

A photograph of a smiling man with glasses and a dark sweater, talking on a mobile phone. The image is framed by a white diagonal line and overlaid with a pattern of hexagons in white, yellow, and blue. The background shows a window with a view of a building.

aerial
direct

**Treating
Customers
Fairly**
at Aerial Direct

Going one better.

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Our mission at Aerial Direct is to deliver a service that works for you and your business. We put our customers at the heart of everything we do and aim to discover what you want and need.

We have procedures and policies in place to meet the requirements of our telecom industry's regulator (Ofcom) and the Financial Conduct Authority for all our business customers. We continuously aim to improve on these requirements by listening to what our customers have to say.

Our people are passionate about what they do and strive to deliver the best possible customer service. By putting our customers at the forefront of our business, we deliver a service that works for you.

So, let us give you a snapshot of what we do behind the scenes, to improve our customers' experience...

Gary Strickland-Smith
Operations Director



What do we mean by Treating Customers Fairly?

Our industry regulator Ofcom, along with the Financial Conduct Authority, set standards which require us to treat all of our customers fairly. Our ambition is not only to meet these standards but to exceed them, by going the extra mile for our customers. We've worked hard to create core values and guidelines for our people to follow.

We think that treating you fairly is a mixture of a few things:



Keeping our promises

In a nutshell, this means doing what we say we will. Whether it's answering your questions, or finding a solution that meets your needs. We put our customers at the heart of everything we do by delivering what we've promised.



Doing the right thing

If something goes wrong, our UK-based teams are there to put it right, with empathy and sincerity. We've made it simple and straightforward to contact us, and have a clear complaints process in place if you feel we have not treated you fairly.



Sticking to the rules

All telecommunications companies need to do things in a legal and professional way. Our industry regulator sets standards and regulations for us all to follow, ensuring our customers are treated fairly across the board.



Taking care of our customers

If there's one thing we put first, it's our customers. We appreciate our services can be the lifeblood of your business, where even the smallest decision could have a big impact. We consider how our business decisions could affect our customers and put their needs ahead of our own.



Consistency

All of our intentions and policies are built honestly with transparency for every customer. So when we make decisions, we first and foremost make sure you are treated fairly.



Clarity

When you purchase a product or enter an agreement with Aerial Direct, we make it simple to understand our terms and conditions, highlighting those that affect you most. This is done by our UK based Quality Control team. We'll also provide you with written agreements which you can send back to us in your own time.

To reinforce the culture of 'putting you at the heart of what we do', we ensure all our staff complete a thorough induction programme when they join Aerial Direct. This makes sure our people are aware of the Standards of Conduct and understand our core values. These standards are built into the way we do things, so our employees know what we expect from them. It's just another way we make sure you're treated fairly.

Customer Engagement

When this report began, we invited you to take a journey with us. Let's look at the ways we've actively engaged with you throughout the last year.



Giving our customers a voice

You're at the heart of everything we do. So if you tell us how you feel, you know we'll listen.

We regularly ask our customers to share their feedback with us so we can identify ways to improve your journey with Aerial Direct. This could be about your experience when renewing your contract or your thoughts on the products we offer. We welcome all feedback.



Blogging and social media

We've been using our blogs, Twitter and Facebook, to provide insightful business advice and news to businesses whether an Aerial Direct customer or not.



Keeping you in the picture

Firstly, we understand you don't want to receive communication which isn't relevant, so the Aerial Direct Marketing team are working to bring you all the latest O2 benefits, and term changes that impact all of us using the O2 network.



Improvements in communication

Every time we talk to you, we learn more about you and find out how you like to do things.

We're improving how we communicate with you by:

- Reviewing communications to make them more customer-friendly
- Making it as easy as possible to speak to us
- Enhancing our web pages to make them easier to navigate



Love Your Customer Team

Next-level **account management**

By listening to what our customers have to say, we understand that it's good to keep in touch, whether we've come to visit you at your business or built a good relationship on the telephone.

Our Love Your Customer team (LYC) share our passion for putting you at the heart of everything we do. We'll offer advice on existing benefits and we'll always be here for you when you need us, without a hidden agenda, and by doing so, we've received overwhelmingly positive feedback!

This is our way of providing you with clear information whilst ensuring the products and services we have arranged for you are performing as we would expect them to.



What can you expect if you receive a call from an LYC agent?

Our friendly advisor will start the call with a warm introduction and will ask you to answer a couple of questions so we can ensure we're speaking with the account holder (we know you've given this before, but protecting your information is the law). We'll then simply ask how it's been going since we last spoke and answer any questions you may have.

Travelling abroad? So many of us are afraid to use our phones in other countries because we're not sure how much making a phone call, sending an SMS or using the internet will cost. Our Love Your Customer team will be able to listen to your needs and give clear advice on what is best for you.



O₂ Priority

Telecommunications is forever evolving, so we'll let you know of any changes and benefits you may not be aware of as they happen; even saving you money through initiatives such as O2 Priority.

My O₂ Business - Online account management

Sometimes, signing up for an additional service can be inconvenient, even if it will help you in the long-term. My O2 Business is a free service to help you stay in control of your spending. We'll support the setup, making it convenient for you to keep on top of your billing.

Customer Service



UK-based Customer Service with industry leading call handling times

We've been improving our call answer times dramatically over the past 6 months. When you call our local rate service team, they'll aim to answer within 45 seconds, a time achieved through our customer-focused initiatives.



24-hour automated telephone service for our customers

When calling out of hours, you just need to leave a message describing as much or as little as you wish. One of our dedicated UK Customer Service Advisors will call you back within two working hours.



Live Chat launch

Some of our customers love all things digital, so we launched our LiveChat service, where our committed teams respond to your questions at an industry-leading pace.



Customer-centric motivation

Our Customer Service team aren't paid commission based on the amount of calls they can answer during their working day. We've found paying commission based on the customer experience has resulted in an increase of happy customers.



Getting it right first time

Our people have the knowledge and experience necessary to ensure that the majority of our customers only need to contact us once to resolve their query.



We're making things simpler and fairer at every stage of our customer journey.

We have a dedicated team working on our Customer Transformation process. Whether you're joining, staying or leaving us, we want to treat you fairly every step of the way.



It's my team's goal to create a satisfied customer; one that is treated fairly every time, ensuring clarity, transparency and fairness in everything we do.

Our teams are recruited from a wide range of sectors, including Banking, Energy, Retail and even Citizens Advice. This knowledge and experience allows us to understand and accommodate your needs.

Jarred Rees

Head of Customer Service



Becoming a customer

We've been working to make the experience of becoming part of the Aerial Direct family as easy as possible, from options of support in termination fees from existing providers, to providing technical help to set up your shiny new equipment.

Fixed price offerings for Mobile, Fixed Line and IT Solutions

Everyone wants value for money. That's why we've created fixed price offers for our business customers. You'll find the wide choice of options during proposals and renewals, which our industry experts will advise you on.

Farewell contact

We've started to contact the majority of our customers when they are reaching the end of their term; of course we'd love you to stay with us, however all options will be explored together.

Simpler provider switching

It's much easier to switch providers with Aerial Direct now too. If you decide to leave when your contract ends, we'll do everything we can to smooth the process. We'll also keep you in the know if any problems occur. Even if we've objected to you leaving on debt or contractual grounds, we'll still do all we can to help you.

Treating Customers Fairly

The management of the Treating Customers Fairly process and Standards of Conduct are at the heart of everything we do. This helps us with our goal of being the best telecom provider to offer unrivalled customer service by putting you first in everything we do.

Regular customer feedback forums

We value your feedback so we make it easy for you to let us know what you think. It's a priority of ours to listen so we can create action plans to make improvements to our services.

How are we doing?

Customer satisfaction is very important to us and we talk about it every day throughout our business. If something is wrong, we do everything we can to put it right, there and then. That's why we're giving our customer facing teams more power to help resolve matters at the first point of contact.

We're also using complaint case studies to make our customer service even better. It's all part of our investment in Service Excellence.

We need to be quick when acknowledging complaints. If we can't resolve the issue right away, it'll be given to a customer relations expert who has the skills to put things right.

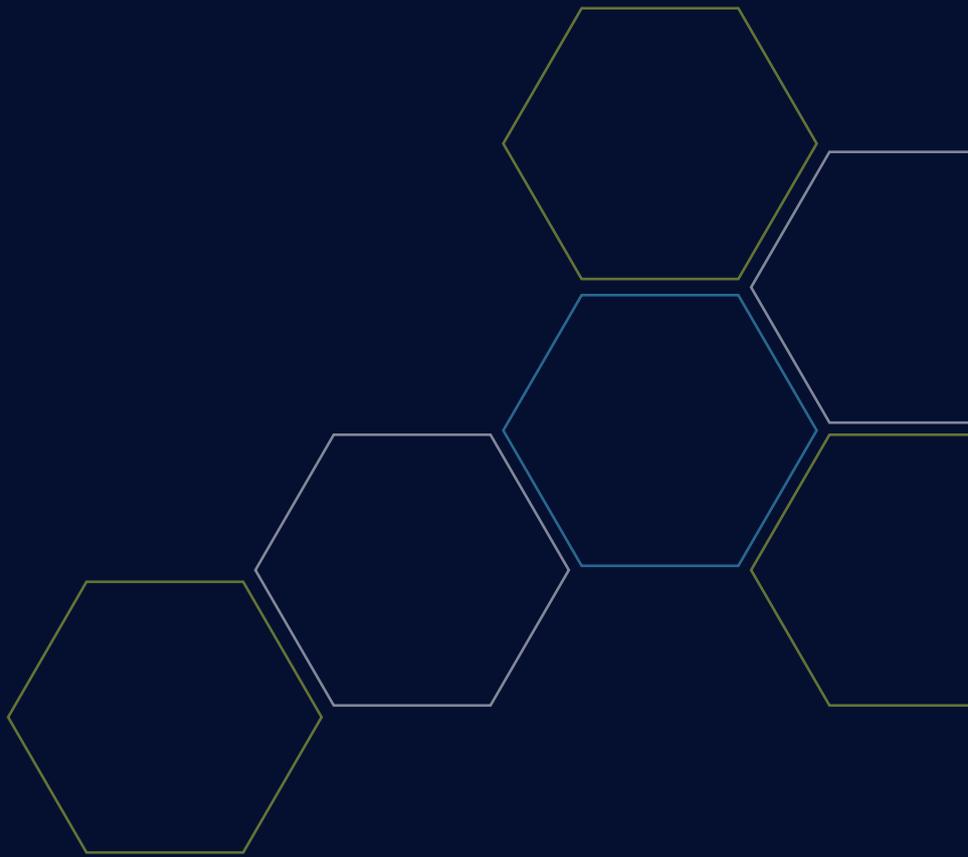
It's all about being honest and transparent with you.

So if you do have any questions or comments, we'd like to hear them. Our contact details are below.

A copy of this report is available free of charge and can be found on our website aerial-direct.co.uk or alternatively please call **01329 558 558** for a printed copy.

You can email us your comments at:
customer.services@aerial-direct.co.uk

Thank you for taking the time to read our publication.



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Monday-Friday 09:00-18:00

Saturday 10:00 - 14:00



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