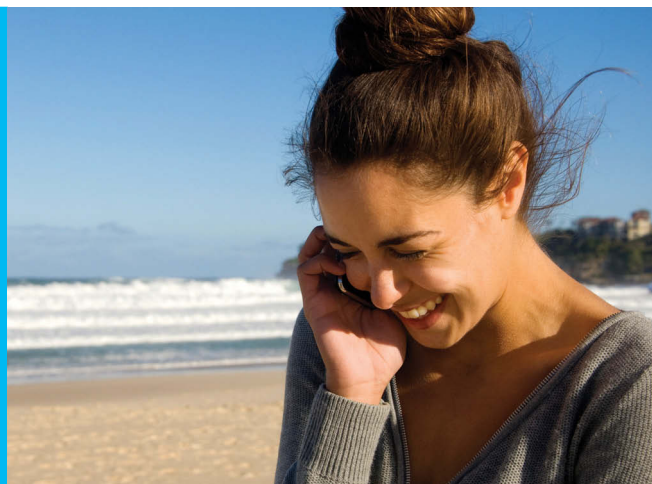


IMPROVE CUSTOMER SATISFACTION

OUR GOAL: TO DELIVER OUR CUSTOMERS A GREAT SERVICE EXPERIENCE. TO CONTINUE TO WORK HARD TO MAKE SURE THAT OUR CUSTOMERS ARE AT THE CENTRE OF EVERYTHING WE DO



WE WANT OUR CUSTOMERS TO BECOME OUR GREATEST ADVOCATES. TO ACHIEVE THAT, WE HAVE TO WIN AND RETAIN THE TRUST OF OUR CUSTOMERS – ONE CUSTOMER AT A TIME.

Putting the customer at the centre of everything we do at Telstra has become critical to the way we work and the decisions we make. As part of this journey, we have been looking at ways we can make life better and simpler for our customers - and we are making progress.

Over the past twelve months, we have introduced usage alerts to help consumer customers better manage their mobile spend. Customers can now get online service support, 24 hours a day, seven days a week through the use of social media services including Facebook and LiveChat.

Customers can also connect with us online via one of thirteen applications we have developed for iPad[®], iPhone[®] and Android devices.

As a result of these and other service improvements, we have seen a 6 per cent improvement in customer satisfaction surveys, fewer calls are being made to our call centres and we have seen a reduction in Level 1 complaints to the Telecommunications Industry Ombudsman.

There still remains a lot to do but each day we continue to change how we interact with our customers.