

Value Proposition

ACN offers four great value landline phone plans giving your customers the flexibility to match a plan to suit their calling needs. ACN offers generous call inclusions including unlimited* local calls on all Connect plans, awesome unlimited* international calls to heaps of destinations and unlimited* calls to Australian mobiles on selected plans.

These plans also offer amazing value international calling rates and the freedom to switch between Connect plans at any time without penalty if your customer's circumstances or calling profile changes.

Your customers get all this incredible value with the peace of mind of a short 6 month contract term. Should your customer need to cancel during the contract term a small, flat Early Termination Fee (ETF) of \$60.00 applies.

For even greater value, your customers can bundle their phone with an ACN ADSL Broadband plan.

Traditional phone lines are a core service and are still used by millions of people around Australia.

Bottom line: Awesome value call rates and inclusions. Flexibility to move between Connect plans. Hassle free, reliable service. Short 6 month contract term.

Target Market

- Customers who want a value- packed and affordable landline phone only service
- Customers who don't have ADSL Broadband
- Customers who would like certainty about their expected charges with the choice of unlimited* call inclusions on selected plans
- Customers after competitive rates for National and International calls as well as calls to Australian Mobiles.

Industry Statistics

There are currently more than 9 million active traditional (PSTN) phone services within Australia¹.

Common Questions / Objections

My customer doesn't want to be tied into a contract term.

ACN's Connect phone plans are a short 6 month term. Customers aren't locked into the specific phone plan - they can move (without fee) between the four Connect phone plans if they want more or less call inclusions. The Early Termination Fee is a flat \$60.00 if the customer cancels within their 6 month term.

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 Phone and Bundle plans to find one that meets your customer's needs and budget..

How does it compare with the competition?

The ACN Connect plans offer significant value with unlimited* local calls and competitive National and International call rates. Selected plans also offer unlimited* calls to Australian mobiles and unlimited* calls to certain International calling destinations. All of this is delivered via Australia's largest network at great rates.

Can my customer move to a bundle from these plans?

Yes, your customers can move from a Phone service plan to a great value ACN Broadband + Phone bundle plan without an Early Termination Fee.

¹ ACMA Communications Report 2014-15

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

