



Mobility – iiNet Case Study

Awesome customer service

Initiate and embrace positive change

Passion for what we do

**Share ideas & work together for a
better result**

Imagine a better way



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Why

- Access to employment markets & Staff retention
- Increased productivity and performance
- Risk reduction – business continuity
- Environmental
- Cost drivers
- Staff demand



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Worldwide, mobile app users stood at 1,186 million at the beginning of 2013.

Expected to reach 4.4 Billion by the end of 2017.



Since mobile devices are bandwidth hogs,

71%



of all wireless traffic is via Wi-Fi.



Smartphone customers spend an average of **115 minutes** per week using social networking apps on their devices.



Time it took to reach 50 million users

- ◆ Radio: 38 years
- ◆ Television: 13 years
- ◆ Internet: 4 years
- ◆ Facebook: 3.5 years
- ◆ Instagram: 6 months
- ◆ Angry Birds: 35 days



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How

- Automation and Role based access & security model
- Leverage existing technology capability – identify and close gaps
- Start small, plan big
- Learn from failures, gain momentum from success



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Challenges

- Process
- Staff isolation
- Training & communication
- WHS
- Security

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Outcomes

- NPS (customer sat) up by 16%
- Sales Conversion rate up by 20%
- Sick leave reduced by 33%
- Productivity – up by 8%
- Staff satisfaction – 50% improvement
- Staff retention
- Significant cost avoidance
- Business Continuity



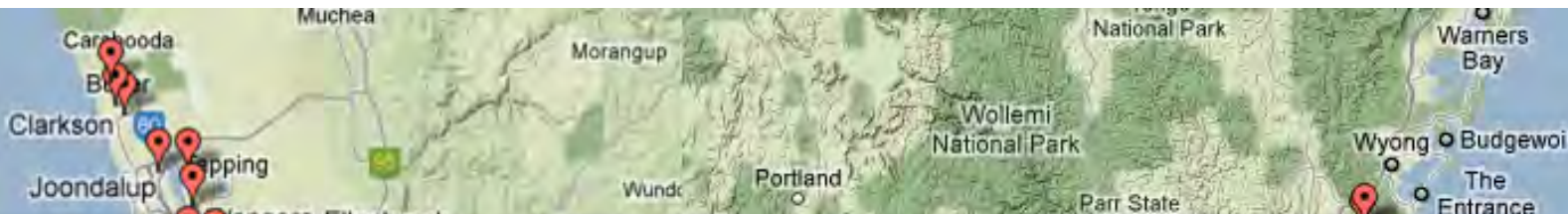
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Learnings

- Identifying the right person to introduce and implement this change
- Support from key Business stake holders – business led, technology enabled & tied to strategy
- Clear outcomes and measures – *what is the problem being solved*
- Identifying early on those that are or are not suited
- Continually finding ways to improve our support, performance and engagement of our remote staff
- Expectation management – *‘always on’*



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Profile (remote worker)

- Average tenure double that of ‘office worker’
- Longest daily commute avoided 298km round trip; average of 62km per day avoided saving 67 minutes
- Age – older by c10–15%
- 22% more likely to be part time