

# Southern Cross Customer Commitment Standards



Southern Cross recognises and understands the importance of the trust its customers have placed in using Southern Cross for international capacity services.

In return Southern Cross is committed to providing excellent Customer Service and Network Performance, underpinned by these Customer Commitment Standards.

## The *Southern Cross Way*

Southern Cross is committed to doing the right thing and operating with integrity to maintain the trust and credibility of our customers.

Two fundamental principles guide the business of Southern Cross.

Firstly, we focus on providing our customers with the most reliable and direct submarine cable network between Australia, New Zealand, Fiji, Hawaii and the US West Coast.

Secondly, our customers are the essence of what we do.

This is part of the Southern Cross Way.

The Southern Cross Way is the philosophy for running our business. From our strategic vision through to the daily operation and maintenance of the Network, the Southern Cross Way is at the heart of everything that we do.

This document is part of Southern Cross's commitment to our customers, and stands by our belief that we have best of breed network, processes and quality of customer service.

**Fiona Beck**  
President & CEO



## *Customer Service Promise*

Excellent customer service relies on relationships built on trust and commitment, open communication and an understanding of each other's needs.

Southern Cross is committed to continually evaluating its procedures and processes to identify ways in which improvements can be made. This continuous development of customer service initiatives is a key part of the Southern Cross Way.

## *Operations Performance Objectives*

Our philosophy is to provide our customers with excellence in customer service and network performance and responsiveness.

Our customer services include capacity assignment, activation, commissioning capacity, system monitoring, fault management and reporting, performance management, pre and post-sale support, routine reporting and co-ordination of planned events with customers.

Southern Cross has set itself a number of key performance indicators that underpin our commitment to customer services, which can be seen in the highlighted section overpage.

## *Customer Forums*

Southern Cross is committed to understanding its customers' needs and keeping its customers up to date with the latest developments of its network and services.

As part of this commitment, Southern Cross hosts annual customer forums to discuss

operational, assignment, restoration and other developments affecting Southern Cross.

**Customer Communication Standards**

Southern Cross prides itself on open and honest communication with their customers.

Effective communication is particularly vital in situations that have the potential to impact on the services that Southern Cross provides to its customers.

Southern Cross has set itself the following communication objectives:

**Network Maintenance:**

- Customers to receive seven days’ notice of any network maintenance/upgrade work;
- Customers to receive notification when network maintenance/upgrade work is successfully completed.

**Potential to Impact on Service:**

- Potentially affected customer operational contacts will be notified of any conditions

that pose a threat to their Southern Cross service;

- Updates will be sent to affected customer contacts on a weekly basis (at a minimum) until resolution.

**Degraded Service:**

- A Network Status Notification will be distributed to affected customer contacts within one hour of service degradation being identified;
- Customer Contacts will receive updates at significant milestones, or at a minimum on a daily basis, until resolution;
- An Incident Report is distributed within 72 hours of the fault being resolved.

**Loss of Service:**

- A Network Status Notification is distributed to all affected customer contacts within one hour of their service loss being identified;
- Customer contacts will receive updates every three hours, until resolution;
- An outage report is distributed within 72 hours of the fault being resolved.

**Key Performance Indicators**

Category	Activity	Target
<b>Fault Management</b>	Time to acknowledge by Southern Cross Network Operations Centre	Within 5 minutes
	Fault Identification	Within 30 minutes
	Fault rectification (restoration of customers service)	95% of reported faults rectified within 2 hours
<b>Customer Notification</b>	Planned event	Minimum 7 days’ notice
<b>Capacity Activation and Assignment</b>	Capacity assignment	5 days
	Capacity activation (see note below)	Within 48 hours

Note: Activation of capacity does not include backhaul capacity, which lies beyond network interfaces at Cable Stations

### **Major Loss of Service/Crisis:**

- A Network Status Notification is distributed to all customer contacts within 30 minutes of the service loss being identified;
- Affected customer contacts will receive a phone call update within one hour of the service loss being identified;
- Customer contacts will receive updates every hour, until resolution;
- An outage report is distributed within 72 hours of the fault being resolved.

### ***Customer Survey***

As part of Southern Cross' commitment in understanding customer issues and feedback, Southern Cross commissions an annual survey, undertaken by leading independent market research group Nielsen.

The survey is open to all Southern Cross customers, is completely anonymous, and forms a very important feedback mechanism for Southern Cross on areas of the business.

### ***Committed to improvement***

Southern Cross will consult, from time to time, with customers regarding changes, amendments and revisions to Customer Commitment Standards.

