

Three years in, amaysim goes from strength to strength

As others falter amaysim hits its stride with over half a million Aussies switching for better value

amaysim today announced that over 500,000 Aussies have joined its low-cost mobile movement since the company launched three years ago, on 23 November 2010. Along the way, amaysim has risen above recent market consolidation to cement its position as a disruptive force in a once-stagnant Australian telecommunications industry.

amaysim's founder and CEO, Rolf Hansen, said that the challenger telco is trading profitably and has made a huge dent in the Australian market by pioneering a customer first approach which sets it apart from the conventional telco players and has resulted in an industry leading Net Promoter Score of 58%.

Hansen commented, "Before our launch we saw that Aussies were paying twice as much as Europeans for mobile services. We thought that was a joke, and it turns out enough Aussies agree, having voted with their feet for the industry to sit up, take notice and go, at least partway, towards introducing more reasonable price structures and customer service. This is in no small part thanks to pressure from consumers, media, industry watchdogs and the introduction of the Telecommunication Consumer Protections Code (TCP), which affirmed amaysim's transparent and no-bull approach and gave the industry an additional nudge into the right direction."

A year of amaysim change

In 2013 amaysim continued to focus on driving its unique e-commerce based user experience through a set of key initiatives:

- A customer service Live Chat facility which consistently achieves daily customer satisfaction ratings over 90 per cent
- Same day and next day express SIM delivery in Sydney and Melbourne, which has contributed to online sales spiking by over 70 per cent
- Rollout of a transactional mobile-optimised website addressing the fast growing potential in mobile commerce, which has seen the amount of people signing up to amaysim using mobile browsers more than double
- The establishment of an online mobile shop to address the growing consumer demand for outright mobile devices and a one stop shopping solution online

"In a year where other mobile providers lost their mojo - some disappearing altogether - and competition seemed to take a backwards step, we're proud as punch to be holding our heads high and raising a glass to more customers than we could have imagined after three short years," said Hansen. "When you consider that we don't lock people in with one or two-year contracts, this shows that, while we're far from perfect, we must be doing something right.

"If we keep listening to our customers, we're confident the over half a million Aussies who have made the switch to amaysim in the past three years will turn into a million before too long. We're proud that word of mouth is our strongest growth driver, with over 50 per cent of our customers signing up because their mates or families have recommended us."

Hansen concluded, "2014 will be all about amaysim continuing to focus on a smooth, digitally-driven customer experience that lets people manage their mobile account with their thumb. In an industry where 'customer service' seems to have become the latest catchphrase, our aim is to consistently stay ahead of the game and deliver.

“If we continue to provide simple, fair and valuable products and make it easy for people to join and stay with amaysim, people will continue to jump on board and tell their friends. It’s that simple.”

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About amaysim

Founded in November 2010, amaysim is Australia’s low cost mobile service provider on a mission to uncap Australia.

amaysim's three SIM-only mobile plans - *amaysim UNLIMITED*, *amaysim FLEXI*, and *amaysim AS YOU GO* - deliver simplicity, fairness and unbeatable value to mobile customers. *amaysim MOBILE BROADBAND* Data Packs satisfy the online needs of Aussies without ridiculous data charges or long-term lock-in contracts.

Supported by a high quality, 100% Australian customer service centre and a self-service website, amaysim is delivered over the Optus 3G Mobile network. amaysim won gold at the *Money* magazine Best of the Best 2012 awards for cheapest Postpaid Mobile Plan – High Usage for *amaysim UNLIMITED* and Cheapest Postpaid Mobile Plan - Low Usage for *amaysim AS YOU GO*.

amaysim also won gold at the *Money magazine* Best of the Best 2013 awards for *amaysim UNLIMITED*, *amaysim FLEXI* and *amaysim Mobile Broadband*. amaysim was also shortlisted as a finalist for “Most Successful MVNO” at the global Mobile Virtual Network Operator Industry Summit in 2013.

amaysim SIM packs are available at amaysim.com.au and from over 12,000 retail outlets including 7-Eleven, Harvey Norman, Woolworths Petrol, Caltex, Newslink, Dick Smith, Myer, Coles Express, Franklins, Coles, Australia Post and many more. Keep up to date with amaysim at facebook.com/amaysim, amaysim.com.au/blog and twitter.com/amaysimAU.