

# Tips for phone and internet providers

on assisting small business customers



Telecommunications  
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## Help small businesses make informed decisions when signing up for products

### Understand the business

Discuss the small business' needs to **identify relevant service and equipment options**. This includes whether a business or residential service plan is suitable. Be clear about any assumptions made in recommending an option.

### Train and monitor sales staff

Train and monitor sales representatives (including third-party sales channels) to **ensure they don't mislead customers** and they promote and sell products in a manner that is fair, transparent and accurate.

### Provide balanced, clear information

**Explain key terms** to the small business, including: the agreement length, the cost to cancel the contract early, inclusions and exclusions relevant to the consumer's business, and details of any third parties involved in equipment leases. Do it in a way customers can understand. **Keep a full record** of what was said during the sale.

## Work together with small businesses to organise new connections

### Verify the business' address

When processing an NBN order for a business address, verify the address by asking the customer to provide supporting information. **Confirm with NBN Co the correct Location ID has been assigned**, particularly where the NBN service will be connected in a shared office space, shopping strip or shopping centre.

### Pass on the access information

So a connection appointment can be arranged, **pass on access information** about the small business to NBN Co, such as:

- The business' address and contact details
- The business' hours of operation
- Any special access details a technician would need to know

### Communicate about delays

If unexpected delays occur, **contact the customer regularly** with updates and **provide realistic timeframes** about upcoming actions.

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## Work together with small businesses to resolve faults

### Clearly explain troubleshooting steps

When a fault is reported, staff should **explain what steps may need to be taken** to fix the fault and an **estimate of how long it will take**.

### Build progressive pathways

Progress small businesses through troubleshooting steps until a fault is fixed. **Avoid repeated troubleshooting “loops”** and escalate the issue when necessary. **Consider setting up a dedicated business team** that resolves queries from start to finish.

### Actively communicate with the customer

**Communicate frequent updates** and information about the steps being taken to restore the service. If a technician appointment is required, check in with the small business to **ensure the appointment went ahead** as planned and notify the small business if any delays arise.

## Help small businesses with a back-up plan to avoid financial loss

### Encourage customers to have a back-up plan

Encourage customers to consider **what back-up services their business could need** during a fault. **Tell them about any interim back up services** offered such as a modem with 4G back-up.

### Offer solutions when a fault occurs

When a fault occurs, **give an estimate of how long it will take to fix** so the customer can take steps to protect their business. **Offer interim services** and give the customer advice on minimising the impact of the fault.

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