



Payphones Newsletter

Welcome to the 26th edition of the monthly Payphones newsletter

August 2005



Message from Steven Grundy

Welcome to the August edition of the Payphones Newsletter.

We have started the new financial year with a "Bang". Late last year, our Field and Technical Services Team joined forces with Infrastructure Services to implement a Joint Improvement Council (JIC). The purpose of the JIC was to review the current processes and procedures with an aim of improving Payphones Serviceability and Technical Reliability. I am very pleased to announce that all this hard work is paying off, as Payphones have just achieved the Serviceability (National Serviceability of 95% or greater) for the fourth consecutive week. This is a fantastic achievement especially when you consider this target covers the Metro, Rural and Remote regions of Australia.

As mentioned last month, Payphones launched the inaugural Advertising Campaign on Mon 8 August. The campaign was for the "Home and Mobile Cap" and incorporated approx 440 Advertising Panels in most metropolitan areas. The campaign has been widely accepted across all areas of Advertising/Marketing within Telstra and to acknowledge the inaugural launch of this campaign, our partner Adbooth Pty Ltd commissioned several prints highlighting some key sites displaying the Advertising. These prints will be displayed in key office foyers of Telstra Buildings in Sydney, Melbourne, Adelaide and Brisbane.

Over the weekend of 26-28 August, several members of the Payphones Team participated in the 100 KM Oxfam Trailwalker challenge. The Oxfam challenge involves participants obtaining sponsorship for the walk with all proceeds going to charity. The Payphones participants were David Russell, John Stroud, Con Efromsynis and Steve Wilson as the walkers, with David Amphlett and Thomas Vucetic as the support crew. The team completed the walk in an extremely competitive time of 36 hours and 18 minutes and raised well over \$6,000 dollars for the Oxfam Charity.

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

- ✓ Launched the Inaugural Payphones Side of Booth Advertising,
- ✓ Successfully progressed negotiations with Siemens re the Customer Operated Payphones contract, with

negotiations expected to be completed by the middle of next week,

- ✓ Welcomed Tammy Wu as the Payphones Finance Manager, with the news that Donna White will be moving to support Metro Area Management,
- ✓ The Commercial Team finalised negotiations with Stocklands Shopping Centre and signed the contract for the renewal of the existing business and for a "Win Back" of a new area of the Stockland business from one of our competitors.
- ✓ Our team in Western Australia has successfully achieved a Win Back from our major competitor for the Hawaiian group of companies. The team achieved this Win Back by providing great customer service to the customer with the added bonus of pro active management at all times. A great result all round.

The Payphones Management Team is constantly seeking avenues to improve our business. Your suggestions are most welcome and appreciated.

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.

Payphones Upgrade Program (PUP)

The Payphone Upgrade Program (PUP) commenced on 31st August 2005, and it will cover 7330 Payphones across TAS and Rural NSW, ACT, QLD, SA and VIC. The upgrades are due to be completed by April 2006

The program is a result of the Regional Telecommunications Inquiry recommendation 2.13, to develop and deliver significant modifications to hardware and software designed to improve and maintain the payphones' standard and serviceability levels as required by the Government and the ACMA.

STCJV (joint partnership between Siemens and Thiess) have been selected to preform the upgrades. The Payphones manager for STCJV is Terry Baldi. To provide a better service to our customers, Terry has come up with the great idea of placing signs up around the immediate work area when the contractors are carrying out the upgrade to advise the public that Telstra is upgrading this payphone. This is a TCW and Payphone initiative.

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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....
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Training was provided to STCJV in two States, Melbourne and Sydney. The comprehensive documentation for training was prepared by Tom Vucetic and Perry Herbert from the Payphones Technical helpdesk.

Tom Vucetic, Perry Herbert, and Anthony Goldrick will manage the helpdesk for the duration of the project. STCJV's contractors have been advised to ring the helpdesk for assistance and to report problems preventing them from carrying out the upgrades. Daily reports are provided on the upgrades and forwarded to STCJV and Andre Cabral (Telstra Quality Auditor) advising of any issues encountered during the upgrades.

IS, Integrated Material Logistics group (Allan Kelly) source the materials and raise the orders. The materials are sent to Siemens to compile the upgrade kits and supply STCJV. Furthermore, Siemens are also responsible for rebuilding the kits that STCJV have returned. These kits are then sent back to STCJV to be used for remaining upgrades.

The Quality Audit group will audit 638 out of the 7330 sites. Andre Cabral (IS) has been instrumental in setting up an automated audit reporting system to capture the requirements as requested by Payphones.

As of day 14 the project has not encountered any major obstacles, we are very happy with the initial upgrades.

Good Buy and Good Luck

Christine Larmour retries from Telstra

Christine Larmour left Telstra on 19th of August after 15 years of dedicated service to Telstra and our customers. After starting in Parramatta selling blue phones she progressed to the PPM role where she was managing payphone work in the Sydney and country NSW areas. We want to thank Christine for her efforts and wish her all the best in the future.



Steven Grundy and Christine Larmour

Joel Casipit moves on

After nearly 10 years in the Payphones IT Team, Joel Casipit has left to take on new challenges and further his development in another part of Telstra. Joel has made a fantastic contribution to the Payphones business over this time and it has been great to see him develop technically and as a person.

We wish him all the best in his new role.



Joel hard @ work

Win Back

CUSTOMER SERVICE HAS always, and will continue to be, the number one priority for the Access Solutions Payphones Group. Maintaining a positive relationship with the customer won back the Hawaiian group properties in W.A.

Initial advice from the Customer (Hawaiian group properties in W.A) informed PPM (Pamela Vigers) their intention to churn 8 Telstra phones across 5 independent centres valued at \$45k per annum to Tritel. Our competitive offer was rejected and official notice was submitted for removal of our phones. Pamela's customer service skills coupled with her aggressive competitive nature would not walk away, ultimately resulting in the customer changing their commercial decision and successfully retained the business.

Congratulations Pamela, well done!!

From the Payphone Product and Regulatory Desk

The 190 Incoming Calls to Payphone Concept.

The project team have secured the use of three, 190 Premium Service numbers for the Technical 'Proof of Concept' stage. The Premium Services Product Group, with the assistance of Martin Ince, have been very helpful in providing these services

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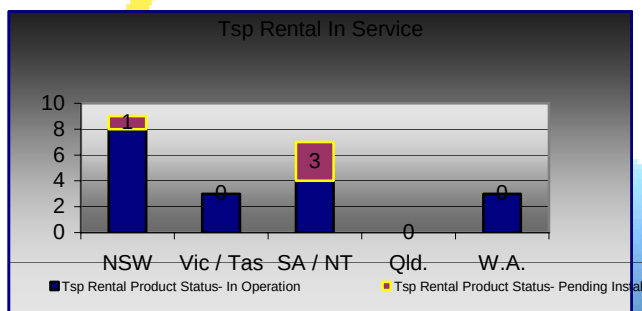
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for our trial. Three TSP's have been activated with the 190 numbers for Technical testing. We can report that initial trials are proceeding well with no major problems detected. The 190 numbers can be dialed from any service that has access. We have trialed this service from other fixed lines and of course for Payphone to Payphone calls. The current fee for this service has been set at 80 cents per minute. The next stage will take this concept to a full Gold Team review.

The TSP Rental Product

This product continues to grow in customer demand. This is great news! Our main target is the replacement of the ageing Leased CT3-E product. However, we have some TSP Rental products, which have replaced TOP TSP's. We even have our first complete new TSP Rental pending installation.



TSP rental in service graph

'A Blast From the Past'

This new segment will feature old - and not so old- stories from back issues of Payphones Services newsletters. This regular segment will bring back memories of past achievements, glories and misfortunes and feature some well-known characters, products and general highlights from our extensive and exciting history.

Our 2nd story is from the March 1993 newsletter under the title "Bluephone Buy-Out".

Bluephone customers have the option of buying their plastic case Bluephone, stand and shelf in a mail out during March. Local call stickers for Bluephone and Goldphone will also be included in the mail-out.

Each Payphone Service State Sales Office will test-run the mail out by sending the offer to 100 Bluephone customers. A major mail out will follow shortly afterwards. The longer the customer has rented a Bluephone, the cheaper their Bluephone will be to buy.

Customers will receive a letter explaining the offer, a Bluephone buy-out brochure, a reply paid envelope and a fact - sheet setting out our terms and conditions.

The mail out will also meet the needs of Bluephone customers by including free local call stickers. The stickers will show payphone users how much a local call will cost from any particular Bluephone. There are three stickers to choose from, displaying 30c, 40c, or 50c for a local call.

To complete the package operators will have the choice of taking up a maintenance agreement that guarantees Payphone Services will continue the maintenance of the Bluephones. The maintenance agreement is available for \$25 a month.

Customers will not be eligible until they have signed and returned the response coupon to the state offices. Customers who do not respond will receive a follow - up phone call from sales staff.

This offer cannot be transferred and is not available to Bluephone plus customers.

"Sometimes you just have to look into the past to find an old solution to a current issue"

Did you Know?

On the 8th of March 1893, it was advertised in the press that Sydney's first public telephone was available in the Telegraph Receiving Room at the G.P.O. In the Postal Guide No. 206 of July 1893, a more detailed announcement was made. In the press announcement it was also stated that a public telephone was contemplated at Parramatta and it had been decided that a fee to the latter place should be 1/6 for the first 3 minutes and 1/6 for each additional 3 minutes or part thereof!

Diversity in Telstra

To really value and benefit from our people and their contribution, Telstra wants to engage the creative talents and enthusiastic commitment of every staff member by respecting individual differences and developing an environment that is inclusive. It is from our diversity that we draw strength as a team. They are the face of Telstra and their skills, experiences and diversity adds to the way we appreciate and serve our customers, because they represent the diversity of our Australian community.

"I am sex blind, colour blind, belief blind, whatever you want to call it in terms of how we think about talent in the business. We have to appreciate diversity to create the real power that's available within a company"

- Sol Trujillo, CEO Telstra Corporation

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People with Disabilities (PWD)

We should always keep in mind that the person next to you might be suffering in silence with an invisible illness, whether physical or mental. Fact is that 88 per cent of disabilities are invisible.

It does not mean that a person with a disability is unable to perform all the important requirements of a job and exceed the expectations of their employer.

"My constant companion in life is not my mate, nor my loyal dog. It is my illness, touching everything I do and defining who I am. My gaze into the mirror reveals nothing. Sickness cannot always be seen, but I am ever aware that I am not alone. It is there."

- Author and former TV producer Richard Cohen

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 7th Edition

<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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