



Payphones Newsletter

Welcome to the 21st edition of the monthly Payphones newsletter

March 2005



Message from Steven Grundy

Welcome to the March edition of the Payphones Newsletter.

The Team is back into "Full Swing" after the Xmas/New Year leave rotation, and everyone is busily working on the current Payphone initiatives.

David Russell and I have just completed a field trip to Adelaide and Melbourne to meet the team, and discuss the way to move forward with our IS partners. We provided a series of presentations to the PPM's on the key focus areas of the Payphones Team for the next six months, and reviewed "in detail" the draft Payphones Business Strategy and Business Plans for 05/06.

In partnership with IS, we discussed the way ahead to address the current Payphones serviceability issues. The meeting was very positive and resulted in the production of a Payphones Service Improvement Plan (SIP) to be jointly managed between IS and Payphones. The first draft of the SIP has been produced, and we are very confident this will identify and rectify some of the key concerns in the current model.

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

- Signed an Memorandum of Understanding with Adbooth for Side of Booth Advertising,
- Signed an Memorandum of Understanding with Siemens for the Customer Operated Payphone partnership,
- Signed a Memorandum of Understanding with a Major Financial Institution for a joint ATM / Payphone Booth initiative to be located on selected Payphone sites.
- Commenced the Side of Booth Advertising Trial utilizing 5 sites in each state. The trial will be of 4-6 weeks duration.
- Provided a series of presentations to Optimedia, Sensis, and Telstra Bigpond re the benefits of Advertising via Payphones Side of Booth and Back of Booth initiatives.

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

In the coming month we will launch our brand new Payphones Intranet site and will be conducting the Payphones Leadership Team workshop in Sydney during the period 21 – 22 April – I will keep you updated.

Remember - Productivity, Quality and Safety are our focus, all day, every day.

Regards
Steven Grundy

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

Lets 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

Payphones has spent the last fortnight rolling out 10 state of the art public payphones in Sydney's CBD as part of a trial to determine the features our customers will find most useful into the future. The payphones include full-colour LCD touch screens and, in addition to making traditional payphone voice calls, give customers access to a suite of modern services including video messaging via email using the inbuilt web camera.



Mid City Centre Lower Ground Floor

The Marconi installation teams in conjunction with our own UKG contractors have worked together tirelessly to guarantee a positive installation phase.

Our local Infrastructure Services Technicians performed the provisioning of the ADSL connection for all sites. These staff linked in with the main project teams, which also helped to provide a smooth and seamless transition from the current product (TSP) to the NET 1000.

A small team of Access Solutions Payphones Staff will be visiting all sites twice a week to check on all aspects of the trial including;

- Customer Feedback
- Site owner feedback
- General Service Checks
- Reporting functions
- Commonly used applications

The full list of trial sites is below.

- Uni Lodge Broadway - 92 Bay St, Ultimo
- St Vincents' Hospital - 400 Victoria St, Darlinghurst
- Central Country Trains - Western Entrance, Eddy Avenue

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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- Sydney Coach Terminal - Eddy Ave, Haymarket
- Hotel Footprints (Backpacker) - 1st Floor, 412 Pitt St, Haymarket
- Mid City Centre - Lower Ground Floor, o/s HMV & Priceline
- Wynyard Station - 303 George St, Sydney
- Town Hall Square - Near Kent St Entrance
- Town Hall Station - o/s Florist & Stationmaster's office
- Queen Victoria Building (QVB) - 450 George St, Sydney

Well done to all involved. I would like to acknowledge those people involved including Luke Gemmell, Robert Taylor, Lina Hughes, Carol Smith, Henry Tran and Jim Berrington; this was a great effort with many challenging issues to be dealt with securing the sites.

New Contracts – Stockland centres and Cerberus Navy

Darryl Selleck from the Payphones Provisioning group recently won back sixteen phones from Tritel in five of the Stockland centres. We were able to develop an offer which resulted with them re-signing with Telstra.

Kevin Gassparini recently negotiated a new five-year agreement to secure Cerberus Navy training base in Melbourne.

Well done, Darryl and Kevin!

Payphone Initiatives – Review and Gating Process

During the recent Your Say it seemed that many had limited knowledge of the review and gating process for initiatives. The review and gating process, the Red, Blue, Gold Team process was introduced to ensure that each proposal was subject to scrutiny by a wide range of stakeholders. This ensures that all issues are addressed, the proposals are robust, cost and revenue estimates are OK, and any unsupportable proposals are rejected before too much energy is wasted on them. In the process, awareness of the proposals improves.

Here's how it works. There are three simple stages:

An ideas pack is prepared that covers the obvious issues:

- A description of the idea,
- Its benefits;
- Estimated Costs; and
- Estimated revenue.

The idea is reviewed by a group of peers who have an interest in the idea (the red team);

The red team prepare a report and either reject the idea or pass it up to the blue team for higher-level review;

The blue team comprising selected members of the Payphones Leadership Team review the red team report and either reject the idea or pass it up to the gold team for approval.

The gold team is the Payphones Leadership Team.

Payphones Initiatives Update

Tariff Review

The tariff review is a hot topic. The ACCC wants to keep charges down but payphone providers want to be given more flexibility in what they charge. Telstra is discussing tariffing with the Government. We expect a decision from the Government by about August. If the decision is favourable, we believe that we will be able to improve payphone revenue.

Payphones Access Charge

A charge for using a payphone to access certain 1800 services (such as numbers to access non Telstra calling cards) is being investigated.

Lifting Cap on timed 190XXX Premium Calls

Telstra's network presently caps timed 190XXX calls from a payphone at \$2 per minute, restricting revenue in the process. A proposal to raise the cap from \$2 to \$6 per minute has been through the process and has been approved.

Allowing Incoming Calls to Payphones

The proposal to allow incoming calls to a payphone has been considered by both the red and the blue team. There are some aspects that have not been resolved and therefore the blue team will re-convene shortly.

2-Way SMS at Payphones

A feasibility report is being prepared for the blue team for review. We are partnering with the TTIP team to develop a platform and software solution for the Payphones SMS products.

SMS to a Fixed Line from a Payphone

This initiative has not yet been through the initial red team review as it is awaiting preparation of a Technical report on platform and software solution.

Quick Call using Payphone Speed Dial Functionality

The initiative is currently at the blue team stage and although it shows promise, there is a legal issue that needs to be resolved before we can proceed.

Providing Variable Expiry Date Capability for Phone Cards

Both red and blue teams have considered this capability. The gold team has approved.

Spot Specials

Spot specials could include half price Tuesdays, cheap calls to particular destinations for a limited time, etc. The red team is considering this proposal.

Alternative Payment Methods

The proposal to use other payment methods, particularly EFTPOS has been considered by the red team. The blue team will shortly consider it.

TSP Rental

The product is ready for deployment.

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Web Terminal Product

The Marconi and Pie Networks products are undergoing field trial in Sydney.

Booth Advertising

Side of booth advertising is being trialed at selected sites in Sydney, Melbourne, Brisbane, Adelaide, and Perth. Progress on obtaining Council clearances for back of booth advertising is on target.

Financial Institution Initiative

This initiative is progressing steadily. We plan to be in a position to lift the shroud of secrecy by early June.

"Your Say to Improve Our Business" has commenced for 2005

'Your Say to Improve Our Business' provides a unique opportunity for individual members of the CS&S Leadership Team to meet with CS&S staff. This is a response to EOS in which CS&S people expressed the wish to have their leaders more visible.

Staff and the Leaders can share their thoughts on how we can work as a team to make CS&S more successful and ensure it continues to be a great place to work.

Acknowledging the valuable work that is provided by staff every day and getting a chance to thank people in person is also an important part of 'Your Say to Improve Our Business'.

The Leadership Team spend 25% of their time visiting people on this program across Australia and discussing the issues that arise in a debrief session at the end of the week. There have been some great benefits and they will share the outcomes with you.

EOS

The EOS results were released in February. There are several opportunities for future enhancements. The feedback we receive is always greatly valued, and over the coming weeks you will have an opportunity to review your workgroup's results in detail, as well as providing input to enable further improvements in our organisation.

Wedding Wishes

Congratulations to Fiona Emerson who was married to Michael on Easter Sunday, we wish them all the best for the future.

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 Edition 4

<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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