

SIMPLIFY THE BUSINESS

OUR GOAL: SIMPLIFY
THE BUSINESS, IMPROVE
CUSTOMER SERVICE AND
SAVE UNNECESSARY COSTS



SIMPLIFYING THE BUSINESS
IS A COMPANY-WIDE PROJECT
THAT HAS HELPED CHANGE
TELSTRA'S CULTURE.

We are creating a new Telstra – a Telstra that is about simplicity and service. If the business is simpler, then we are focusing on the right things, not wasting time on the things that do not matter to our customers.

Our people now understand the need to focus on simplifying the way we operate, improving the way that we serve our customers, and finding ways to save time and money.

We see significant opportunity to provide innovative support to our customers using new digital technology and services.

In addition to the improvements we have made online, we have centralised our marketing, pricing, product management and product innovation businesses. We have also rationalised and streamlined corporate centre functions.

The end result is greater efficiency for our company and our customers.