

amaysim wins Canstar Blue Most Satisfied Mobile Customers award

Rates five stars across all categories from overall satisfaction to value and service

amaysim, Australia's low-cost mobile service provider, has won the coveted "Canstar Blue Most Satisfied Customers for Prepaid Mobile Services" award, reinforcing its position as a telco that's making waves in the mobile market.

The Canstar Blue Awards are based on direct feedback given to an independent research firm by customers, ranking mobile providers across value for money, service, accessibility, network coverage and ultimately overall satisfaction.

amaysim's founder and CEO Rolf Hansen is very happy with the win, commenting, "Even though we work hard every day to walk our customer service talk, we're blown away at winning Canstar Blue's award. We scooped the pool in all areas which really shows that we're doing something right and striking a chord with hundreds of thousands of Aussies."

Hansen also said that amaysim winning this award is a timely reminder that choosing a low-cost telco doesn't have to mean missing out on solid service and value.

"Until recently, telco customer satisfaction has been a pretty foreign concept," Hansen continued. "That said, with people realising they can shop around for a better deal and push for more from their current providers, we're seeing long-overdue changes starting to happen."

"The awards are decided based on customer feedback, so we're definitely putting this one at the front of the trophy cabinet and giving our customers a massive thumbs up for the nod of approval."

Coinciding with this award is amaysim's latest Net Promoter Score (NPS) result of 58 per cent. The NPS sums up a customer's loyalty and satisfaction with a brand and this is an exceptional result in an industry known for abysmally low scores.

In less than three years, amaysim's low-cost model - combined with web-centric DIY account management and an Australian Customer Service Centre - has won the following awards:

- *Canstar Blue Most Satisfied Customers for Prepaid Mobile Services 2013*
- *Three Money magazine Best of the Best 2013 awards - for amaysim UNLIMITED, amaysim FLEXI and amaysim MOBILE BROADBAND Data Packs*

- Two *Money magazine* Best of the Best 2012 awards – for *amaysim UNLIMITED* and *amaysim AS YOU GO*
- *PhoneChoice* – number one mobile phone deal for low to medium phone users (for *amaysim AS YOU GO*)

amaysim was also shortlisted as a finalist for “Most Successful MVNO” at the global Mobile Virtual Network Industry Summit in Rome earlier in 2013.

Ends

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.