



gotalk Provides A Huge 65% In Savings For Happy Business Customers

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gotalks dramatic cost saving step change technology for small and medium business customers can save up to 65% on national and international calls, and calls to mobiles.

gotalks Multiline VoIP allows SME Business customers with a PBX to use the internet to make these same calls, with huge savings on call costs, while maintaining call quality even at times of high network usage.

gotalks Business VoIP has been enjoying over 300% growth in revenue and services in the second half of 2009, due to a strong uptake by SME Business customers.

(For more information please call PR Karen Scott 07 5553 6808 or gotalk CEO Steve Picton 0416 269 177; or go to www.gotalk.com.au/Business)

Its not all gloom and doom in the telecommunications industry in terms of customer service and keeping customers happy. Over the past 14 months, gotalk has been working hard to let businesses know about the great cost savings that VoIP can bring through its VoIP multi-line services. Allen Lawson, National Channel Partner Manager for gotalk says that this technology enables PBX business customers to make large savings because you no longer need all your PBX trunks, and you can enjoy low VoIP calling rates to local, national, international and mobile calling destinations.

Innovative Trans Tasman telco gotalk has been providing market leading VoIP (internet telephony) services since 2005 and won the prestigious Money Magazine 2009 Cheapest VoIP Plan Business User for a SOHO VoIP plan - providing further evidence of gotalks on-going commitment to best value VoIP solutions, gotalk CEO Steve Picton said today.

At gotalk, we recognised the need to provide business customers with a complete business solution that is fully supported, as well as providing cost savings. There are some telcos that dont want to know if a hardware or systems failure takes place, leaving the business itself trying to sort out who is responsible for fixing any issues. To gotalk, that is unacceptable and is a key reason why gotalks approach from day one has been that of partnering with system integrators who have experience in the design, implementation and on going management of business grade VoIP networks. This level of expertise, coupled with gotalks range of premium VoIP solutions and its commitment to also work with the customer ensures that a tailored solution can be formulated and rolled out, Mr. Lawson said.

Our customers appreciate the fact that we take the time to understand their specific requirements and design a system that not only delivers the tools that they need to run their business effectively, but at the same time drastically reduce costs. This partnership structure has been a big success in achieving our key objective of keeping our customers happy. We understand that every business is uniquely different and you cant pigeon hole them into a standard solution.

Lawson goes on to say, as an award winner in providing cheap VoIP plans, gotalk has been going out to businesses with one clear message well show you how you can save up to 65% on your normal call costs.

gotalk has many happy customers enjoying its business VoIP solutions. This message has even reached remote Australia, with Mount Isa Skills Association in Northern Queensland benefiting from the latest in what VoIP has to offer.

Reaching Remote Australian Businesses

Mount Isa Skills Associations is a not for profit organisation that seeks to meet the training and employment related assistance to jobseekers and employers within the region. It employs over 150 staff and operates twelve sites across Northern Queensland and in remote areas such as Doomadgee, Normanton and Mornington Island.

Mount Isa Skills Association wanted to create a multi-site structure, improve functionality and productivity, reduce increasing communication costs, call other sites at no cost, and do all of this cost-effectively in a reduced payback period. As well as ensuring IT was capable of self-management and maintenance.

Daryl Abell the groups Operations Manager for Mount Isa Skills Association considered looking at what VoIP could do for their business and contacted gotalk for a solution.

According to Mr Abell, Mount Isa Skills Association looked at many telephony companies but gotalk really offered the complete solution and technology options to suit our needs. Selecting the right integration partner was important to us and Harrisontech, a gotalk integrator, impressed us

with their knowledge and were clearly up to date on the latest technology. Harrisontech designed a configuration that catered for our exact needs with flexibility and functionality we required.

Abell goes on to say, The new system was a huge technological lift for Mount Isa Skills Association, it has delivered many new functions into the business, and we are still developing it. Functions such as call forwarding to another site, messaging, line ID, voicemail and call lists help run the business more efficiently. Now calling or transferring a call to another branch regardless how remote is free, plus we can have multiple calls being made between sites at once. The call quality is rich and clear and equally as good as the old Telstra lines. The VoIP operates over a broadband ADSL service channel that ensures the service is consistent and maintains quality with some standard PSTN lines integrated as failover should there be an internet outage of some type.

Abell is a happy telecommunications customer, we are happy and very impressed with what gotalk and Harrisontech provided as a solution. They are professional, so doing business with them is great. If we call for advice or assistance we get prompt genuine care and concern. We have twelve sites in total to do and have had no issues so far and are extremely confident in rolling this out into all of our other sites. Overall we are impressed with the team approach in getting sites provisioned. The savings for Mount Isa Skills Association are actually closer to 70 per cent on call savings, but we have redundant traditional lines in place to ensure business continuity in case of our internet connection going down.

gotalk multi-line VoIP plans are detailed at www.gotalk.com.au/Business

About gotalk:

gotalk provides great value in a complete range of phone, mobile and internet services. gotalk provides voice services to customers in Australia and New Zealand. Our network carries over 1 billion minutes of call traffic per year, or about 20% of all Australian outbound international calls. gotalk is committed to providing low cost competitive rates backed up by exceptional quality customer service. Our customers enjoy a range of innovative and great value services across a range of prepaid and postpaid services. The gotalk group has a large operations centre located on Queensland's Gold Coast and a corporate office in Sydney. It also has corporate partnerships with many of Australia's and New Zealand's top retailers. For more information on the gotalk group visit www.gotalk.com

gotalk's subsidiary, cardcall, is Australasia's leader in prepaid phonecards. Our phonecards including Daybreak, Happy Calling, Say G'day, SuperSaver and OZcall are sold in over 20,000 retailers and around 300,000 new phonecard services are activated each month.

In September 2009, gotalk launched a new mobile phone service with aggressively priced international calls that are amongst some of the lowest available in Australia. Calls starting from as low as 1/2c per minute (plus flagfall) for calls to overseas numbers and 14.5c for SMS Australia and worldwide on the Straight Talk Plus Plan.

Using the Vodafone 3G network infrastructure, the new gotalk mobile service does not require long term contracts, is available on prepaid or a monthly account, and also comes with a number of innovative mobile telecommunications firsts:

gotalk prepaid mobile customers will be able to use their prepaid credit for calls made from their mobile or their fixed line phone.

Australia's first prepaid mobile product that can be topped up via an electronic swipe card without entering complicated PIN numbers, available at over 10,000 outlets across Australia