

Tips for phone and internet providers



Telecommunications
Industry
Ombudsman

Helping customers sign up for products and services

Does your advertising and information cover all key terms and conditions?

Make sure your advertising and product information covers the key things customers need to know before they sign up.

Key information includes the price of the product or service, the contract length, and any extra costs or exclusions.

Are terms and conditions on your website and app easy to find and understand?

Make sure the Critical Information Summary and terms and conditions of products are easy to find and understand.

Customers should have clear access to this information at the point of sale, whether in store, online, or via an app.

Are you responsibly selling and promoting your products and services?

Make sure your advertising is clear and accurate.

Explain extra costs or conditions to the customer and let them know where they can find more information to make an informed decision.

Are you signing customers up for products and services they need?

Make sure customers understand a product or service before they sign up for it. If a customer does not seem to understand the information you have given them, suggest they take extra time to decide – do not rush them into making a decision.

Offer to print out information the customer can read later or let them know where they can find more information online.