

# Customer retention & Win back strategies



## Customer objections

### **Customer Objection – My current plan is better.**

By choosing to sign up with MATE you are supporting a 100% Aussie owned and operated business. The entire MATE business operations, including all call centre staff is in Western Sydney & is the largest privately owned telecommunications provider in Australia. MATE has won multiple customer service awards including 'Australia's most satisfied customers' from Canstar Blue 2021. They also have a 4.5 star rating on Product Review! The best part is, if you ever have an issue, you'll be speaking to a highly trained Aussie support agent and will never be sent to an off-shore call centre to have your questions answered or issues fixed.

### **Customer Objection – Not much savings, not worth switching.**

By switching to MATE, not only would you be getting some of the best service possible in the telco industry, but you would also be doing me a massive favour! For just a couple of minutes of your time we can get you signed up today. We can do this online or over the phone, whatever works best for yourself.

### **Customer Objection – It's too much hassle to change my internet provider.**

Moving providers can seem intimidating, but MATE makes the transition as smooth as possible, and the best part is the initial sign up just takes a couple of minutes. They will also keep you informed each step of the way with SMS and emails, notifying you where the order is at. I'm happy to do it together with you in person or on a video call if, that's easier.

### **Customer Objection – I don't have my bill handy to compare rates.**

The awesome thing about MATE is they have a '1-month, Risk Free Guarantee' on all nbn™ plans, so if you're not happy for whatever reason they will provide a full refund if you cancel within the first month. They also have no lock in contracts and no exit fees. If you're not happy with the service or plan, you can leave anytime, without penalty! That's how confident MATE are with their service.

### **Customer Objection – I'm happy with my current provider's service.**

I'm confident MATE's service will be at least as good as your current provider if not better. All of MATE's support specialists are expertly trained and MATE is Aussie run and owned, so you'll only ever talk to well-trained Aussies with great customer service. I can tell you from my own personal experience dealing with their local customer service team based in Sydney, they've been great! Plus, you'd be doing me a big favour!

### **Customer Objection – Let's talk about it later or next week, I'm really busy right now.**

I know you're busy, but it only takes a couple of minutes to sign up with MATE online. With the cost of living going up, this is the best time to make sure you have the best possible deal on your internet and mobile! We have been able to save people up to \$120 per year just by bundling their internet and mobile services.

### **Customer Objection – What if I don't like MATE?**

The great thing about MATE is that there's no exit fees, or really any risk involved with trying them out. They will even refund your nbn™ service if you're not happy within the first month with their 1-month riskfree guarantee! You could sign up today with me, and if you're not happy with their service or plan, you can leave anytime without penalty. However, based on my own personal experience with MATE, I know that won't be the case! MATE have been rated best for "overall nbn™ satisfaction" in Canstar Blue's annual review of nbn™ providers, so it's not just me who has had a great experience with them.