MEDIA RELEASE

VIRGIN MOBILE VOTED AUSTRALIA'S NO.1 MOBILE PHONE PROVIDER

Australia, Sydney, 3 May 2016 – Virgin Mobile Australia has confirmed its reputation as the customers’ champion after being named Australia’s leading (Gold) Mobile Phone Service Provider in the prestigious Quality Service Awards, supported by Readers Digest.

The awards, voted for by the public and based on their own interactions, take into account an organisation’s ability to create a personalised experience for its customers; show true understanding of their needs and offer simple and effective communication, as well as a reliable service that exceeds expectations.

Independent research analyst Catalyst conducted the online research involving more than 1,500 interviews around Australia involving every demographic group.

David Scribner, CEO of Virgin Mobile Australia, said: “We’re delighted to be recognised for the outstanding care and service we provide to our customers, who are at the heart of everything we do.

“As part of the global Virgin family we have a different personality and approach from every other mobile phone service provider, and that’s the thing that makes us stand out with customers new and old.

“We’re constantly evaluating the customer experience we provide, from our call centres, to our digital teams and retail staff, ensuring we’re always there when support’s required to provide customer service that really goes above and beyond what’s expected.”

ENDS

About Virgin Mobile Australia: Making Mobile Better
Virgin Mobile launched in Australia in 2000, based on Richard Branson’s belief that we could do mobile better. Better for you, and better for our planet. We’ve been rocking the boat ever since, and we’re not stopping now, because it’s just how we work. Innovative products and a commitment to great value for money are in our DNA.

Just look at Data Rollover: in an Australian-first innovation, we rescue your unused data and roll it over to the next month on all new Postpay mobile plans, so now you don’t lose what you don’t use. We also roll over your unused calls and text: hey, you paid for it, so we figure you deserve a second shot at using it.
We also think you should be able to call or text your friends and family on our network within Oz as much as you like. So if you’re on a Postpaid plan, you can. Voicemail is free within Oz too, because answering the phone should be your call. And backing all this is the power of the Optus 4G Plus network, which just keeps getting stronger, and allows us to focus on what’s most important – you.

Best of all, because people and planet matter to us, we’re turning your mobile phone into a force for good. We’ve already tasted success with #mealforameal, our initiative to turn your social food pics into a feed for someone in need, and there’s plenty more where that came from!

We’re Virgin Mobile, and we’re making mobile better.

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