



Payphones Newsletter

Welcome to the 22nd edition of the monthly Payphones newsletter

April 2005



Message from Steven Grundy

Welcome to the April edition of the Payphones Newsletter. As we enter the final quarter of the current financial year, our focus continues on cost reduction without compromising our excellent customer service.

I have just completed a field trip to Brisbane and had the opportunity to meet the team and discuss the way forward with our revenue increasing and cost reduction initiatives. During the visit, I had the opportunity to meet with the TCW Marketing team and provide a presentation (in company with Rob Whitbourne – CEO Adbooth Pty Ltd) on the Side of Booth and Back of Booth initiatives.

During the month of April, we have undertaken the following:

- Signed the Memorandum of Understanding with SMS for the Web Phone Trial,
- Payphones Leadership Team completed 2 day conference to review the status of Revenue generating and Cost reducing Initiatives,
- Successfully progressed the “Lifting the cap on 190 numbers” and “providing changeable card expiry date on Phonecards” through the Red, Blue and Gold team process. Both these initiatives will now progress to implementation phase,
- Continued with our presentations to Optimedia and Marketing Groups re the benefits of advertising via Payphones Side of Booth and Back of Booth initiatives,
- Received favorable comments via the print and TV media on the products currently being reviewed during the Web Phone Trial,

As advised in last month's Newsletter, Payphones have updated our Intranet site to more accurately reflect our business model. Vicky Mitrevska is managing the site and would appreciate any feedback as to the look/feel/ease of operation, so please visit the site at: <http://www.in.telstra.com.au/ism/payphonesgroup/index.asp>

Regards
Steven Grundy

What image are our payphones giving the public? How can you support Payphones?

Let's all take the time when we are at a phone to look at it through the customers' eyes. If you are not proud of the brand image at a site, phone 1802244 and report it.

Wins and Celebrations

Payphones Web Trial

We are now into week seven of the ten-week trial. The trial continues to show promising customer use of the applications available on each unit. The two products that are being evaluated are the Marconi NET 1000 Web Terminal and the PIE G3- Public Internet Access unit.

Valuable customer feedback is being compiled and analysed in order to provide a product that our customers wish to see and use in the future. We have made some changes to screen based content in order to test customer reactions. This has provided a more identifiable Telstra Corporate image.

Our pricing schedule for some applications at selected sites will be reduced for the remainder of the trial.

Telstra Smart Payphone (TSP) Rental Product

- Final system testing of the new Product and Tariff codes is being carried out in preparation for a 'Ready for Market Launch' in the coming weeks. A special project team is working to fine tune outstanding tasks in preparation for the first units to be installed. The initial installations will target key Leased CT3E customers with an offer to upgrade their Customer Operated Payphone.

The Payphone Wi Fi Project

The Payphone HotZone project team has announced an increase in the deployment of the Payphone HotZones. The trial will see an additional six Payphone sites become Wi Fi enabled

These sites are:

- Bondi Junction
- Adelaide
- Hervey Bay Marina
- Maroochydore Airport.

This is great news for this fantastic new product and provides further evidence of the value of cross company project initiatives. There has generally been strong support and customer usage of the Payphone Wi Fi HotZones. Customer awareness of this product is growing even though there has been very little active advertising or marketing campaigns.

Telstra Payphone Locator

As part of our commitment to providing better visibility of public payphones we have developed the Payphone Locator web site to enable customers to find the nearest payphone by address or by zooming in to the desired location. The site has just been modified to include which payphones are SMS enabled.
<http://envinsaonline.mapinfo.com.au/ppol>

Congratulations from David Moffatt

We are the Face and Voice of Telstra Payphone Services
We will grow 5% by Managing Profitably, Growth, Team and Customer and we will focus on -
Channel Capabilities: new features, products....
Leading Performance & People: Learning & Development, Effectiveness....
Execution Excellence: New initiatives implementation excellence, timeliness, completeness, simplified....
Relationship Management: Partnering with external and internal Stakeholders...



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David Moffatt in his weekly TC&M update recently congratulated the Payphones Provisioning Team on their great wins. He said:

"Our Payphones Business Planning group has recently had two excellent wins. Recently the team, led by John Stroud, successfully signed a three-year contract for about 100 payphones at 16 Queensland metropolitan shopping centres with Yu Feng Pty Ltd. This follows the team's success in March in signing a contract with the Stockland Group for 96 payphones in a number of shopping centres in New South Wales, Victoria and the ACT. This contract includes taking over 16 competitor payphones. These are significant wins for our business and are part of our continuing drive to provide a wide range of services to our customers wherever they might be. Thanks and congratulations to Karen Lombardo and Nick Arena for their work on the Queensland contract and to Darryl Selleck for his work on the Stockland contract."

New Contracts – Jupiter's Casino

Karen Lombardo and Nick Arena recently negotiated a new two-year agreement with Jupiter's Casino that will enable us to also secure Treasury Casino in Brisbane.

Well done, Karen and Nick!

Robust Phone Update

The second of the robust phone installations was completed at Little Sisters town camp just outside of Alice Springs.

Chippy Miller has been supporting this program, well done.

Payphones Provisioning Management Focus

The group is focusing on two matters:

- The removal of low usage payphone multiple programs and;
- Securing customers on private site agreements.

The PPM's will also focus on new revenue opportunities, which are important for our future success. If you have any leads let us know!!

Milestones

Congratulations to Robert Taylor, Product Manager Customer Payphones, Con Lambropoulos, Lead Access Solutions and Sales Excellence presented him with his 30 years service award.

Congratulations also to Perry Herbert (Technical Support) and Rita Dattaray (Business Analyst) for both reaching the 25-year milestone.

Congratulation also to Corinne Smith (Business Support) for reaching the 10-year milestone



Con Lambropoulos, Lead Access Solutions and Sales Excellence, presents Robert with his service award

Managers Choice Awards

Congratulations to Tony Vandervoort, Jason Gavin, Gillian Munn, Rita Dattaray and Doug Ellis who achieved great results and received the MCA (managers choice award).

Birthday Celebrations

Happy Birthday Kevin Gasparini. Best wishes from the Payphone Team!

Important Links

Payphones News:

<http://www.in.telstra.com.au/ism/payphonesgroup/news.asp>

Telstra vision, mission, strategic goal and priorities at:

<http://www.in.telstra.com.au/ism/visionandpriorities/index.asp>

Our Future

<http://www.in.telstra.com.au/asp01/ourfuture/>

David Moffatt's message

<http://www.in.telstra.com.au/ism/weeklyupdate/index.asp>

Big 4 Newsletter 5th Edition

[om.au/ism/customersalesandservice/big4newsletter.asp](http://www.in.telstra.com.au/ism/customersalesandservice/big4newsletter.asp)



Payphones is looking forward to working through the challenges facing Consumer Sales and Service to meet the set objectives

What would you like to see in your Newsletter?

Please share your ideas with Vicky Mitrevska, phone: 02 8255 4965

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