



## **MEDIA RELEASE**

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### **Telecom launches Small Business Success Pack**

Telecom announced today two initiatives aimed at saving small businesses hundreds of dollars during the economic downturn, the Telecom Small Business Success Pack and online forum 'Think Small'.

Victoria Crone, GM Business for Telecom Retail, says that Telecom is uniquely positioned to provide support to smaller businesses.

"As one of New Zealand's biggest companies we're passionate about supporting other kiwi businesses.

"Over the past several months we have been working with our partners to understand and track how businesses are approaching challenges the economic environment is putting in front of them. From this work, we have a clear plan of how we can support and help them through this difficult time."

As a result Telecom has launched two separate initiatives, one helping our customers get the most from their telecommunications services, and the other supporting the wider small business community to share and tackle these issues.

The Telecom Small Business Success Pack addresses key areas of concern for small businesses such as cost certainty cashflow management, ensuring value for money, access to tools that enable efficiency, flexibility and increased productivity. The range of offers includes:

- Removal of a fixed phone line early termination fees for customers suffering financial hardship, giving small businesses the benefits of contracts without the worry of paying disconnection fees if their business is forced to close, and saving an average small business \$222.88.
- A complimentary upgrade to Business Broadband for three months on a 12 month plan including a free modem and free dedicated business helpdesk saving up to \$229.99.
- Three months free mobile plan charges on all mobile plans on a 24 month contract saving from \$89.95 to \$149.85.
- Three months free plan charges on a BusinessTime plan (capped calling rates to fixed lines and mobiles) on a 24 month contract saving \$155.85.
- The option for small businesses to change their billing periods to suit their business activity and help them manage their cashflow effectively

- All-in-one website design and hosting packages priced from \$14.50 per month on a 12 month plan, including a website design tool, a domain name and a website hosting plan so small business can keep marketing themselves and making sales as advertising costs come under pressure
- The option for small businesses to downgrade their mobile plans after the first 12 months of their contract if their needs change at no cost

Telecom is also committed to supporting the wider small business community to share challenges, ideas and solutions, so working with partners Made from New Zealand has created an online support network for small business owners called Think Small.

[thinksmall.co.nz](http://thinksmall.co.nz) is a forum for sharing ideas on how small businesses can make small changes to the way they do business on a day-to-day basis.

“Whether it’s taking the worry out of paying the power bill, or finding new customers when the advertising budget is gone – chances are it’s an issue affecting other small businesses,” says Ms Crone.

When visiting Think Small, small businesses can share the issues they’d like some help solving, regardless of their size, and work with other business owners to successfully resolve them.

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