



## Westnet Launches Full Phone

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After launching Westnet Phone in October 2004, initially offering only long-distance and international call plans, Westnet has now expanded its phone business to encompass full service phone products which include line rental and service on all phone calls.

"By launching Westnet Phone in a full service capacity, we hope to gain a competitive foothold in the telephony market that we hope translates to further organisational growth." said Westnet Managing Director Peter Brown.

Westnet has seen unprecedented growth in recent years. The company's sales staff has grown by 3000% since 2003 to cope with the demand of its products in the marketplace.

"One of our goals has been to develop Westnet from an ISP into a complete telecommunications company. We made our first steps into the telephony market with our long distance call products but really needed to add service for all call types to our stable.

I believe we are now a more comprehensive telecommunications company, able to compete more effectively with larger corporations in the marketplace." Mr Brown said.

The move was also motivated by recent market trends that indicate consumers are now finding it increasingly attractive to bundle their phone and internet products with the one provider, meaning one bill for both services.

This billing and service simplicity has made it easier for users who previously may have fielded up a number of different telco bills each month for various call types and internet connection.

"Customer feedback has shown that ISPs are losing customers who are now choosing a sole-provider for all their telecommunications needs. Simplicity is a major factor in customers' purchasing decisions in the telco sector. We now expect to retain customers who might have been swayed by our competitors' bundle offers." Mr Brown said.

He stated that he expected strong growth in the company's phone business due to the interest its internet customers have shown in the full service products.

"We hope that many of our 140,000 plus internet customers recognise that we can now deliver a complete phone and internet solution. It definitely helps to have a large, existing customer base already accustomed to your brand when you launch what is essentially a new business."

Brown also stated that Westnet Phone hoped to gain an advantage in the marketplace with innovative online account management tools and several initiatives that would benefit users looking to actively manage and control their phone usage.

Westnet's Managing Director concluded by adding that in a continually evolving telecommunications landscape, the convergence of markets would soon lead customers to telcos who can provide internet, phone, media and entertainment products.

"Customers are looking harder than ever to find a complete solution for their communications needs and I believe that service providers who can offer a diverse product range, and thus a complete service solution, stand the best chance of performing well in a rapidly changing business environment."

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