

ACN Mobile Service

– Product Overview



Value Proposition

Everyone today has a mobile phone and ACN's Mobile services combine the best of both worlds – the trusted technology of the Optus Mobile Network with great value plans.

ACN Mobile provides the flexibility to choose between voice and data inclusions, allowing your customers to pick the perfect plan for them at low monthly rates with the freedom of no lock-in contract. Plus, if your customers already have a phone they love, they can bring it with them or purchase a new phone through the ACN Mobile Store.

Bottom Line: One of the country's top mobile networks with a variety of plans and outstanding rates.

Target Market

The average value-conscious consumer who appreciates freedom.

Industry Statistics

- There were 21 million mobile subscribers in Australia at the end of 2014 – a 3.7% year-on-year increase¹. This is expected to continue growing throughout 2015, with more subscribers making use of multiple services, a growing Australian population, and continued migration from fixed-line services to mobile.
- As at the end of March 2015, smartphone penetration in Australia was 77.5% of the population².
- Data usage on mobile handsets increased by 91% year-on-year from 2013 to 2014 – average monthly data download per subscriber is now 0.84GB³.

¹ & ³ ABS ² Kantar Worldpanel

[^] The 4G service is only available to customers within 4G coverage areas with a compatible device and plan. When outside 4G coverage areas, the service will operate on the Optus 3G network at slower speeds. For more information about network coverage, bands and frequencies, visit acnpacific.com.au/coverage.

Common Questions / Objections

My customer is under contract.

That's not a problem. Do you know when your customer's contract ends? If so, contact your customer one month before so you can start looking at the ACN Mobile plans and find one to meet your customer's needs and budget.

How reliable is the network?

ACN's Mobile service uses Optus, one of the country's fastest and most reliable networks, with 3G coverage extending to 98.5% of the population and a rapidly expanding 4G footprint[^].

How does it compare with the competition?

ACN Mobile operates on trusted technology and offers great value.

My customer wants a new handset.

ACN offers a range of the latest and most popular handsets and accessories via the ACN Mobile Store. Your customer can pay for their equipment outright, or enter into a credit arrangement to pay over time.

Through ACN's partnership with Foodbank you can help to feed Aussie families and children in need. When someone signs up as an ACN Mobile Service customer and again when that customer pays their bill each month, ACN will make a donation to Foodbank.

