ACN Broadband
– ADSL Product Overview

Value Proposition

Broadband refers to high speed Internet access. ADSL uses existing copper telephone lines to deliver high speed Internet to homes and businesses.

ACN Broadband offers a range of technology options, including ADSL. You can choose the amount of data you need and whether or not to bundle with an ACN Phone Service to also enjoy great value call inclusions.

ACN's ADSL Broadband plans offer flexibility, generous allowances and a 12 month contract term.

Bottom Line: ADSL is delivered over the reliable Telstra Network and offers a range of generous plans to suit your customers' needs.

Target Market

- Customers who want an ADSL Broadband service who already have an ACN Home or Business Phone Service, or have a phone service on the Telstra Network

- Customers who would like the simplicity of a single monthly bill and the savings associated with bundling an ACN ADSL Broadband with an ACN Home or Business Phone Service

Industry Statistics

- There were 12.691 million Internet subscribers in Australia at the end of December 2014[1]

- There are currently over 5 million ADSL consumers in Australia[1]

Common Questions / Objections

What's the difference between ADSL and Naked DSL?

A Naked DSL Service does not require a phone service to be active on copper telephone line, whereas an ADSL Broadband Service does. This means that where a Naked DSL Service is ordered, your customer will not have a traditional active phone service and will be unable to make and receive calls.

With Naked DSL, your customer will not have to pay for telephone line rental.

Why should my customer bundle services with ACN?

By selecting a Home or Business Bundle with ACN (which includes an ADSL Broadband and Phone Service), your customers will enjoy bundle discounts and great call inclusions. They will also receive a single bill for both services.

I'm not sure if my customer can get an ACN ADSL Service –how do I check?

To order an ADSL Broadband Service, your customer must be in an ADSL enabled exchange. These exchanges are continuously updated, so the best way to confirm availability is to use the "Check Availability" button on the ADSL Broadband page on the acnpacific.com.au website. This will confirm what services are available at your customer's address.

My customer is currently under contract.

That's not a problem. Ask your customer when their current contract ends so you can contact them a month prior. You can then start looking at the ACN ADSL Broadband or Bundle Plans to find one that meets your customer's needs and budget.

1 ABS: http://www.abs.gov.au/ausstats/abs@.nsf/mf/8153.0/

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

FOOD BANK & ACN
Pay Your Bill, Feed the Need

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