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### **Sky update on proposed organisational changes**

Sky has today started consultation with employees on a proposal for organisational changes in its technology, customer care, and content operations teams.

“Our focus at Sky is to deliver excellent experiences for our customers, grow new revenue streams, carefully manage our costs, and maximise the value of our exceptional range of content,” said Sophie Moloney, Chief Executive.

“To continue to consistently achieve these things, we need better access to the right technology, capacity and capability, and we need to do this in an efficient and cost-effective way. We know there are areas where our customers expect more from us, including the service levels we deliver in our Contact Centre and the speed with which we get new products to market.”

“We have identified opportunities to simplify and enhance our operations, grow our Contact Centre team to better meet the needs of our customers, and access specialist expertise in key areas rather than try to do everything ourselves. This approach is consistent with our strategy to partner with third parties where that makes sense, and continuing to leverage the learnings of providers like Foxtel.”

In the proposal shared with employees today, Sky outlined where changes could be made and the process it will be adopting to consult with its people before any decisions are made.

If confirmed in full, the proposal would result in some of Sky’s work in technology and content operations being outsourced to experienced international provider Tata Consultancy Services (TCS). This could mean around 90 roles would be impacted in these areas.

In customer care, the proposal would see Sky adopt a hybrid model with one third of its team based here in New Zealand and two thirds in the Philippines (through Sky’s existing partner Probe CX Group). If confirmed in full, the changes would see over 100 roles retained in Sky’s New Zealand-based call centre, and the local crew would focus on more complex customer service needs including technical issues and faults. Around 200 roles would be created in the Philippines, dealing with more straightforward customer queries and subscriptions. Overall, the proposed changes would boost Sky’s customer service capacity by 40% across the two teams, driving better customer experiences and the ability to meet customer demand as it flexes.

“The changes we are proposing would enable us to access the resources we need, structured in the right way, and would help us create a better operating environment for our people. This would in turn ensure we maintain great access to content and services for our customers and a sustainable business for our investors,” Sophie Moloney said.

If the proposed changes were implemented in full, Sky anticipates generating multi-million dollar permanent savings within two years. The full extent of any financial savings would not be known with any certainty until the conclusion of the consultation period and once final selection decisions are made.

“Listening to our teams’ feedback and supporting them through this process is our priority, and we will provide further updates after we have heard from our people and considered their feedback.”

ENDS

Authorised by Kirstin Jones, Company Secretary

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