

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates February 2017**

**Communications Portfolio**

**NBN Co Limited**

**Question No: 168**

**NBN Co Limited**

**Hansard Ref: Written, 10/03/2017**

**Topic: Customer experience**

**Senator Griff, Stirling asked:**

1. In response to previous questions from me, NBN Co has advised consumers can find the call centre phone number on the Medical Alarm page. In fact, the number provided there is different from the general number provided in other communications. It is 1800 227 300 where the general number provided on collaterals is 1800 687 626. What is this number for?
  - (a) In light of this, where on the website – in a prominent position, rather than at the bottom of a web form or similar – can your call centre number be found?
2. Will the NBN Co put its phone number in a prominent and easy-to-see position on its home page?
  - (a) If not, why not?
3. The Australian Communications and Media Authority report “Migrating to the NBN: The experience of Australian Consumers”, shows about 40% of residents and businesses have some understanding of how to connect to the NBN, but more than a quarter of residents and one in five businesses do not.
  - (a) Does NBN Co consider this a high degree of ignorance?
  - (b) Is NBN planning to address this this?
    - i. If so, how? If not, why not?
4. The ACMA report also said there was confusion as to who will be providing different aspects of the installation service. Many participants did not know who to call if there was an issue.
  - (a) Has NBN taken these findings on board, and does it plan to take any new/additional steps to address this confusion and improve consumer awareness?

**Answer:**

1. The number on the medical alarm page is a direct medical alarm registration contact number.
  - (a) The primary call centre number is currently available at the bottom of the contact us form.
2. nbn will continue to provide the number in the current location, which is two clicks from the landing page. nbn also states on the ‘contact us’ page that end users should contact their service provider in the first instance for service-related issues.
3.
  - (a) nbn does extensive survey work on a regular basis and ACMA report’s finding does not align with that research. Further, the ACMA research was conducted in April 2016 and focussed exclusively on FTTP connections.

**Senate Standing Committee on Environment and Communications**

**Answers to Senate Estimates Questions on Notice**

**Additional Estimates February 2017**

**Communications Portfolio**

**NBN Co Limited**

(b) nbn continues to drive awareness nationally and has an increasing focus on “how to connect” and education-based messages across all communication channels. It is anticipated that the level of understanding will further increase based on continued higher penetration rates in more densely populated regions and the commencement of direct marketing to those areas as they become Ready For Service.

4.

(a) nbn regularly reviews end-user feedback and adjusts its communications where necessary. From the end of FY17, nbn will be providing additional information on its website and in select communications addressing the question of who to call if there is an issue.