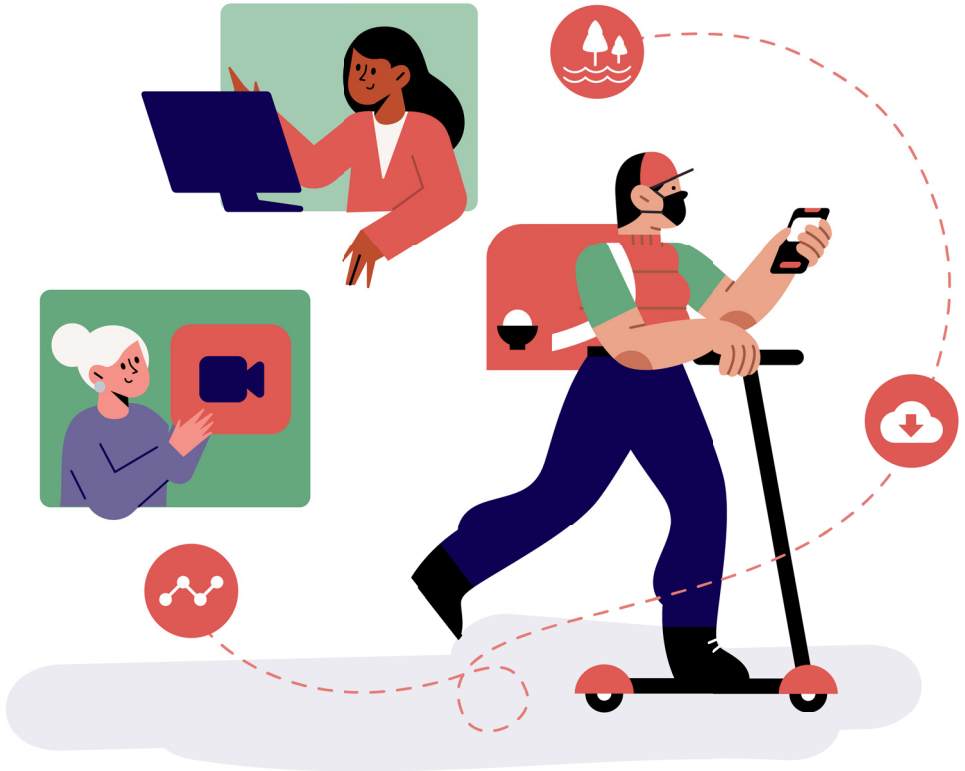


6 Telecommunications Companies



6 E-Change Telecommunications Companies

E-changers are people who have moved away from large cities to smaller regional, coastal, or rural towns, and are working remotely using information technology and digital services.

They are often seeking to live a more affordable, less congested, non-metropolitan lifestyle whilst remaining digitally connected to the city through their employment.

The COVID-19 pandemic has accelerated the rate of e-change migration, as work from home policies allowed people to work and collaborate remotely without physically attending a workplace on a daily basis.



6 E-Change Telecommunications Companies



Certain regional and coastal areas are experiencing an influx of new residents as people are increasingly able to work remotely.



These residents are likely to be highly reliant on digital technologies and communications services to perform their work.



Fast, reliable internet access is an essential service for these residents, who often have data intensive work practices such as video meetings and cloud based files that they access and edit.



Certain popular e-change areas experience an influx of both tourists and remote workers at seasonal and popular holiday times, creating even higher demand on mobile and fibre data networks.

6 E-Change Telecommunications Companies



Additional data network capacity may be required to meet these demands to ensure that connectivity is not disrupted for remote workers.



People working remotely often require reliable mobile data coverage as a) their primary source of digital data connectivity b) as a backup source if their primary connection drops out, or c) as a complementary source of connectivity through phone calls.



The influx of remote workers to an area may give rise to different daily patterns of demand for data, such as more use throughout the work day and different patterns of upload and download demand.



E-changers are likely to require internet access as soon as possible after they move into their new property. Ensure these consumers have minimal interruption to connectivity when they change premises.

6 E-Change Telecommunications Companies



If connection times are unavoidable and substantial, make sure timeframes are communicated clearly to the consumer, and ideally supply an alternative service in the interim.



Regional and coastal areas wanting to attract businesses and knowledge workers will increasingly need to be able to offer digital connectivity on par with metropolitan based business demands.



E-changers are likely to be acutely affected by temporary disruptions to connectivity, such as storm flooding affecting cable pits or mobile data networks. Be proactive in avoiding these disruptions, creating redundancy and resilience, and providing quick restoration when services go down to ensure customer satisfaction.

6 E-Change Telecommunications Companies



The recent shift to online delivery models might also create higher demand for businesses needing digital connectivity. Consider how to best meet the needs of these businesses, recognizing their diverse needs and capabilities.



E-Change and Remote Work in Australia

Advice Sheets for Stakeholders



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