

Value Proposition

ACN's Digital Phone Service is changing the way people talk. Not only does it have the ability to slash your customer's phone bills, but also streamlines their communication by using a high speed Internet connection.

By using an Internet connection to deliver voice instead of the traditional copper phone line, call rates become much more affordable and your customers do not need to pay phone line rental. ACN's Digital Phone Service plans offer great value call inclusions for Local, National and International calls and have a short 6 month contract term.

Bottom Line: Great value Local, National and International call inclusions. Low monthly plan fee.

Target Market

- Customers who are after a budget friendly phone service with affordable call rates for Local, National and International calls
- Customers who don't want to pay traditional phone line rental
- Customers with an existing ACN nbn™ Broadband service who wish to add a voice service.

Industry Statistics

- International calls are the most popular call type (71% of users) used by digital phone service customers. National calls (50% of users) are the next most popular type of call¹
- Over five million adult Australians use a digital phone service. People aged 18-34 are the biggest users of digital phone service video calls²

Common Questions / Objections

How is a Digital Phone Service different from a traditional phone service?

A digital phone service offers lower monthly plan fees and greater call inclusions when compared to a traditional phone service. A digital phone service converts audio signals from your speech into digital data that travels via customer's Internet connection to its destination. Instead of plugging into a traditional phone jack, the phone line is plugged into a Phone Adaptor (device provided by ACN), which your customers can plug into their broadband modem. By adding a compatible digital phone to the phone adaptor, your customers can achieve an in-home wireless phone service.

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

ACN's Digital Phone Service plans are a short 6 month term. Customers can move to a higher Digital Phone Service plan without fee. Customers can move to a lower Digital Phone Service plan or cancel their service, however a \$10 per month Early Termination Fee applies for each full and partial remaining month of the remainder of the agreement term.

Is a Digital Phone Service reliable?

ACN's Digital Phone Service utilises state-of-the-art technology to deliver a next generation phone service; however, please keep in mind that as a digital phone service runs over the Internet, if your customer's power goes out, they will lose their Internet connection and in turn, their digital phone service.

What are the benefits of a Digital Phone Service?

Cost is the main benefit. A digital phone service can help significantly lower the cost of calling friends and family both within Australia and overseas.

¹ Digital Phone Service Choice: <http://voipchoice.com.au/increasing-broadband-use-greater-opportunities-voip/#more-309>

² ACMA: www.acma.gov.au/theACMA/engage-blogs/engage-blogs/researchacma/The-Aussie-VoIP-evolution

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

