



Payphones Newsletter

Welcome to the 24th edition of the monthly Payphones newsletter

June 2005



Message from Steven Grundy

Welcome to the June edition of the Payphones Newsletter. As the 2004/05 financial year draws to a close, I would like to take the opportunity to thank all the Payphones staff for their continued contribution and support over the past 12 months. It was through these efforts that Payphones were able to achieve our assigned targets and progress our initiatives through the review process.

Throughout the 05/06 financial year we will continue to implement new opportunities to improve the performance of our Payphones and look for new revenue opportunities via "Utilising the Payphone Real Estate" initiatives. We have initiated a Payphones initiatives team to review all opportunities and ascertain their commercial/operational suitability for use via the Payphone site. This group has representatives from the following teams:

- ✓ Payphones,
- ✓ Telstra Graduate program,
- ✓ Sales and Marketing, and
- ✓ External consultant.

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

- ✓ Commenced a Joint Improvement Council with Plexicor (Payphone booth manufacturing company),
- ✓ Staff attended the CS&S Sales Conference in Terrigal, NSW,
- ✓ Finalised the commercial arrangements for the commencement of "Telstra Advertising" on the side of Payphone cabinets. The first advertising campaign will commence on Friday 1 July,
- ✓ Farewelled Con Lambropoulos "Lead Access Solutions and Sales Excellence".

The Payphones Management Team is always seeking avenues to improve our business. Your suggestions are most welcome and appreciated. Let's ensure we are the Payphone of choice for all of our customers.

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.

Material Warranty Claim Project

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Channel Capabilities: new features, products....
Leading Performance & People: Learning & Development, Effectiveness....
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Relationship Management: Partnering with external and internal Stakeholders...

Last year we identified a gap in our warranty, repair and settlement process with our suppliers. Around the same time Infrastructure Services CT's were reporting an increase in the number of parts found to be faulty out of the box. A project team which included representatives from all affected areas was tasked with developing robust processes to identify payphone warranty claims, track and trace the warrantable parts, check the repairer's accuracy regarding the warranty claim and settle claims.

Along the way the team identified that existing fault data was not being utilised, warranty settlement was unclear and the repair process had a number of issues that allowed faulty parts into our supply lines.

The project team delivered the following outcomes.

- ✓ Deployed a new warranty sticker to the field staff that is used to identify claims as seen by the field staff.
- ✓ Deployed and reinforced the results of a Telstra Research Labourites investigation in the Startronics repair process and protocol.
- ✓ Reinforced and checked Startronics compliance to Payphone's Technical Services test procedures which resulted in identifying compliance issues that allowed faulty components into Telstra's inventory system.
- ✓ Developed a new database that will track and trace components through the repair centres.
- ✓ Developed a process that reviews the fault data coming from our repairers to address recurring or systemic failures.
- ✓ Developed a new process that sees Corporate Sourcing, Material Services, and CS&S technical services meet monthly to review the fault data coming from our repairers and address recurring or systemic failures.
- ✓ Monthly evaluation of non-repairable Warranty claims at the repairers.
- ✓ A new inventory management process used by the repairer.

I would like to thank the following team members for their contribution: Ian Pickering and Bruce MacGillivray from Infrastructure Services, Paul Anderson and Darren Callahan from Corporate Sourcing, Allan Kelly and Col Skinner from Integrated Logistics Services, Tom Vucetic, Peter Manwaring, Peter Richardson and Geoff Pearce from Consumer Sales & Service, Payphones.

Potential Customer Contact

This special initiative is a trial program for three months (1 July - 30 September 2005). The objective is to generate extra retailer leads to stock and sell phone cards (Smart Phone Card, Say G'Day, PhoneAway and Super Buzz). The success of this initiative will be an incentive to our distributors and also help to increase card sales. For further information please click on the following URL:

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

I would like to thank Rana Banerjee, John Stroud and the Provisioning Managers for initiating this great program.

Low Usage Payphone Multiple Site Program



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The Low Usage Payphone Multiple Site program is ahead of target and we have removed 855 payphones with another 162 orders in the system. Customer issues have been minimal with no complaints escalated. We forecast savings of \$2M in full year across CS&S and IS. The savings are obtained with reduced truck rolls, spare parts usage, network costs, coin collection, cleaning and depreciation.

Well done to the PPM team for achieving this great result!

The TSP Rental Product- the good news continues.

The first installation for the new Telstra Smart Payphone Rental product took place on Friday 10th June. This is our first new Customer Operated Payphone product offering in 13 years. Our lucky customer is reported to be very happy with their new Rental Payphone, which replaced the tired old CT3E.

Telstra contractors (UKG) performed the installation tasks. This pleasant country NSW tourist location provided an ideal rural setting for the installer as can be seen in the supplied photos.

The TSP Rental product delivers great value to our customers. It provides a modern Customer Operated Payphone at a very competitive monthly rental tariff. The features of the TSP Rental far outweigh that of the ageing CT3E. Current owners of leased CT3E services have the ability to upgrade to the new TSP Rental product at nil changeover costs. What a fantastic offer!!

This major milestone has ensured that Access Solutions- Payphones have met their target of providing a new Customer Operated Payphone solution to the market by July 2005.



Cudgong River Park Trust Cabin Park - Twelve Mile Road - Yauabai.

To find the location of a public payphone with text capability, visit www.telstra.com.au/payphoneservices

Gold Cost Airport

We have retained the Gold Cost Airport for another 3 years.

Well done, Nick Arena

This year the PPM's have signed or re-signed 268 agreements covering 2, 067 payphones, protecting these sites from our competitors.

Payphones Ideas Lab – Giving Life to Ideas

What is the Ideas Lab / Initiatives Group?

- ✓ It's a great way to capture your break through thinking and make your idea on your recommendations for business improvements come to life
- ✓ An area where your ideas are given appropriate consideration.

Who is on the panel?

- ✓ Nominated members from areas of Payphones
- ✓ Representatives from the Graduate Program
- ✓ Others as required

Why do we need an Ideas Lab / Initiatives Group?

- ✓ Establish a tool of communication so everyone can contribute their suggestions on how we can make Telstra a more successful business
- ✓ Opportunity for ideas to be evaluated and developed
- ✓ Give life to ideas
- ✓ Provide feedback to people about their ideas

How does the Ideas Lab / Initiatives Group work?

- ✓ We have a fortnightly meeting with nominated team players to brainstorm new ideas
- ✓ You register the ideas on the ideas lab web page.
- ✓ A panel of the Red team will review your idea
- ✓ You will be contacted and provided with feedback. You can check your idea's status via the Registered Ideas page on this site. If you don't have e-mail access you will receive feedback via your Manager

Reward and Recognition

- ✓ For implemented ideas you will receive a Payphones Ideas Lab certificate in recognition for your contribution
- ✓ Ideas Lab manager will send a recommendation to your manager for reward and recognition

Get texting with payphones!

Over two thirds of Telstra's public payphones now provide a texting feature. For just 20c you can prepare and send a text message to any mobile in Australia. All you need to do is follow the prompts on the payphone screen. Or you can choose a pre-set message from the selection available onscreen, e.g. "Meet me @..."

Payphones helping the world

As part of our continuing effort to make the world a better place and to get fit some of us from the extended Payphones team have signed up for the Oxfam Trailwalker in Sydney this August (26th to 28th). The team of four walkers - Dave Amphlett, John Stroud, Steve Wilson, and David Russell will walk/stagger/crawl 100km through the bush from Hunters Hill, up the "Great North Walk" through Lane Cove National Park and Berowra Regional Park to Berowra and back down

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the "Hawkesbury to Harbour Trail" finishing at Frenchs Forest. The track takes in many interesting and sometimes rugged bush sections. The front-runners will finish in about 16 hours. Given that the team have over 200 years walking experience between the four of them, they should be well practiced and able to complete the event in the 35 hours that they have set themselves.

Why are they doing this?

To raise money for those who need it more!!

The money from Trailwalker is used by Oxfam to support development programs in over 30 countries, including programs for Indigenous Australians. They support long-term development programs in areas such as:

- ✓ Community Health
- ✓ Emergency Crisis
- ✓ Youth and community education
- ✓ Maintaining and building a sustainable environment
- ✓ Micro-credit schemes.

How can YOU help?

The easy way out is for you to make a tax-deductible donation to Oxfam - by sponsoring the team. You can do this by giving the money directly to each of us (cash, credit card, cheque) and we'll give you a receipt on the spot, or even more easily, you can donate online by going to the team's homepage at <http://www.oxfam.org.au/trailwalker/registration/teamhome.php3?WebID=1652>

Clicking on "Donate to this Team now!" Simply fill in the donation form and you'll receive an automated receipt:

You can donate anonymously on the website if you prefer, but it would be nice to be able to thank you, and let you know how we got on.

Of course, you also have the option of joining them for training walks on the weekends (contact them and we will let you know what we have planned each week) or helping us out on the day(s) as part of our support crew. Con Efrossynis has volunteered to be our emergency back up walker and support.

"But I've already given!"

I'm sure most of you will have already contributed this past year to charities and relief efforts. Unfortunately, the rest of the developing world continues to need funding for the most basic development programs, which this fundraising is directed at.

Thanks for any support you are able to give to make our blisters more worthwhile. If you would like to find out more about the event, just go to the website at:

www.oxfam.org.au/trailwalker

To spread the word of this amazing personal and team challenge - 100 kms in 35 hours! - and the work of Oxfam Community Aid Abroad, please encourage your friends and associates to support the team by passing on this information.

The team will be walking the 100 kms - you don't have to do that - but we would greatly appreciate your help with the fundraising - every little step helps!

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 6th 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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