

Knock-out service metrics

In the two years since I have been leading the Telstra Wholesale team delivering excellent service to our customers has been a focus for us. And putting the customer at the centre of everything we do is having a very positive impact on our customer service results.

We continue to invest in our online customer portals which offer 24-hour self-service for ordering, activation, fault tracking and billing, and we are always looking for ways to improve the accuracy, efficiency and timeliness of our customer service systems.

The evidence speaks for itself. For example, in 2006/2007 Telstra Wholesale processed more than 2.4 million orders online, an increase of more than 16 per cent on previous years.

Today we process around 5.8 million service qualifications online every year. Service qualifications which once took two days are turned around on average in six seconds.

The impressive service statistics continue:

- total orders average more than 200,000 per month
- service order automation is approaching 80 per cent*
- 99.11 per cent * of total orders entered into Telstra's fulfilment processes in the same day.
- 99.65 per cent* of DSL orders raised on the same day
- 83.71 per cent*.of calls answered within 15 secs by our Front of House staff
- more than 70 per cent of all faults are logged to our automated system LinxOnline, which is a 7 per cent increase on last year.

*(year-to-date as at September, 2007)

Telstra Wholesale customers also enjoy the flexibility of our automated transfer and billing facility which provides easy, secure access to Telstra Wholesale bill information. Its features include a monthly electronic invoice issued to a billing cycle that suits each customer, daily billing information allowing service providers to on-bill their customers whenever they choose, and the ability for our customers to download data for integration into their own systems which supports them managing their customers.

That's a lot of statistics, but it all adds up to one thing: evidence of Wholesale's commitment to its customers and our desire to continue to deliver increased levels of service.

But we are not resting on our laurels. We continue to ask our wholesale customers how we can do things better via bi-annual surveys and regular face-to-face reviews.

Our customers tell us that trust, reliability and regular communication are important to them.

This is why we continue to invest in IT systems that offer our customers systems that protect the confidentiality of their information.

It's also why we keep our customers informed about

systems and product changes that affect their businesses through regular communications which include our regular product and service announcements, quarterly reports on price and service equivalence, and an annual compliance report.

At Telstra Wholesale we continue to focus on those things we do better than any other provider in the Australian market:

- our service capability
- the expertise of our people
- the reliability and coverage of our network.

Our people also make a difference. From our highly skilled technicians and call centre staff, to our dedicated account management teams, the attitude at Telstra Wholesale reflects our commitment to personalised service for our customers.

My team at Telstra Wholesale values its customers and is committed to continuing to deliver the services they need for their businesses to thrive.

With revenues of \$3 billion in 2006/07 and about 90 products available Telstra Wholesale is a reliable and secure provider in the local market.

So if there is one thing I've learnt in my two years as head of Wholesale, it's that in an increasingly competitive market, it's our commitment to our customers through our service delivery, high-quality products and our team of experts, that will retain us as Australia's leading provider of robust and reliable telecommunications services.

Kate McKenzie
Group Managing Director
Telstra Wholesale

Wholesale industry facts

- ▶ Australia's domestic wholesale industry is worth \$4.5 billion a year and Telstra Wholesale has about 60% of the market.
- ▶ Telstra Wholesale has about 400 active customers and about 45 international active customers
- ▶ Total market is growing at 4 – 5%
- ▶ Competition is intensifying and further consolidation via acquisition is likely.
- ▶ There are about 800 ISPs registered with ACMA
- ▶ There are 169 current carrier licences registered with ACMA.