



NEWS RELEASE

SSi Wins Customer Service Award of Excellence

YELLOWKNIFE, October 27, 2014. On Friday October 24th, SSi was honoured to take home the Customer Service Award of Excellence presented by the Yellowknife Chamber of Commerce!

SSi Micro – The People’s Internet Provider

SSi Micro was founded in 1990 in Fort Providence and has had an amazing journey since: from a small computer shop to the North’s largest ISP with customers across the NWT and Nunavut.

As a truly Northern business we have always put our customers first – a fact showcased by our continuing growth over 25 years. Customer service is the jewel in the crown of our achievements. We are very proud of our record, and we believe it deserves recognition because our customer service experience is created every day, with every individual customer, by people who genuinely care about them.

It’s these people who work our front desk and the phones, who go the extra mile each and every day, that deserve to be recognized for their efforts above and beyond the regular call of duty. This nomination is submitted for them.

Past Awards

SSi has been recognized in the past for outstanding services and performance:

2005 Wireless Communications Association Award
2006 Business of the Year – Baffin Chamber of Commerce
2010 and 2011 Top Northern Business – Up Here Business
2011 Entrepreneur of the Year – Up Here Business (to CEO Jeff Philipp)
2012 Most Innovative Company – Frozen Globe Awards
Above & Beyond

Our customer service team is unique – made up of people with decades of cumulative experience in the North, they know that life is different in small, remote communities and that internet connectivity is a lifeline, not just a luxury.



Here are just a few of the ways our customer service group goes above & beyond their regular duties to ensure no customer is ever left out in the cold:

- They stay after business hours for customers that can't make it to our office before 5pm.
- Often times, when customers are in a pinch and need their internet connection active, we will give them a few days access without demanding payment.
- On several occasions, our people have hand-delivered modems to customers unable to make the trip to the Old Airport Rd office themselves.
- Satellite bandwidth is expensive. We know people often burn through their allotment quicker than they expect, and often customers may forget to turn off auto-updates that can have a serious impact on their internet availability. Instead of sending our customers an after-the-fact overage bill, we'll throw in a few GB when it's really needed.
- While we don't typically do hardware troubleshooting, our customer care staff will frequently offer to assist users (free of charge) with routers, phones, and computers if they have a bit of spare time on their hands.

Levelling the Playing Field, One Service at a Time

Over the past 4 years SSi has led the charge to ensure that Northern internet users have access to services which are both fairly priced, and on par with larger centres in the South. In March of 2014 the CRTC made a landmark decision (Telecom Regulatory Policy 2013-711) by ruling in SSi's favour appealing wholesale rates, and greatly reduced the cost of wholesale internet services in the NWT.

This is great news for all Northern residents, as it helps ensure that companies both new and old have a fighting chance when competing with the incumbent monopoly. For a detailed report of our ongoing battle to ensure a fair and level playing field, [click here](#).

We feel that spending a great deal of time, resources and money on this very lengthy regulatory presence is true customer service: we want to offer our customers the best services at the best price, and we'll take it all the way to Ottawa if we have to.

Fair is Fair

Earlier in 2014, SSi experienced a serious problem with usage accounting for Iqaluit-based customers. While the fault was traced to a piece of hardware and subsequently resolved, the real issue was that our customers had been using up their usage allotment twice as fast as they should have. When usage is limited due to the nature of satellite networks, this is a real problem. CBC North reported the news.

However, SSi stepped up to the plate and resolved this in the only right way possible. A team of people, including the CEO and the Manager of Internet Services, worked overtime into the weekend to



determine exactly who was overcharged by how much. The result: over \$128,000 in refunds paid out to Iqaluit customers. Because fair is fair.

Nothing Says Thank You Like Cupcakes

Believe it or not, we actually get treats from our customers quite often. Whether it's a tray of freshly baked cookies or a couple bottles of homemade wine, we've been the lucky recipients of many delicious goodies over the years. Including but not limited to cupcakes [<https://www.facebook.com/ssimicro/posts/10152981294260968>]

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