

A well-functioning telecommunications market is essential for New Zealanders and for business. The Commerce Commission monitors and regulates Aotearoa New Zealand's telecommunications market – playing a vital role in its wellbeing. The Telco branch adds value to the lives of New Zealanders and New Zealand businesses:

- We shape the future of telecommunications through the strength of our connections and our work with local and global thought leaders
- We work with significant pools of data from multiple sources, including feedback from the public about their experiences, and other insights, to inform our work
- We proactively inform and educate New Zealanders about the work we do, the protections we put in place, and the importance of getting feedback from those who are impacted by poor experiences in a timely way.

Our stakeholder engagement strategy guides us in building trusted, enduring relationships where we are known for our positive voice, proactive actions, and New Zealand-centric approach.

KEY PRINCIPLES

The following principles are how we want stakeholders and partners to describe the interactions they have with us.

Two-way

We listen carefully to our stakeholders so that we understand their perspectives and goals. We take time to help others to understand our objectives and the rationale for our actions even if our actions may not always align with theirs.

Inclusive

We provide avenues for all stakeholders to work with us regardless of their size. We embrace diversity to ensure New Zealand's connectivity supports a vibrant economy for all.

Leadership

We influence the direction of the telecommunications sector to support the wellbeing of New Zealanders and our economy. We identify and create opportunities for people to work together on challenges facing the sector and to achieve goals in common.

Fact driven

We make decisions based on insights derived from fact and data. We share the evidence and our insights with the sector and New Zealanders.

ELEVATOR PITCH

Formal: We drive the telecommunication sector to be competitive and customer focused for the benefit of New Zealanders and the economic wellbeing of our country. When New Zealanders sign up to a telecommunications provider or plan, they have confidence they've chosen the provider and products that's right for them.

Informal: Our work is focused on the telecommunications sector being competitive and customer focused. We do this for the wellbeing of New Zealanders and our economy.

When New Zealanders sign up with a telecommunications provider, we want them to be confident that it's the right provider and plan for their phone and broadband needs. We want them to access information that helps them make those choices, and to have confidence to review their arrangements regularly or whenever life changes.

The message house



Our message house provides the overarching telecommunications narrative that guides our engagement work. It sets the direction, tone, and ambition of the branch and what we offer New Zealand.

OUR BIG PICTURE

All New Zealanders can make confident choices to stay connected in ways that fit their situation, lifestyle, and business.

OUR OFFER

We drive the sector to be competitive and customer focused for the benefit of all New Zealanders and the economic wellbeing of our country.

OUR AUTHORITY



We are an independent Crown entity, responsible for monitoring and regulating the telecommunications industry.



We draw on significant pools of data and information from multiple sources, including complaints from the public, to inform our work.



We draw on experiences, local and global, to help shape the future of telecommunications in Aotearoa New Zealand.



We produce and promote information and resources that help New Zealanders to make the right choices for their situation.

OUR CALL TO ACTION FOR NEW ZEALANDERS

- 1 Talk to your provider to check you're on the right plan for your situation.
- 2 Visit comcom.govt.nz for independent information to help you to compare what's on offer.
- 3 If there's another plan or service that's better for your situation, switch plans or providers today.

OUR KEY SUPPORTING FACTS AND FIGURES

- Customer service dashboard
- Retail services quality monitor
- Quarterly broadband measure
- Annual telecommunications monitoring report

STAKEHOLDER SEGMENTATION

The sector

Represents the common interests of the telecommunications service providers.

We share our information and insights with this audiences, keep them informed about our work programme and seek their feedback and input particularly around the development of Codes so that these are fit for purpose.

We provide these organisations with clear information about regulations and how to comply, including updates and how these affect them.

NZ Telecommunications Forum Inc

The Telecommunications Forum is the main membership body for industry participants.

Major service providers

Organisations include Spark + Skinny, Vodafone, 2degrees + Vocus, MyRepublic, and Chorus

Together, the providers within this group reach 97% of the market.

Small and low cost providers

Not all members within this group are known it's estimated to number 100+ providers. Together they reach the market not served by the major service providers.

Strategically and operationally aligned government agencies

We work with these agencies to understand their responsibilities, strategies, plans that relate to or complement the telecommunications sector. We share our plans, information, and insights to help them reach their goals.

Ministry of Business Innovation and Employment

MBIE sets the policy.

Agencies with an interest in digital inclusion and/or audiences in common

The Telecommunications Forum is the main membership body for industry participants.

Statistics New Zealand

The lead agency for government-held data.

Telecommunications experts

We keep this group updated with our work programme and developments facing the sector. We may seek their input or to peer review work.

Academics, commentators, market research organisations

This group includes individuals and organisations. Their expertise is matched with influence.

Advocacy groups

These groups represent and advocate for industry and consumer interests.

We have shared interests in the rights of the consumer, our digital world and digital futures.

Advocacy groups have valuable intelligence to share about their constituents and how to reach them.

Industry groups

This group includes the Telecommunications Disputes Resolution Service (TDRS), TUANZ and InternetNZ.

Consumer groups

This group includes organisations that advocate for consumers (for example, Consumer NZ, Citizens Advice Bureau, FinCap) or that advocate for specific audiences or members (for example SeniorNet, Age Concern, Federation of Farmers, Rural Women and so on).

International community

We proactively engage with these groups; we tend to learn from them rather than set the pace. Understanding what has been done elsewhere and whether it was successful is important for our work.

Other regulators

This group includes but is not limited to the Australian Communications and Media Authority (ACMA), the UK's communications regulator Ofcom, and the Commission for Communications Regulation in Ireland (ComReg).

Opportunities

- Needs to know what actions members need to take to comply with the law, rules and regulations
- Interested in useful information and trends relating to the sector, to help their membership
- Provides an easy way for communicating with the telecommunications service providers
- Will facilitate the co-creation of codes, involving their members
- The source of information for almost all consumers about telecommunications offerings (an important and untapped channel)
- Have consumer insights and intel that we could draw upon
- Have the technical expertise required to ensure Codes are fit for purpose, whether developed by the sector or by Commerce Commission
- Need to know how to comply with the law
- Interested in our data and insights to inform their work
- Provide an alternative perspective to the main players – may be more aligned with our interests in consumers
- Have a good knowledge of what their customers want
- Help to increase competition in the market and readily embrace switching providers
- Likely to be open to sharing information with their customers
- Need clear information about regulations and how to comply, including updates and how these affect them
- Has goals and work programmes aligned with telecommunications
- Requires our on-the-ground knowledge and experience to inform policy decisions where telecommunications is the focus
- Have goals and work programmes aligned with and/or dependent on telecommunications and digital inclusion for delivery
- Are trusted advisors on how to reach audiences where we do not have expertise
- Can support us to reach consumers in common through their channels and/or advice on how best to do so
- Interested in accessing the data and insights we can deliver about telecommunications
- Has data and information that will help us to better mine our data and develop deeper insights
- Can provide expertise in data sharing and information
- Source of expertise and evidence that can help our decision-making
- Has influence and offers an alternative and credible voice
- TDRS has information that can help us to understand the issues New Zealanders face with their providers' services and/or products
- TUANZ and InternetNZ can help to amplify our messaging and endorse our work
- Provide channels for communicating directly with target audiences to amplify our messaging, and are the experts on how to communicate with their audiences
- Can help us to encourage New Zealanders to compare providers and make sure they're on the right plan for their situation
- Interested in our data and insights to inform their work
- Provides a source of best practice and information to help improve our work and decision-making – we can learn from them
- Benefits for both when fostering cross-regulatory relationships

A well-functioning telecommunications market is essential for New Zealanders and for business. The Commerce Commission monitors and regulates Aotearoa New Zealand's telecommunications market – playing a vital role in its wellbeing. The telecommunications branch adds value to the lives of New Zealanders and New Zealand businesses:

- We shape the future of telecommunications through the strength of our connections and our work with local and global thought leaders
- We work with significant pools of data from multiple sources, including feedback from the public about their experiences, and other insights, to inform our work
- We proactively inform and educate New Zealanders about the work we do, the protections we put in place, and the importance of getting feedback from those who are impacted by poor experiences in a timely way.

Our stakeholder engagement strategy guides us in building trusted, enduring relationships where we are known for our positive voice, proactive actions, and New Zealand-centric approach.

Our message house



Our message house provides the overarching telecommunications narrative that guides our engagement work. It sets the direction, tone, and ambition of the branch and what we offer New Zealand.

OUR BIG PICTURE

All New Zealanders can make confident choices to stay connected in ways that fit their situation, lifestyle, and business.

OUR OFFER

We drive the sector to be competitive and customer focused for the benefit of all New Zealanders and the economic wellbeing of our country.

OUR AUTHORITY



We are an independent Crown entity, responsible for monitoring and regulating the telecommunications industry.



We draw on significant pools of data and information from multiple sources, including complaints from the public, to inform our work.



We draw on experiences, local and global, to help shape the future of telecommunications in Aotearoa New Zealand.



We produce and promote information and resources that help New Zealanders to make the right choices for their situation.

OUR CALL TO ACTION FOR NEW ZEALANDERS

- 1 Talk to your provider to check you're on the right plan for your situation.
- 2 Visit comcom.govt.nz for independent information to help you to compare what's on offer.
- 3 If there's another plan or service that's better for your situation, switch plans or providers today.

OUR KEY SUPPORTING FACTS AND FIGURES

- Customer service dashboard
- Retail services quality monitor
- Quarterly broadband measurement
- Annual telecommunications monitoring report

ELEVATOR PITCH EXAMPLES

Formal: We drive the telecommunication sector to be competitive and customer focused for the benefit of New Zealanders and the economic wellbeing of our country. When New Zealanders sign up to a telecommunications provider or plan, they have confidence they've chosen the provider and products that's right for them.

Informal: Our work is focused on the telecommunications sector being competitive and customer focused. We do this for the wellbeing of New Zealanders and our economy.

When New Zealanders sign up with a telecommunications provider, we want them to be confident that it's the right provider and plan for their phone and broadband needs. We want them to access information that helps them make those choices, and to have confidence to review their arrangements regularly or whenever life changes.

KEY PRINCIPLES

The following principles are how we want stakeholders and partners to describe the interactions they have with us.

Two-way

We listen carefully to our stakeholders so that we understand their perspectives and goals. We take time to help others to understand our objectives and the rationale for our actions even if our actions may not always align with theirs.

Inclusive

We provide avenues for all stakeholders to work with us regardless of their size. We embrace diversity to ensure New Zealand's connectivity supports a vibrant economy for all.

Fact driven

We make decisions based on insights derived from fact and data. We share the evidence and our insights with the sector and New Zealanders.

Leadership

We influence the direction of the telecommunications sector to support the wellbeing of New Zealanders and our economy. We identify and create opportunities for people to work together on challenges facing the sector and to achieve goals in common.

STAKEHOLDER SEGMENTATION

The sector

Represents the common interests of the telecommunications service providers.

We share our information and insights with this audiences, keep them informed about our work programme and seek their feedback and input particularly around the development of Codes so that these are fit for purpose.

We provide these organisations with clear information about regulations and how to comply, including updates and how these affect them.

NZ Telecommunications Forum Inc

The Telecommunications Forum is the main membership body for industry participants.

Major service providers

Organisations include Spark + Skinny, Vodafone, 2degrees + Vocus, MyRepublic, and Chorus

Together, the providers within this group reach 97% of the market.

Small and low cost providers

Not all members within this group are known it's estimated to number 100+ providers. Together they reach the market not served by the major service providers.

Strategically and operationally aligned government agencies

We work with these agencies to understand their responsibilities, strategies, plans that relate to or complement the telecommunications sector. We share our plans, information, and insights to help them reach their goals.

Ministry of Business Innovation and Employment

MBIE sets the policy.

Agencies with an interest in digital inclusion and/or audiences in common

The Telecommunications Forum is the main membership body for industry participants.

Statistics New Zealand

The lead agency for government-held data.

Telecommunications experts

We keep this group updated with our work programme and developments facing the sector. We may seek their input or to peer review work.

Academics, commentators, market research organisations

This group includes individuals and organisations. Their expertise is matched with influence.

Advocacy groups

These groups represent and advocate for industry and consumer interests. We have shared interests in the rights of the consumer, our digital world and digital futures. Advocacy groups have valuable intelligence to share about their constituents and how to reach them.

Industry groups

This group includes the Telecommunications Disputes Resolution Service (TDRS), TUANZ and InternetNZ.

Consumer groups

This group includes organisations that advocate for consumers (for example, Consumer NZ, Citizens Advice Bureau, FinCap) or that advocate for specific audiences or members (for example SeniorNet, Age Concern, Federation of Farmers, Rural Women and so on).

International community

We proactively engage with these groups; we tend to learn from them rather than set the pace. Understanding what has been done elsewhere and whether it was successful is important for our work.

Other regulators

This group includes but is not limited to the Australian Communications and Media Authority (ACMA), the UK's communications regulator Ofcom, and the Commission for Communications Regulation in Ireland (ComReg).

Opportunities

- Needs to know what actions members need to take to comply with the law, rules and regulations
- Interested in useful information and trends relating to the sector, to help their membership
- Provides an easy way for communicating with the telecommunications service providers
- Will facilitate the co-creation of codes, involving their members
- The source of information for almost all consumers about telecommunications offerings (an important and untapped channel)
- Have consumer insights and intel that we could draw upon
- Have the technical expertise required to ensure Codes are fit for purpose, whether developed by the sector or by Commerce Commission
- Need to know how to comply with the law
- Interested in our data and insights to inform their work
- Provide an alternative perspective to the main players – may be more aligned with our interests in consumers
- Have a good knowledge of what their customers want
- Help to increase competition in the market and readily embrace switching providers
- Likely to be open to sharing information with their customers
- Need clear information about regulations and how to comply, including updates and how these affect them
- Has goals and work programmes aligned with telecommunications
- Requires our on-the-ground knowledge and experience to inform policy decisions where telecommunications is the focus
- Have goals and work programmes aligned with and/or dependent on telecommunications and digital inclusion for delivery
- Are trusted advisors on how to reach audiences where we do not have expertise
- Can support us to reach consumers in common through their channels and/or advice on how best to do so
- Interested in accessing the data and insights we can deliver about telecommunications
- Has data and information that will help us to better mine our data and develop deeper insights
- Can provide expertise in data sharing and information
- Source of expertise and evidence that can help our decision-making
- Has influence and offers an alternative and credible voice
- TDRS has information that can help us to understand the issues New Zealanders face with their providers' services and/or products
- TUANZ and InternetNZ can help to amplify our messaging and endorse our work
- Provide channels for communicating directly with target audiences to amplify our messaging, and are the experts on how to communicate with their audiences
- Can help us to encourage New Zealanders to compare providers and make sure they're on the right plan for their situation
- Interested in our data and insights to inform their work
- Provides a source of best practice and information to help improve our work and decision-making – we can learn from them
- Benefits for both when fostering cross-regulatory relationships