
From: Rohan James [REDACTED]
Sent: Tuesday, 14 June 2022 11:33 AM
To: Merger Authorisations
Subject: VBP Pty LTD T/A Wireless Solutions : MA1000021 – Telstra TPG Spectrum Transaction – submission

Hello,

I am writing as a party with a significant interest in this merger. I have been a Vodafone dealer for over 20 years . In selling Vodafone the single biggest objection / concern that potential customers continually raise with me is our regional coverage when compared to Telstra. In many instances Vodafone’s pricing compared to Telstra is up to 50% cheaper and yet customers choose to pay a significantly higher price with Telstra because of their concerns around our regional Network. I find that when customer asks Telstra for a better price based on the pricing we have pitched, their existing Telstra account manager will use the customers “fear and uncertainty” around our network coverage rather than offering the customer a more competitive price.

Over the past 20 years at least 90% of the deals I lose to Telstra from new customers and customers leaving Vodafone have been related to Vodafone’s regional coverage compared to Telstra.

I have numerous customers that have left and they have said to me that they would much prefer to deal with myself and Vodafone but with our current coverage they literally have “no choice” but to go with Telstra.

If you look at Telstra pricing and level of customer service , it is clear that their pricing is well above that of other networks and their customer service is lacking , and it is clear that this is directly linked to Telstra’s confidence that for many customers they have no choice, and as such Telstra is not motivated to offer more competitive pricing and more competent customer service. In fact in many instance customers have told me that they have to deal with Telstra , but have given up calling Telstra customer service to resolve issues , but rather they go directly to the TIO because it’s the only way to resolve even the simplest dispute.

In summary I believe that if the ACCC were to approve this agreement this will unquestionably improve competition , it will force Telstra to compete on price and offer improved customer service. It will give all mobile users particularly those that live in regional area’s a choice which they currently do not have , and this would have to improve competition and thus benefit all Mobile users in Australia.

I will conclude by saying that for myself as a Vodafone dealer and for all the mobile users in Australia, approval of this agreement is good for everyone and I would encourage the ACCC to see that the benefits of this deal far outweigh any objections that could be raised , in all my time working in the industry Telstra has had a virtual monopoly in regional area’s and by approving this the ACCC would be taking a significant step in dismantling Telstra’s monopoly. Which I believe is the ACCC’s most important objective !

Thanks and regards



Rohan James
Vodafone Dealer Principal

Wireless Solutions “For personalised service and a single point of contact”

M: [REDACTED]
L: [REDACTED]
E: [REDACTED]

“Believe you can and you’re half way there” Theodore Roosevelt