

Speech @ Telstra

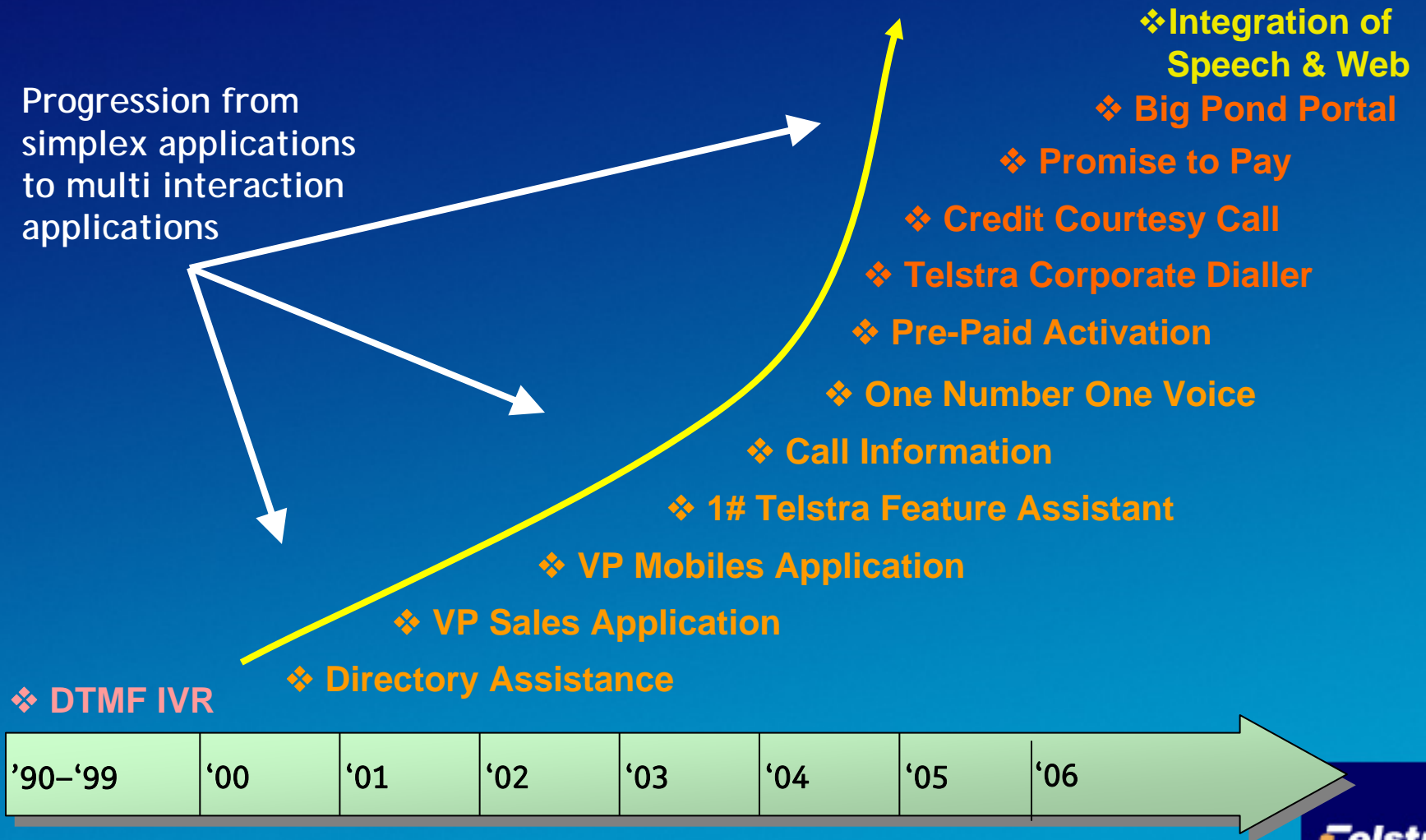
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Group Manager – Speech & On-Line Capability



Telstra IVR Time-Line

Progression from
simplex applications
to multi interaction
applications



Why did Telstra continue to invest in Speech applications?

Business Drivers

The Customer Access model was designed from a customer's perspective to make it easier to contact Telstra

Searching

- Simplified access point selection experience
- Consistent access structure regardless of Telstra product or service

"It's always clear to me which number I should use when I need to call Telstra"

Navigating

- Simplified navigation through Telstra's IVR's and voice portals
- Consistent "feel" across all of Telstra's IVR's and voice portals
- Access to useful and simple to use self service functionality

"It's quick and simple to use Telstra's IVR's. I always get put through to someone who can help me. Self service options are easy to find and use"

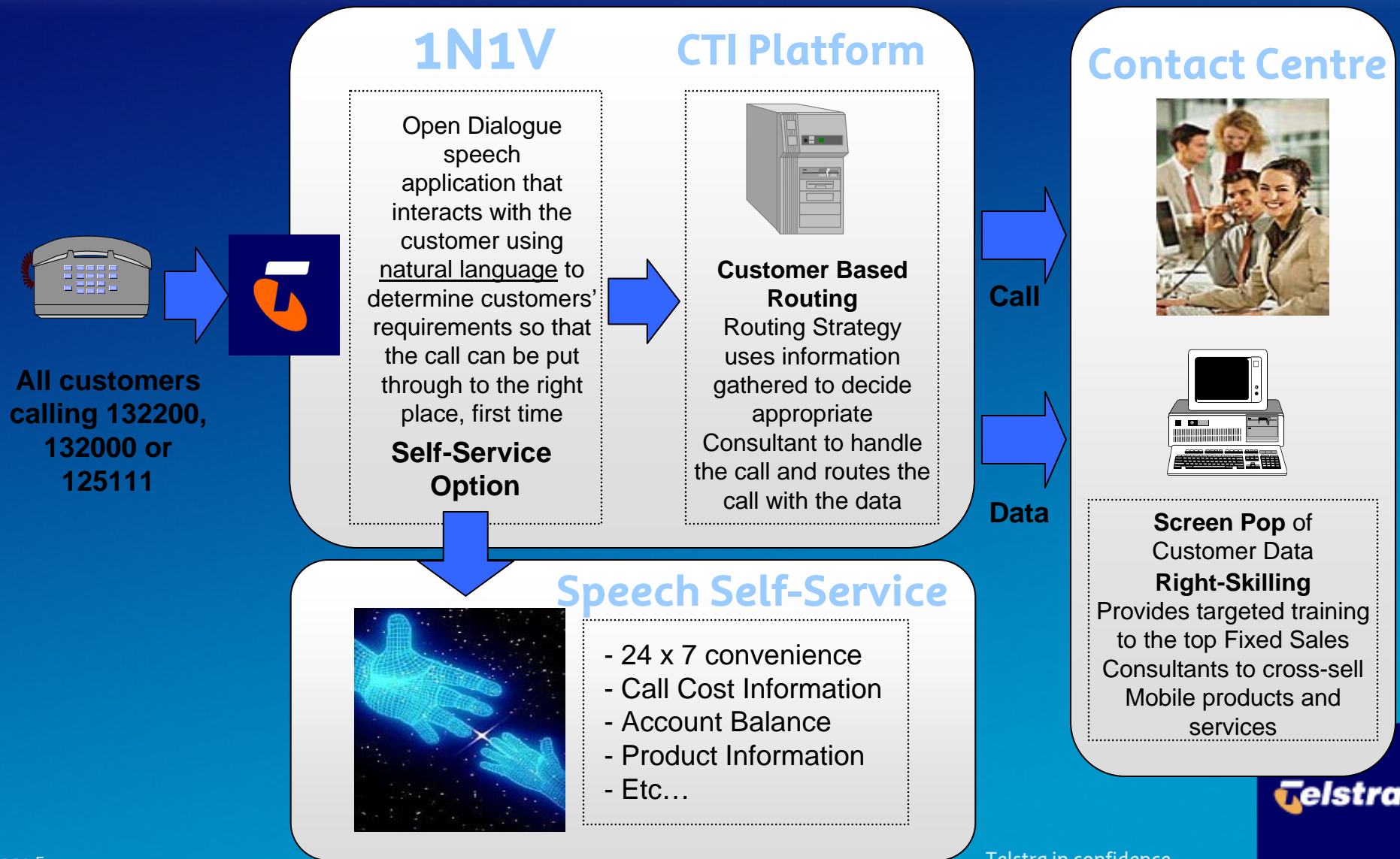
Interacting

- Fewer transfers as agents can handle a wider range of products and enquiries
- Transfers directed to correct destination first time
- Consistent experience across all inbound

"Telstra's consultants are almost always able to help me with my problem first time."



High Level Overview



IVR Comparisons

IVR Time-line comparison

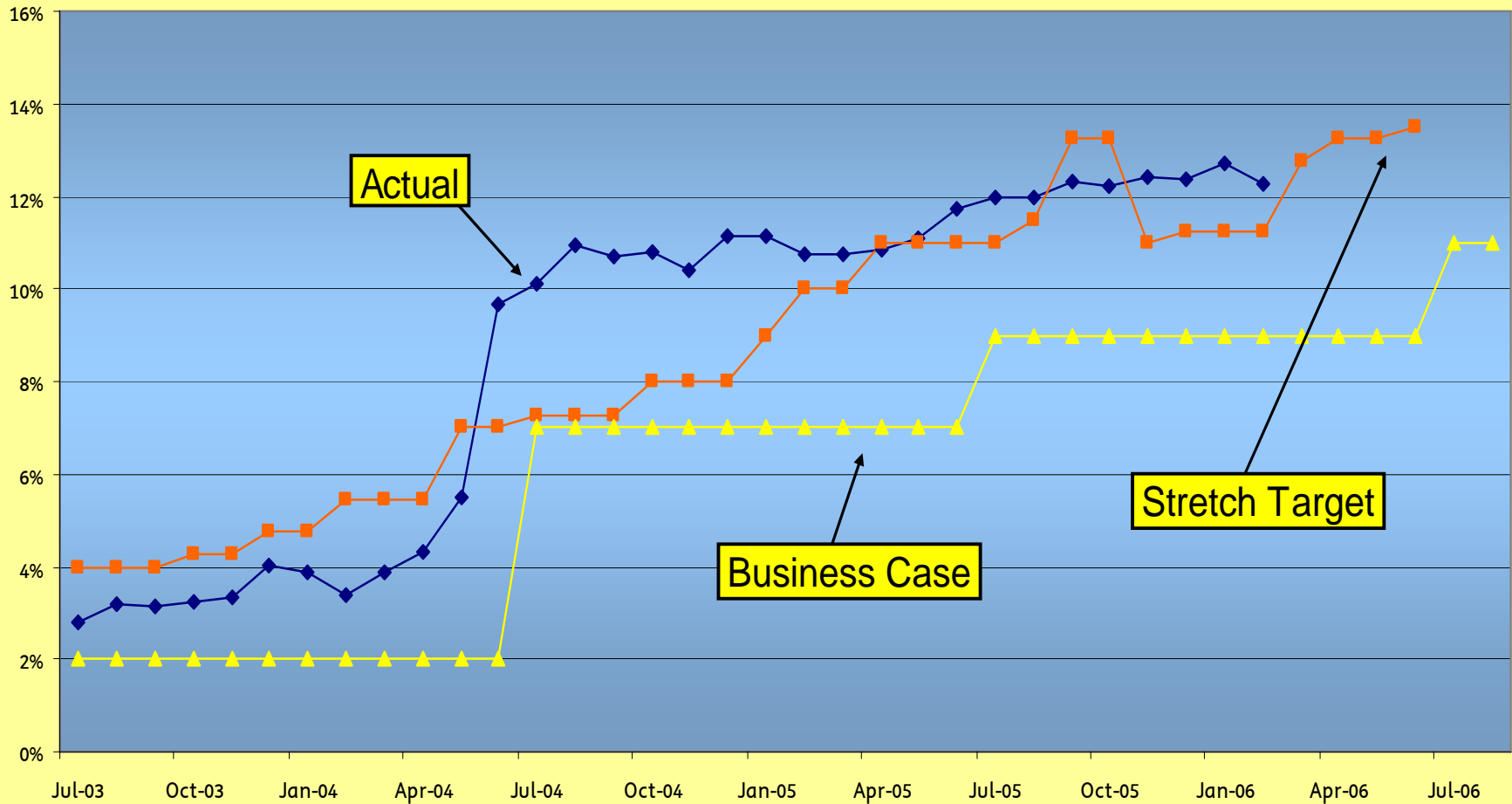
- IVR efficiencies have grown as we have moved between technologies.
 - 1N1V, our current open Dialogue IVR (June 2004 +)
 - Voice Portal, our previous ‘fixed residential’ direct dialogue IVR (May 2001)
 - IVR TED, our original DTMF IVR (prior May 2001)

	1N1V	Voice Portal	DTMF IVR
Volumes	35 mil	18 mil	17 mil
Participation Rate	95.6%	89.0%	79.0%
Hang-Up @ Main Menu	5.7%	7.1%	8.4%
Self Service Rates	12.5%	3.2%	0.0%
FNN Success	91.2%	78.6%	34.2%
Overall IVR success	88.4%	81.0%	72.0%

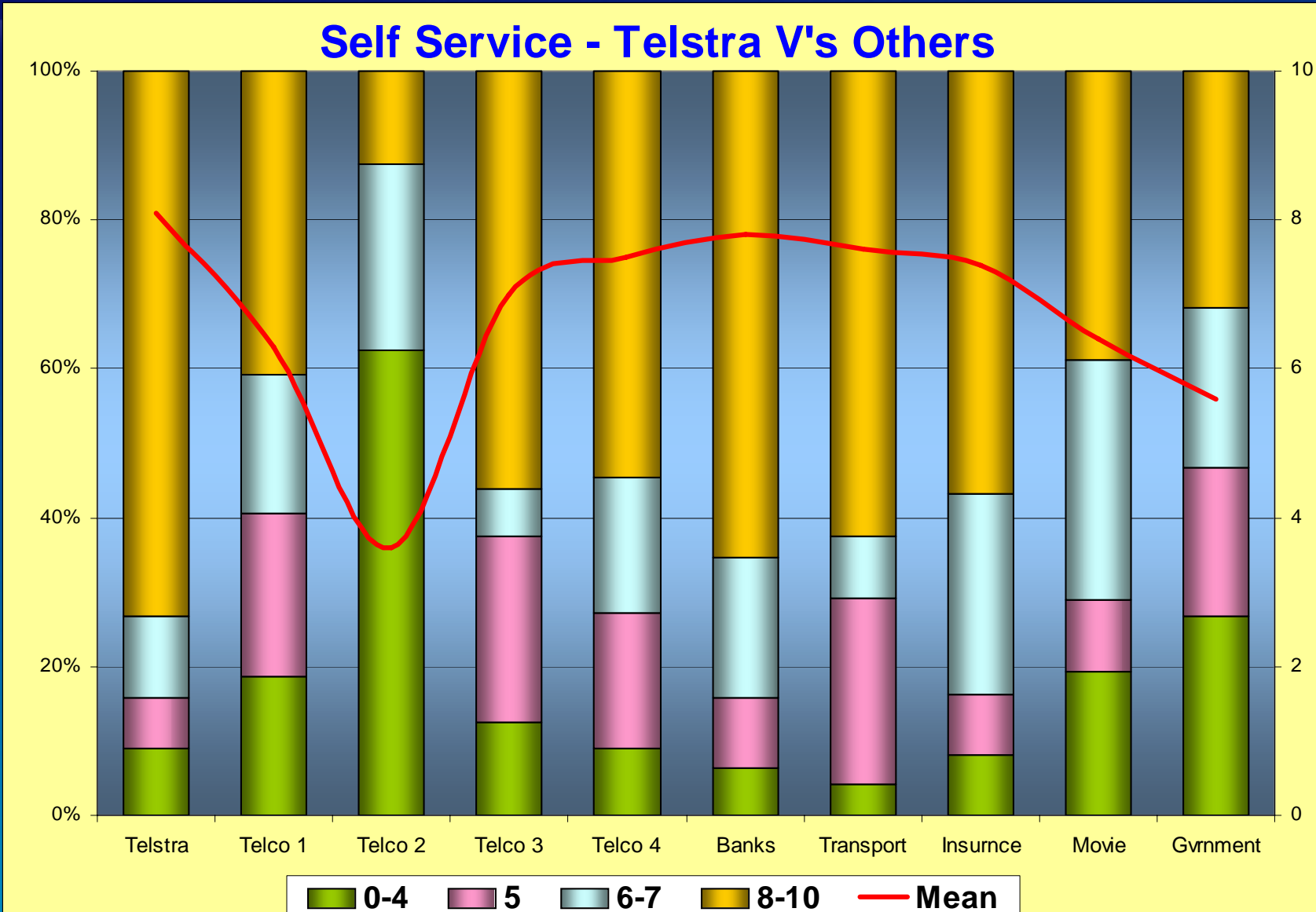


Self Service performance

Self Service Success Rate Jul 2003 - Aug 2006



Customer Satisfaction



What did we learn?

Speech IVR Success

- Measured success
 - Customer Satisfaction
 - Staff Satisfaction
 - Recognition levels
 - Self Service Levels
 - Cost reductions
 - Revenue
- Flow on improvements
 - Assisted improvement in grade-of-service across the board
 - Huge decrease in default routed calls
 - Improved reporting capability
 - Increased Automated routing

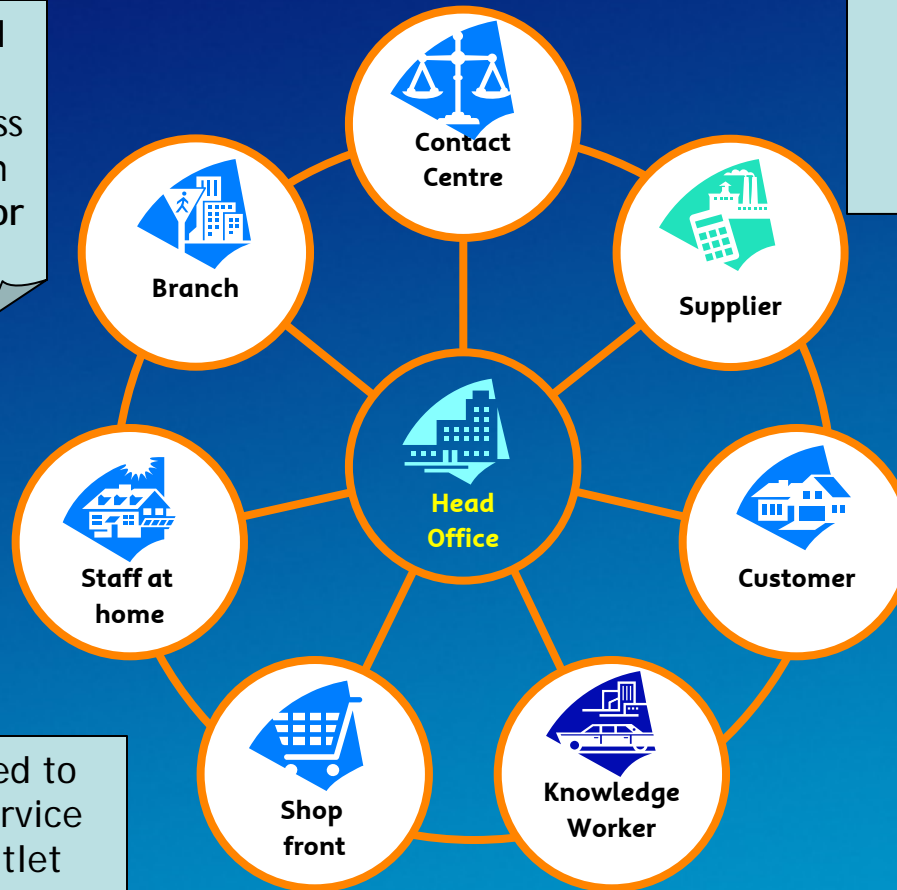
Learned Skills

- Ownership
 - Becoming involved with the end-to-end process
- Training/Educating/Communicating
 - Consultants, Customers, Peers
- Journey
 - “You can lead a horse to water”
- Research / Useability
 - What do people want & they want it?
- Self Service
 - What can be automated & what do we get out of it
- Expectations/perceptions
 - Customers, Business, Peers, Project Team

What have been the ripple effects of Speech?

Repeatable External offerings

Customers being routed to their nearest store, service centre or business outlet using the speech recognition Store Locator application.



Speech Verification identifying and authenticating a caller before being passed to an agent so freeing up valuable agent time.

Customers being able to undertake common and repetitive tasks, such as repeat orders, via customised speech applications without having to talk to an agent.

Customers being routed to their nearest store, service centre or business outlet using the speech recognition Store Locator application.

The Convergence of Self-Service – it's all about choice

Degree of Power and Control

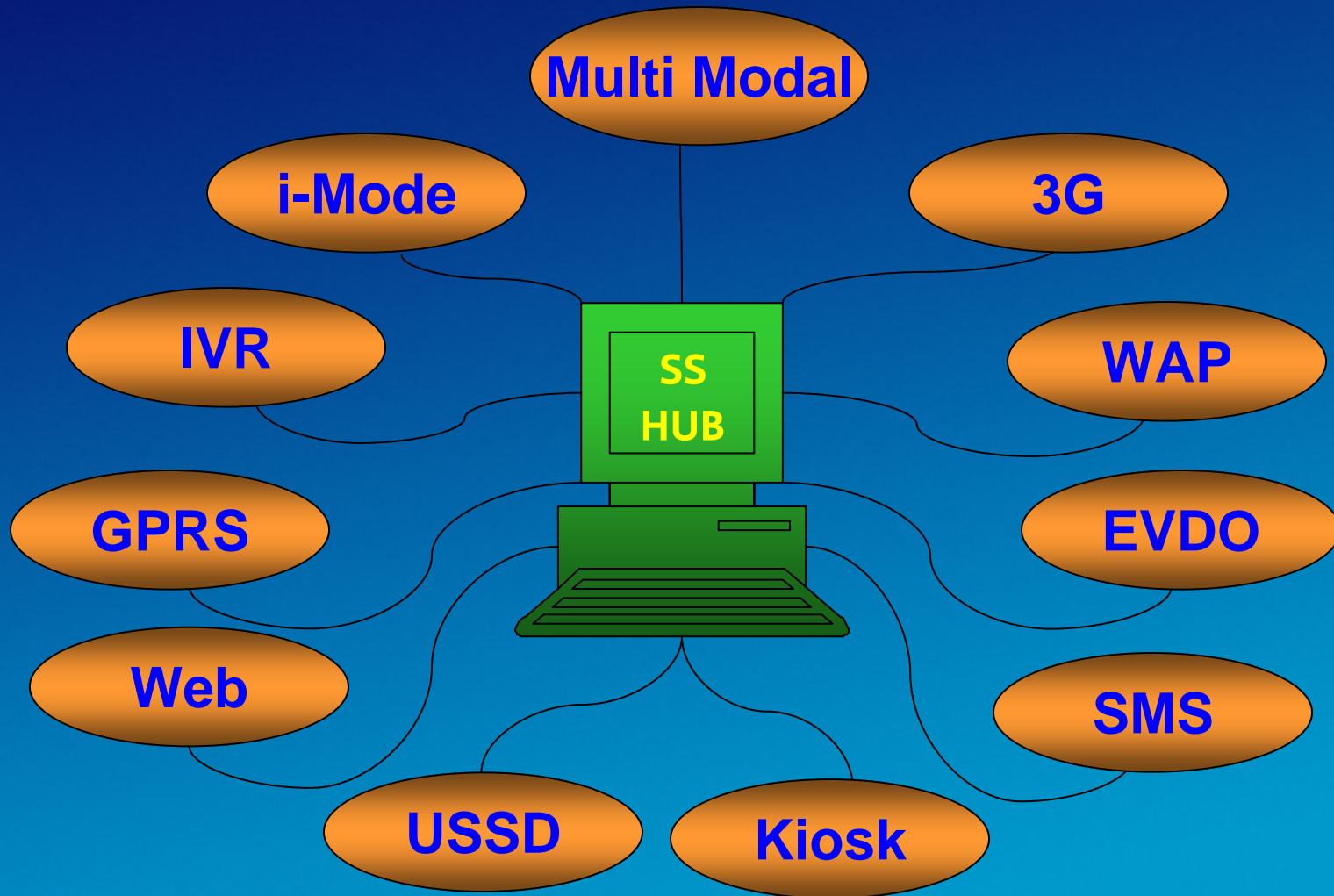


Ease of Access and Use

Source: Gartner Group, 2000

Multi channel applications

Innovation



What next?

Future Opportunities

Speech, Blueprint

- The Self Service Blueprint has 70+ new Self Service applications
- Numerous new Open Dialogue applications
- Telstra's Automation Self Service target is for 50%

