



UNDER STRICT EMBARGO UNTIL 2.01am, Friday 5 May

Research reveals ‘crisis of confusion’ could be costing Aussies on nbn™

amaysim launches suite of simple nbn™ broadband plans to cut through confusion

Friday, 5 May 2017 – As Australians prepare to move onto the nbn™, new research has revealed a ‘crisis of confusion’ is gripping everyday Aussies as they try to understand their new broadband options.

The research¹, commissioned by Australia’s fourth largest mobile service provider and newest nbn™ retailer, [amaysim](#), found that more than half the population is unprepared for the nbn™ with 55% saying they are completely confused by the nbn™ options being offered by other retailers.

A shocking 4 out of 5 Aussies admit they are unable to name the basic nbn™ speeds available, while more than 70% have no idea which speed is right for their needs. This confusion is leading to nearly 40% of people feeling overwhelmed at the thought of having to switch.

According to Consumer Behaviour Expert, Bri Williams, "This research highlights the confusion Aussies are experiencing when it comes to the nbn™, which can often result in people burying their heads in the sand rather than taking the time to assess which option is right for them."

"The risk is that they will wind up unexpectedly disconnected once their current ADSL broadband connection is switched off 18 months after the nbn™ arrives in their area – as pressure mounts, consumers become increasingly less likely to take the time to find the best option, paying too much or getting too little as a result."

Consumer confusion is being heightened by an incorrect belief by over 50% of Aussies that the major players offer a better network than others, despite the nbn™ being built to ensure a ‘level playing field’ for all operators.

Many of the major players capitalise on this confusion by stinging customers with unnecessary sign up, contract termination and plan change fees, according to Rob Appel, Commercial Director of Broadband for amaysim.

Delivering much needed simplicity to the nbn™ broadband market, amaysim has launched its highly-anticipated [suite of nbn™ broadband plans](#) featuring three speed options, all with unlimited data, no lock-in contracts, no standard activation fees and no cost to switch between plans.

"At amaysim, we’re committed to giving people what they want. That’s why we’re offering amazingly simple plans that cut through the complexity and provide everyone with transparent pricing," Appel said. "Our free plan switch allows people to easily change speeds to satisfy varying needs like streaming the footy or Game of Thrones in high definition."

The research also revealed that Aussies don’t even know how much data they use every month or what they’ll need on the nbn™, a common problem to which amaysim has found a simple solution.

"Unlimited data on all plans means there’s just one decision for consumers to make – which speed is right for me?" Appel said.

To further combat the confusion, amaysim has developed an amazingly simple, 90 second guide to the nbn™, which can be viewed at www.stuffmadesimple.com.au/NBN.

“We’re passionate about empowering customers with information and ensuring they have access to great options. We want to make things easier and clearer for consumers. With our industry first single sign-on process, existing amaysim mobile customers will be able to order direct from their handset in just two clicks. We’re confident that our approach will make sure customers stick with us without the need for any lock-in contracts,” he concludes.

For more on amaysim’s simple suite of unlimited nbn™ broadband plans, visit www.amaysim.com.au/plans/nbn.

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For more information or to arrange an interview with amaysim’s Commercial Director of Broadband, Rob Appel, please contact:

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About amaysim

amaysim is a leading Australian mobile service and broadband provider with a multi-vertical business model built on innovative technology and exceptional user experience. amaysim’s mobile offering is powered by the Optus 4G Plus network, delivering simplicity and choice courtesy of SIM-only mobile plans, while its suite of nbn™ plans provides superfast broadband alongside simple and transparent pricing. All plans across mobile and broadband feature no lock-in contracts, while amaysim’s DIY account management is backed by award-winning, online-driven customer support featuring Live Chat, email and social media customer service. amaysim’s mobile and broadband products can be found online at www.amaysim.com.au, with SIM packs also available from over 14,000 retail outlets.

Research methodology

¹The research was conducted by Pureprofile in April 2017 on behalf of amaysim, surveying a nationally representative sample of 1,007 respondents in Australia aged 18 and over.

Summary of research statistics

- **83.3%** of Aussies can’t name the different nbn™ speeds available
- **71%** don’t understand what the different speeds mean
- **70.5%** don’t have any idea which speed is right for their needs
- **58%** don’t fully understand the difference between ADSL2+ and nbn™ broadband
- **57.6%** are confused by terminology like speed boosts, caps, etc
- **38.5%** feel overwhelmed by the prospect of having to move to the nbn™
- **55.4%** are confused by their options
- **55.2%** say they are likely to stick with their current provider as changing feels ‘too hard’
- **53.3%** incorrectly believe the major telcos have access to better nbn™ network service/speed than other providers
- **50.2%** of people without nbn™ don’t know what steps to take to get it
- **22.8%** of people don’t have any idea how much broadband data they currently use on a monthly basis