ACCANect 2018

Day 2 Thursday, 13 September 2018

**Session 5: 11:00 – 11:10am**

**National Broadband Network rollout – Consumer update**

**Presenter: Cindy Nedobity, Executive General Manager Customer Experience, nbnTM**

**We are pleased to welcome Cindy Nedobity to ACCANect 2018 to give us an update on how the National Broadband Network rollout is progressing.**

**11:10 – 11:15am Q&A**

TERESA CORBIN: Tanya? Do you want me to get... Alright, is anyone missing a lucky draw ticket? Hands up now. Just a reminder so we have some of the telcos going to be on the telco panel in a minute, we really need to slow down otherwise we're going to have a walk out of captioners and Auslan interpreters. Because we're being not good and I am the worst leader of a pack in that regard. So we're just going to be -we're going to do the signal, everyone seen that horrible movie Team America, that will be us at the front which means slow down pause we can't ask these guys to tell us to slow down because we're busy, please do, we won't be insulted if you tell to us slow down because we know it's an impossible task otherwise. So we got all tickets. Tanya? We got C51. C51 blue. Very good. You guys are got some luck off Giselle yesterday. This is the lucky two people! Make sure you're friends with either of these two after the next draw... I just hope that whatever films are available are audio described OK? Because we know that that is a big issue. So without further ado I want to introduce our representative from nbn Cindy and I don't think I need to say much more, we just get straight into your presentation and then we'll have a very interesting telco panel.

CINDY NEDOBITY: Good morning everyone. Thank you to ACCAN to Theresa for having me here. My name is Cindy Nedobity I work at nbn, been there for the last 14 months and I look after up with of the most exciting areas which is the customer experience and customer insights area. I'm expecting a lot of this today too just as a reminder to slow down. Before I proceed I would like to acknowledge the traditional their elders past and present. OK. So the nbn is the largest and most complex infrastructure project and as such has been one of the most challenging to undertake. In just three short years the roll-out has reached unprecedented scale and is now on the home stretch. Three years ago, the first FTTN connection was being made and now just three shorts later we've got over 2.2 million fibre to the node connections on our network. If you think about three years ago, fibre to the kerb which is our latest technology was actually just a concept at that time, and now we have over 180,000 premises available for connection to fibre to the curve which 25,000 customers having already switched over. Our purpose is to connect Australians and to connect them by 2020 with 8 million Australians corrected by then and we're well on track to achieve that goal by 2020. As we stand today we're over 4 million customers connected to the nbn network and close to 50% of those customers are now accessing speeds of at least 50 megabytes and 100 megabytes with the nbn. We have more than 6800 employees at nbn, we have more than 24,000 field staff so technicians at customers' premises getting them connected and we work with over 100 of our retailers to ensure that customers have a great migration to the nbn network and together we remain really motivated to deliver on the purpose for the nbn. So where are we today? I've already mentioned we've connect over 50% of Australians to the nbn network so our goal is to hit 8 million by the year 2020, we're over 4 million as a major milestone. We're 75% through the build so 75% through one of the biggest infrastructure builds in the country so a massive accomplishment and we remain very much so committed to the Over the last year we've really taken an extensive program of work focussed on the customer experience and improving that customer experience and working with all of the industry regulators who you have heard a lot from today as well as our retail service providers around improving the experience for customer and ensuring that we don't only get 8 million Australians migrated across but that their experience is a fantastic experience. And over the last year just a small snippet, we've managed together as an industry, an industry activity, to shift the satisfaction of our customers up by 12 percentage points since July 17. Oops. Apologies I might need that slide. Thank you. So one of the key insights we often hear from our customers was that they wanted to understand the progress that nbn was making in relation to customer satisfaction so we have an extensive customer experience program of work with our RSPs which covers pretty much every life stage of a customer whether that's about awareness when I'm deciding to switch, whether that's the connection process, whether it's the use of the product or service, or whether that's fixing an issue when something goes wrong for our customers and we've been listening and we're really keen to share the progress be Australians so that could see the work that the industry so nbn industry regulators and our retail service providers are working on and they could see the improvements that we were making, so earlier this year in March 2018 we launched our progress campaign which essentially was us taking some of the key matrics that we knew mattered to customers across that connected experience, the fixed experience and reporting the progress that the industry was making on that and it could activated, how quick are you resolving issues when things go wrong? That campaign launched in March and pretty much every month there is a progress update so you can visit our website for. That I thought I'd pull out three from the July 2017 dashboard. The first one is around installation and our research tells us that a customer that comes on and has a negative joining experience the likely to stay in a negative frame of mind with their service for a long period of time so it's really a critical experience that we need to honour and ensuring that customers are connected seamlessly without any interruptions so one thing that we measure is the percentage of home and businesses that have their nbn equipment installed without additional work from NBN Co the first time around. The connect experience in July last year, the amount of times we were getting that right was sitting at 87% and over the course of the year with massive work with our industry partner and our retail service providers we've managed to shift that up to 93% so that's been a tremendous cross industry result to bring that about. The second key matric is around the number of customers that we've now got connected to our 50 and our 100 megabyte speed tiers we know that customers on those speed tiers are likely to be more satisfied customer because that speed tier is delivering to the needs of the users in the house and how they're choosing to use that. If we think back to where we were a year ago in July last year we were sitting around 16, 17% and over the course of the year we've managed to triple the number of customers getting on to that 50 speed tier and the 100 speed tier to just under 50%. That's been a result of a significant amount of pricing consultation, and pricing providers to really change the affordability of that 50 and 100 speed tier for our customers. And that's been a tremendous thing and we can see significant amount of customers are much more satisfied being on that speed tier. The last one is around fault rectification. The percentage of faults that NBN Co resolves within agreed time frames for our end customers was sitting at 77%, just over 12 months ago, and we've again significant industry work and focus on fault resolutions we've managed to improve that up to 91%. And the feedback we hear from customers is we know things can go wrong from time to time and we expect that, it's about your ability to restore my service when something goes wrong, that's really critical. One of the things we wanted to do was understand now with over 4 million customers connected homes and businesses connected it was a timely opportunity for us to really measure the impact of the nbn access network. And in August 2016 the census was being completed and this gave us a really good opportunity to understand the social and economic benefits of the nbn. Shortly after the Australian Bureau of Statistics released the final census data nbn commissioned a piece of research with an economics firm to conduct the first real world study of the social and economic impacts of the nbn roll-out. We used alphabeta, they used the census data run some bespoke data and what was the benefit of nbn region versus non-nbn and where the roll-out was 98% versus where it was 10% complete. So what were some of the key learnings from that? Some of the key learning were around business growth and what we saw from that and it was mentioned earlier today is the number of new businesses in regions with nbn access grew at which more than five times in the nbn regions versus the non-nbn regions and it is estimated in 2017 that far up to 5400 new businesses were created as a result of the nbn and that that's expected to grow to close to 80,000 by the year 2021. The second key learning was around women in particular in nbn regions who really grasp the opportunity to become their own bosses, the number of self-employed women in nbn regions grew at an around of 2.3% compared to just 0.1 in non-nbn regions so almost a 20-fold increase, additionally by the time the roll-out is complete we would expect that this is going to have added 52200 more self-employed women, by helping create new jobs by helping to create new businesses and to drive productivity Alphabeta found that nbn generated an estimated 1.2 billion of additional economic activity in 2017 and this is expected to multiply by 10.4 billion by the time the roll-out is completed and having added 31,000 new jobs, just one last point I wanted to make was around learning and what we call the nbn effect in changing the way we learn and the availability of nbn access network is giving to Australians regardless of their age, their post code or their opportunity, the research shows that people with nbn are twice as likely to enrol in an online course as they're non-nbn ready counterparts and as a result of the growth in online education it's estimated that the impact of the nbn access network on growth of the online education sector can boost the Australian economy by 1.7 billion by 2021 and the biggest increases come from overseas over 65-year-olds with 80% of number connected 65-year-olds engaged in northern normal education versus only 50% in the non-nbn connected areas. So just in wrapping, we look forward to 2020 and Australian's life through every stage of their life. We now have baseline evidence that connectivity brings prosperity, entrepreneurship and it really empowers communities, at the end of a build we've developed an important piece of national infrastructure that provides universal access to connectivity in Australia. Our number one priority at the moment is to do this in a way which delivers a really great experience to those 8 million customers Australians that we're looking to connect and at nbn we remain really committed to delivering on the customer experience, working with the industry body, with our RSPs to ensure that that's a really great experience for our customers and addressing all the key customer pain points. Thank you very much for having me. (APPLAUSE)

TERESA CORBIN: We're so lucky to have someone from senior from nbn join us and in the early day of nbn it was very much an engineering exercise and there wasn't a lot of discussion about the customer experience, so it's just fantastic that we've got Cindy here. She's going to join the panel in a little while so she'll be able to answer questions then, just save those questions up but in the meanwhile,