

1.0 Purpose and Commitment

At VoIPcloud, we're committed to delivering reliable, high-quality services because we understand how essential internet and phone access are—for work, education, healthcare, social connection, and emergencies.

We also recognise how disruptive service interruptions can be. That's why we prioritise quick resolution and clear, timely communication—especially during major outages.

This document outlines our approach to major outage communication, detailing the systems and processes we use to keep customers, stakeholders, carriers, and service providers informed. Our strategy takes a multi-channel approach, using email alerts, our website status page, and customer service channels to ensure consistent updates are delivered to the right people at the right time.

We use advanced monitoring tools to detect outages early and respond quickly, helping to minimise downtime and restore services as efficiently as possible.

Through careful planning and proactive communication, we aim to maintain the trust of our customers and stakeholders by ensuring they are well-informed throughout any service disruption.

2.0 Definitions

Major Outage; As per the 'Telecommunications (Customer Communications for Outages) Industry Standard 2024' including defined exemptions:

Major Outage means any unplanned adverse impact to a telecommunications network used to supply carriage services to end-users that:

- a. results in an end-user being unable to establish and maintain a carriage service; and
- b. affects, or is likely to affect:
 - i. 100,000 or more services in operation; or
 - ii. all carriage services supplied using the telecommunications network in a State or Territory; and
- c. is expected to be, or is, of a duration longer than 60 minutes.

Division 3 Exemptions

17 Major outage during natural disasters

1. This section applies where the sole or predominant cause of a major outage is a natural disaster.
2. A carrier (other than the responsible carrier) or a carriage service provider is not required to comply with any of the requirements in Divisions 1 or 2 in relation to the major outage.
3. The responsible carrier is only required to comply with subsection (4) in relation to the major outage.
4. The responsible carrier must, as soon as is practicable after the carrier detects the major outage, publish as much of the information in subsection 13(1) as the carrier has available, on its website.

3.0 Communications Strategy

3.1 Objectives

The primary objectives of our communication strategy during a major outage are to:

- Ensure timely and accurate information dissemination to all relevant stakeholders;
- Maintain transparency and trust with customers;
- Minimise confusion and misinformation by providing clear and consistent updates;
- Coordinate effectively with other carriers and service providers to manage the outage impact; and
- Comply with regulatory requirements and industry standards for outage communication.

3.2 Communication Channels

We use multiple communication channels to ensure clear, timely updates:

- Website Updates: Our status web page includes current outage information.
- Email Alerts: Direct communication with affected customers and stakeholders through email notifications where possible.
- Customer Service Channels: Dedicated phone number for customers to call and live chat is available to share information about the outage.
- Social Media: Platforms such as X (formerly Twitter) may be used to provide real-time updates.

4.0 Communications Process

4.1 Detection and Response

Our monitoring systems can swiftly detect a major outage, which triggers our incident management team, who assess, report and work to resolve a major outage. This team also collects and analyses the data and information that allows us to communicate the situation to customers.

4.2 What We Communicate

We will share the following, based on information available at the time of a major outage:

- The nature and scale of the outage;
- Likely cause (if known);
- Types of services affected;
- Estimated time for the next update; and
- Estimated service restoration time.

4.3 How Often We Provide Updates

We will provide regular updates until the major outage is resolved. Updates will be provided:

- If there is any material change that relates to the outage (as soon as possible after we become aware of the change); or
- Once every six hours for the first 24 hours of the outage; and
- Once every 24 hours after that.

You can also reach out to us through our dedicated phone number, email or live chat for any queries or support.

4.4 Communication with Customers

Communication with customers involves providing clear and timely information to keep them informed about the major outage. This includes:

- Regular email alerts with updates on the outage;
- Real-time updates through our status web page; and
- Access to customer service channels, including:
 - Dedicated phone number (operating hours available on the [contact us](#) page); and
 - Live chat support.

4.5 Communication with Public and Media

- Social media posts and website updates to keep the public informed.

4.6 Communication with Other Carriers and Service Providers

Effective communication with other carriers and service providers that we have a commercial arrangement with, is crucial for managing the major outage impact. This includes:

- Coordinating and collaborating with providers we have commercial arrangements with to manage the outage and minimise its impact; and
- Sharing updates via email notification.

4.7 Communication with Relevant Stakeholders

Communication via email with relevant stakeholders involves keeping all affected parties informed about the major outage. This includes:

1. Email communication with regulatory authorities, as defined under the Industry Standard 2024;
2. Notifications to government agencies overseeing telecommunications; and
3. Coordination with partners and suppliers to manage the impact.

5.0 Need Support?

If you're affected by an outage and need help, you can contact our support team via live chat, email or our dedicated phone number. Operating hours and contact details are listed on the [contact us](#) page.