



## **MEDIA RELEASE**

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### **Adam Internet's \$1.5 million commitment to customers**

Leading South Australian Internet Service Provider (ISP), Adam Internet, will complete its \$1.5 million customer service upgrade within days.

The company will add the roll-out of a new high-tech telephone system to its 2007 list of improvements, which includes the large-scale fit-out of Adam Internet's call centre, the purchase of an additional floor of central Adelaide office space, the creation of a dedicated sales area, and the establishment of a new residential sales team.

The enhancements, to be finalised before Christmas, further confirm Adam Internet's commitment to service excellence and the company's dedication to ensuring its ongoing investment in South Australia.

The ISP recently received a 91 per cent customer satisfaction rating in research supporting the national 2007 Reliability & Service Awards handed out by computer and technology magazine, Australian PC Authority. Adam Internet topped all other ISPs reviewed, receiving a score of 96 per cent from customers who said they would recommend Adam Internet to a friend.

"We are thrilled to see that the energy and investment Adam Internet has put into building its credentials as a market leading ISP and a committed developer of the South Australian economy is being recognised," said Adam Internet Managing Director, Scott Hicks.

"However, although we are obviously delighted to know that we are getting it right, it is important we never become complacent or take the support of our market for granted."

"In the 2006/2007 financial year we recorded a turnover growth of almost 70 per cent, and we wanted to be sure to channel some of our profit back into delivering even better products and services.

"We attribute much of our success and growth to the exceptional level of customer service that we offer, and we are excited that we can now further improve upon that service with our new facilities."

Mr Hicks said the development of Adam Internet's client care facilities – along with the introduction of a state-of-the-art CISCO IP phone system - would help staff to meet the immediate needs of customers and allow the company to gain a greater understanding of their future expectations.

The upgrade has doubled the capacity of the Adam Internet call centre and enabled the development of a new technical support laboratory for the testing of customer equipment and diagnosis of equipment faults.

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#### **Further media information:**

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