

Customer Referral Form - Instructions

The Customer Referral Form is a great way of leveraging off the network of your existing customer base to drive the acquisition of new customers.

Below are listed some steps that you should follow to ensure that you use the form in both a compliant and beneficial manner:

1. Fill in your own (as an ACN Representative) details, including your name, phone number and email address.
2. Hand the form to your existing customers and get them to write down the names and phone numbers of up to 10 friends and/or family members who they call on a regular basis who could potentially benefit from becoming an ACN Toll Calling Service customer.
3. Explain clearly to your customer the potential benefits on offer to both the customer and the referred family member/ friends alike should they agree to assist you by completing this form. A significant benefit, for example, is that customers on the ACN Friends and Friends Plus Plans can call other ACN landline customers across New Zealand and all over Australia for the cost of the first minute only – calls are free* after the first minute. Clearly explain to them the conditions associated with this offer*.
4. Highlight the importance of the customer signing the form. This confirms that the customer has informed the referred prospects that you will be calling them about the benefits of ACN's Toll Calling Services and it also confirms that they give you permission to call them.

Ensure that each referring customer directs their prospects to www.acn.co.nz to view our current rates and the ACN-2-ACN Calling* offer before confirming that they are happy to be contacted by you.

Do not call these referred prospects until the form has been signed by your existing customer as this may jeopardise the relationship that you already have with this customer.

5. Let the customer know that you will be in contact with them shortly to collect the completed form (with their signature). Give them the option of returning the form either by fax, by post or in person when you next see them.
6. Once you have received the signed form from your customer, call each person on the list and start talking to them about how they may benefit from becoming an ACN customer!
7. Once they have decided that they would like to join as an ACN customer, get them to complete and sign a Customer Authorisation Form (CAF), sign the form yourself to verify that all of the information is correct and send it back to us for processing.
8. Make sure that you keep your existing customer informed of how your discussions with the list of prospects that they provided are progressing.

*ACN-2-ACN Calling – first minute chargeable. Maximum 60 free minutes per call. Maximum 200 free minutes per month. Not available on all rate plans.

NB: Please note that this form is for your use in acquiring new customers. Please do not fax or post this form to ACN Head Office – ACN can only process fully completed Customer Authorisation Forms (CAFs) which can be downloaded from the 'Products' section of MyACN or purchased via our Success Store.