



## MEDIA RELEASE – 28 September 2007

### Fone Zone answers customer service call

Australia's largest specialist mobile communications retailer, Fone Zone, has launched an exclusive warranty package which is set to revolutionise service standards by eliminating the long delays associated with mobile phone repairs.

As outlined in *Choice Magazine*, complaints about mobiles to the Telecommunications Industry Ombudsman jumped by 29% to over 52,000 over the past year, which followed an 88% increase the previous year.

*Choice* has documented concerns about the mobile phone industry's processes for complaints handling, repair times, customer service and warranty exclusions, claiming that consumers are not getting the response they're entitled to from some retailers.

The Customer Service Institute of Australia (CSIA) recognised Fone Zone as highly commended in the large business category at this year's Australian Service Excellence Awards, however the retailer does not rest on its laurels and is constantly researching the industry to keep their finger on the pulse of their customers.

Fone Zone's Group Marketing and Product Manager, Lee Moore, said not only does Fone Zone's customer service philosophy focus on removing the confusion associated with purchasing a mobile phone, but it also aims to consistently provide excellent value, service and support to customers after their purchase.

"As mobile phone complaints are at an all-time high in Australia, we have designed a new warranty package, called ESP Express, to ensure that customers are getting what they paid for and receiving the response they're entitled to," Mr. Moore said.

"Most mobile phones purchased are covered by a standard 12 month manufacturer's warranty, but once this expires the customer can be faced with costly repair bills should the product fail, not to mention waiting weeks for the handset to be repaired and returned".

Fone Zone offers the opportunity to make sure the new handset will really last by adding the ESP Express, which mirrors the manufacturer's warranty for the full length of a 24 month contract and eliminates the long delays commonly associated with mobile phone repairs.

"This service is currently available with the brand new Nokia 6120, providing an identical new or fully refurbished handset either in store or direct to the customer's door within 2 working days of a warranty claim being made."

ESP Express will also qualify the customer for a buy-back guarantee which means, at the end of the extended warranty period, Fone Zone will buy back the customer's existing handset at 10% of the value of the new product.

First established in 1995 by husband and wife team, David McMahon and Maxine Horne, Fone Zone has grown to almost 150 stores and more than 900 Team Members across every state and territory.

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