



Australian Government

Department of Infrastructure, Transport,
Regional Development and Communications



Telco tips for small businesses

We know it's critical to find the right telco products and services for your business, and to know what to do when things go wrong.



What phone and internet services are available?

Your options will depend on where your business is located:

- NBN Co's [Check Your Address](#) tool will show what NBN options are available at your business address. There may be other broadband networks available in your area.
- Mobile providers (such as Telstra, Optus and TPG) publish maps showing mobile coverage.
- If your business is in a regional, rural or remote area, some service types may not be available. You can:
 - Consider products that improve mobile reception, such as external antennas, authorised repeaters or in-car-kits.
 - Discuss these and other options with telco retailers offering services in your area or contact the Regional Tech Hub for support.

Remember to shop around. Plans, prices and performance can vary significantly between telco providers.



What plan or product is right for my business?

Small businesses have many options to consider when choosing or upgrading telco services. Here are some questions to help narrow it down:

- How will you use your service, and what features are important to you?
 - Will you be uploading a lot of files?
 - > Look for good upload speeds.
 - Do you need a phone line for customers to contact you?
 - > consider a backup service, like mobile or satellite (if available).
- Do you need business-grade services? These offer things like dedicated business support teams and faster fault repair times.
- Do you value reliability and good customer service? You can get an idea of how telcos perform by looking at the Australian Competition and Consumer Commission (ACCC) [Measuring Broadband Australia performance results](#), or Communications Alliance [Complaints in Context reporting](#).
- Remember to shop around. Plans, prices and performance can vary significantly between telco retailers. You can check comparator websites like Whistle Out or Finder as a guide.



Prepare for when things go wrong

From network outages and unexpected faults to natural disasters, telco outages can have a big effect on your business. Make a plan for when things go wrong to minimise disruption and take steps to protect your business from loss.

- If your landline service is disrupted, you may be able to divert calls to your mobile.
- Some internet providers offer modems which will switch to the mobile network if there is an outage with NBN or another fixed service, but check mobile network coverage in your area first.
- No form of communications technology is 100 percent resilient to emergencies and natural disasters. Plan ahead and don't rely on a single form of technology. For information on how to prepare, visit www.communications.gov.au/stand.
- The Australian Communications Consumer Action Network (ACCAN) has [tip sheets](#) to help you write a business continuity plan. You can also talk to your telco ahead of time to understand your options.

Know your rights and where to go for help



Telcos have obligations they must meet. Make sure you take reasonable steps to protect your business and contact your provider as soon as possible if you have a problem with your service – it's their job to help.

If you are experiencing financial difficulty, contact your telco to find out what financial hardship assistance they can offer.

- If you can't resolve your issue with your telco, the Telecommunications Industry Ombudsman (TIO) can help. Call 1800 062 058 or visit www.tio.com.au.
- The Australian Consumer Law covers telco products and services – the ACCC's [website](#) has more information.
- There are also telco-specific rules and obligations – the Australian Communications and Media Authority (ACMA) [website](#) has more information.



Useful Links:

TIO – [Resources for Small Businesses](#)

NBN Co – [Information for Small and Medium Businesses](#)

NBN Co business fibre initiative – [Information](#) and [Eligibility Checker](#)

ACCAN – [Resources for Small Businesses](#)

[Regional Tech Hub](#) – Independent, free advice about telecommunications services for regional, rural, and remote Australians.

[Whistle Out](#) and [Finder](#) – comparator websites providing information about mobile and broadband options, including some business grade services.