

# AAPT WINS PRESTIGIOUS 2012 CEBIT.AU BUSINESS AWARD FOR SERVICE DISTINCTION

Our fresh approach to customer service was a primary reason why we won the 2012 CeBIT.AU Business Award for Service Distinction. By seeking, listening and implementing your feedback we were able to develop services and processes that catered specifically to your needs.

## 1 AWARD WINNING CUSTOMER CHARTER TEAM

At the heart of a good customer experience is prompt service, a team approach and, most of all, the best possible outcome for your business. Our Customer Charter initiative fulfills all these needs.

Produced in tandem with our stakeholders, the AAPT Customer Charter has been developed to ensure we deliver the highest possible standard of Account Management.

Covering areas such as service level performance and project management, our Charter representatives are committed to ensuring the most productive and harmonious of relationships.

## 2 ADAPTING TO THE TELCO MARKETPLACE

When our customers told us that they wanted 24/7 support, we listened.

Our response was AAPT Frontier, a premium online portal that manages integral functions such as service ordering, bill payment and case tracking.

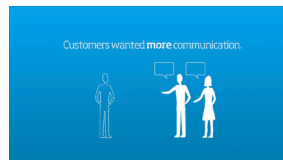
With AAPT Frontier you not only have an advanced web portal, you have a system that works with you to encourage increased functionality and productivity.

## 3 DEDICATION TO CONTINUOUS IMPROVEMENT

The Telecommunications industry is changing. We are changing along with it.

We understand that you want to speak with us face-to-face, regardless of where you're located.

That's why we utilise Citrix's Go-To Meeting, an interactive online conferencing system that enables you to meet with us anywhere, anytime over the Cloud.



See the difference yourself at  
[aapt.com.au/difference](http://aapt.com.au/difference)



## A WORD FROM OUR DIRECTOR OF SALES

**Our aim is to be the easiest to deal with network infrastructure provider in Australia.**

We work with our customers to develop solutions that are built to specific needs.

It's about establishing a plan and integrating it accordingly, right to the most minute and intricate detail. As a business and infrastructure provider, we don't rest until we know we've delivered the right fit for your business.

We believe that it was through this approach that we won received the 2012 CeBIT Service Distinction honour, an award that acknowledges outstanding delivery in the information and communications technology industry.

**Mark Rafferty, Director of Sales, AAPT**

## AT AAPT, WE BELIEVE HAVING THE BEST PRODUCTS IS SIMPLY NOT ENOUGH.

This has resulted in **AAPT Business Live**, an adaptable and now award-winning initiative that incorporates our **Customer Charter**, the **AAPT Frontier portal** and **Citrix's Go-To Meeting service**.

**It's all part of our strategy to ensure AAPT is best positioned to serve your needs.**

Make the call **13 88 77**. Email [newbusiness@aapt.com.au](mailto:newbusiness@aapt.com.au). Visit [aapt.com.au/business](http://aapt.com.au/business)