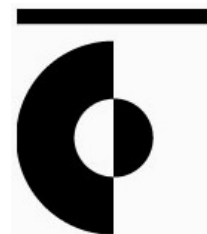
All data from TIO *Annual Report 2008*



Complaints by state



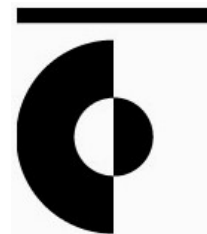
	Total complaints
NT	864
ACT	2 449
TAS	2 944
WA	11 321
SA	13 706
QLD	26 661
VIC	40 515
NSW	44 394



Complaint rate by region



Complaints by remoteness area – national (per 1,000 people)	
Major cities of Australia	7.7
Inner regional Australia	6.7
Outer regional Australia	5.9
Remote Australia	4.2
Very remote Australia	2.1

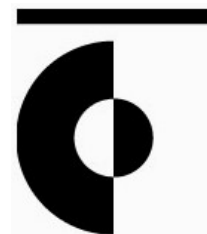


Awareness by state (2008)



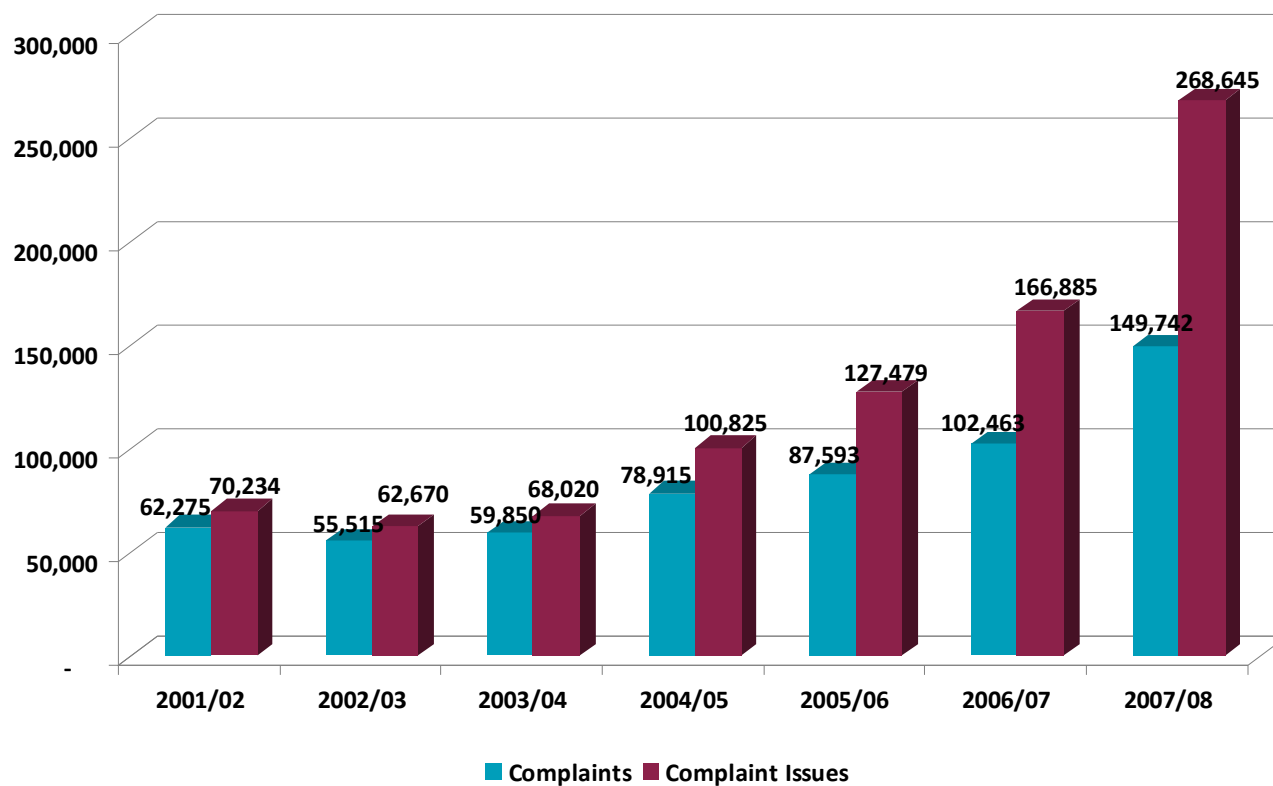
	Unaided awareness (%)	Total awareness (%)
Tas	36	81
Qld	19	56
NT	14	53
NSW	14	50
SA	18	50
Vic	16	48
WA	9	48
Capital cities	16	55
Regional	15	48

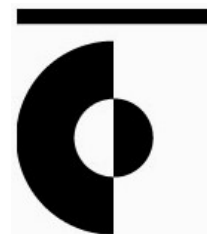
Data from TIO public awareness survey - 2008



TIO complaints at a glance

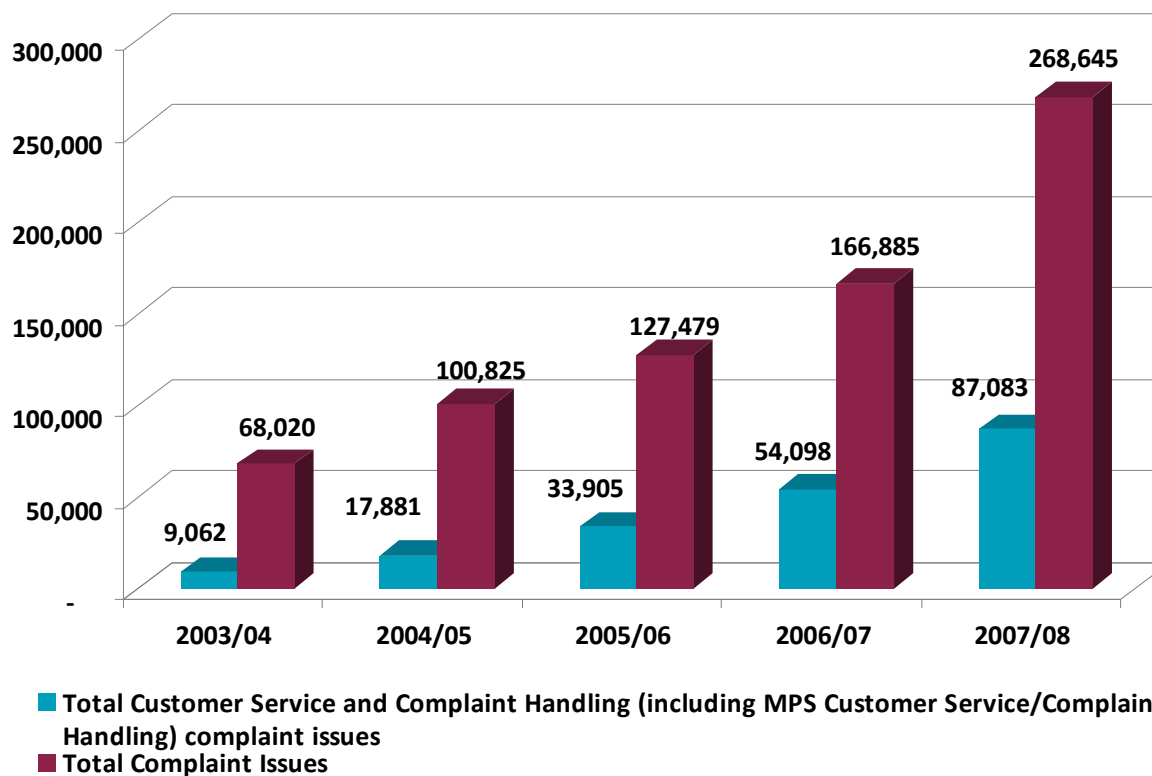
Complaints and Complaint Issues

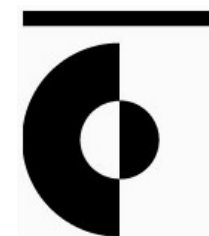




TIO complaints at a glance

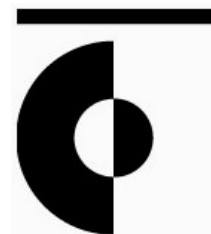
Total Customer Service and Complaint Handling Complaint Issues





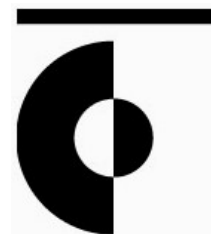
Top ten complaints issues 2008

Customer service	52 527
Billing and payments	52 304
Faults	37 784
Contracts	30 391
Complaint handling	28 821
Mobile premium services	22 391
Credit management	17 241
Provisioning	12 937
Transfers	8 070
Privacy	3 171



connect .resolve

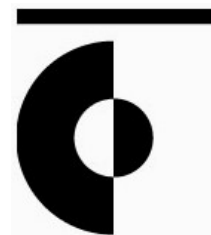
- **connect with customers by providing accessible and effective customer service mechanisms**
- **resolve their concerns fairly and efficiently - through good internal dispute resolution processes.**



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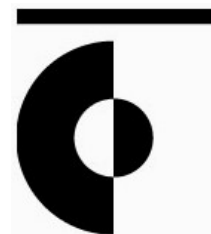
Campaign objectives:

- **awareness.** Consumers are frustrated that they are not being heard and their issues addressed
- **collaboration.** Resourceful providers will learn from TIO data
- **confidence.** We are committed to being part of a process that can help lead to greater confidence in the industry.



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- **January to June 2009**
- **Top 10 member companies receive their own and industry data each month**
- **Companies are being encouraged to address complaint trends**
- **TIO guidelines for improving customer service and complaint handling.**



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At the end of the campaign:

- **we will publish our analysis of complaint statistics for our largest member organisations and the industry over the duration of the campaign**
- **outcomes will be measured against objectives.**