Your service
Their way

Changing the way you connect with your customers

Rod Mewing
Telstra Capability & Innovation
Rapidly changing landscape ........

<table>
<thead>
<tr>
<th>Gen Y and Zs....</th>
<th>Trend to BYO device</th>
<th>Connected devices</th>
</tr>
</thead>
<tbody>
<tr>
<td>51% of national population</td>
<td>51.5% “I use my device for work and play”</td>
<td>50 Billion 2020 500 Billion 2030</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Smartphone penetration</th>
<th>Social</th>
<th>VIDEO</th>
<th>Connected devices</th>
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<tbody>
<tr>
<td>&gt;85%</td>
<td>8.5 Hours per week</td>
<td>81% of global IP traffic by 2019</td>
<td>50 Billion 2020 500 Billion 2030</td>
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<tr>
<th>300 hours of YouTube content added every 1 min</th>
<th>86% of Australian business use a cloud service today</th>
<th>&gt;5 Bill Web searches/day</th>
</tr>
</thead>
</table>
WHAT IS DRIVING CHANGE?
WHAT IS DRIVING CHANGE?
Australia’s future workforce: 40% of all jobs have a moderate to high likelihood of disappearing in the next 10 – 15 years.
SHOP WITH YOUR PHONE
Bubble level
Antoine Vianey - March 21, 2014
Tools
Install  Add to Wishlist

4.7 stars 76,983 reviews  Recommend this on Google

Tap to lock level orientation.
Amazon Prime Air: Delivery by Drones Could Arrive As Early as 2015

Dec. 1, 2013

By JOANNA STERN

With Prime Air, Amazon is hoping to deliver packages with drones.

Amazon

NEXT VIDEO ➤ Arizona Sheriff Wants 2 Drones To Fight Crime
So, are you defending the castle, or designing the new city?
This is a unique time

We are dealing with relentless disruptive change

Business | Technology

Once these were separate strategies today they are one and the same

Strategy vs Execution
Openness

Digitalisation
<table>
<thead>
<tr>
<th><strong>Openness</strong></th>
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<tbody>
<tr>
<td><strong>What happens when</strong></td>
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<tr>
<td>We bring the customer inside our world?</td>
</tr>
<tr>
<td><strong>We never close</strong></td>
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<tr>
<td>Be there when the customer is ready</td>
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<tr>
<td><strong>NPS evolves into empathy</strong></td>
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<tr>
<td>Analytics will change the entire dynamic of customer experience</td>
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</table>
Digitalisation

How do we
Accelerate turning ideas into strategy?

What can we do to speed
Time to value?

What used to take months or years
is now completed in days or weeks
– and is likely to get even faster
customer expectations have changed
Differentiator... customer experience

“The only time Australians actually visit a store is for the experience....”

Source: IBIS “A snapshot of Australia’s digital Future to 2050”
Firstly, I am not looking for friendship like anybody I appreciate courtesy but good manners should not make up for not getting the basics right. I know that’s hard when you are dealing with complexity but when I’m the customer that is your problem and not mine. Make it simple and efficient to do business with me.
Secondly, there will be times when I need your help, when your product or service isn’t doing what I expected it to do.

Be there in those times.

And make it easy for me to reach out to you; please don’t force me to navigate your organisation to find the person that can help me.

Don’t make your problems or complexity my problem!
And finally, I expect you to look after my interests

When I am the customer, I take this expectation personally. I expect to be respected as an individual, not treated as part of a segment,

and I want and expect a genuine and authentic interaction
The Connected Customer – Generation C
The always CONNECTED customer…….
Omnichannel behaviour is rising across all age and gender demographics

Gender and age - 2014 compared to 2013

Have you used a mobile phone to find out information about finances

- **2013**: 38%
- **2014**: 56%

- **2013**: 38%
- **2014**: 59%

- **2013**: 37%
- **2014**: 53%

- **2013**: 54%
- **2014**: 78%

- **2013**: 54%
- **2014**: 76%

- **2013**: 61%
- **2014**: 72%

- **2013**: 44%
- **2014**: 48%

- **2013**: 17%
- **2014**: 40%

- **2013**: 8%
- **2014**: 22%
Businesses must transform digitally to stay connected to customers.
Omni-channel ecosystem.....
Comprehensive digital sales and service channel set

36,000 responses on social channels per month

>200 million visits to Telstra.com in 2015

>7 million app downloads

~350,000 chats per month

~230,000 CrowdSupport registered users
40,000 customers found answers to their questions from other customers in first 30 days

Crowd support iPhone 5 launch

- Increase in logins: 96%
- Increase in searches: 403%
- Increase in staff posts: 56%
- Increase in overall registrations: 63%
“Digital First” ecosystem = Improved advocacy / differentiated experience / reduced cost

Powered by shared data, identity and personalisation
Strong sales and service growth whilst reducing our cost to serve

- Unit sales volumes have increased 5.3x
- Share of customer interactions have increased 2.2x via digital
- Cost to serve has decreased -22%
- Customer satisfaction levels increased NPS
Your service Their way…

- Disruptive change…incremental or wholesale??
- Changing expectations of the connected customer…Gen C
- Analytics leads to predictive
- Omnichannel ecosystems…personalisation
- Customer experience…the DIFFERENTIATOR
thankyou.....