



## MEDIA RELEASE

### amaysim launches handy skill for Amazon Alexa

*'Find my phone', 'account balance' and 'data top up' amongst useful amaysim features*

**18 January 2018** – amaysim is one of the first official partners in Australia to launch a skill for Amazon's voice-activated digital assistant Alexa. Simply by asking, amaysim customers will be able to manage key account services like balance checks and data top-ups. In an Australian first, Alexa will even help amaysim customers to find their mobile phones by triggering a call.

"We're excited to be part of the launch of Amazon Alexa in Australia. Technologies like this help us to deliver greater convenience and a richer experience for our customers. This kind of innovation is changing the way people interact and do things, and at amaysim, we are always looking for new ways to delight our customers," says Julian Ogrin, amaysim CEO.

amaysim is all about making life for its customers amazingly simple and with the new skill for Alexa has made account management easier than ever before.

"Conversational interfaces will become ubiquitous in Australian homes within the next 2-3 years. Alexa allows amaysim to engage with our customers in a more natural way when it comes to account information and other useful services. We are planning to work together with our customers to shape future conversations using Alexa," adds Tariq Hassanen, Innovation Product Manager at amaysim.

amaysim has developed its Alexa skill in partnership with tech services company, DiUS. Joe Losinno, Director at DiUS, says: "We're seeing artificial intelligence technologies like Amazon Alexa fundamentally shifting the way organisations are thinking about customer service and engagement. We're proud to support amaysim in delivering innovation to the Australian market and in particular for inspiring a higher sense of customer loyalty through human-centred AI."

For more information about amaysim's Alexa skill, visit [www.amaysim.com.au/alexa](http://www.amaysim.com.au/alexa).

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**About amaysim**

amaysim is a multi-vertical business making household services amazingly simple. At its core, amaysim is a technology-driven company which has grown to be Australia's fourth largest mobile service provider with over a million subscribers. In addition to mobile, amaysim also offers broadband, energy and sells devices. All of amaysim's products feature no lock-in contracts and transparent pricing and are centred around a great customer experience, convenience and outstanding value. amaysim empowers its subscribers with DIY online account management backed by award-winning, online-driven customer support. All amaysim products are available online at [www.amaysim.com.au](http://www.amaysim.com.au) and SIM cards are also available from over 14,000 retail outlets.