

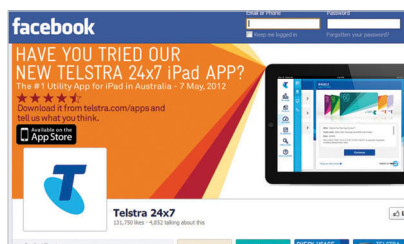
TELSTRA HAS RECENTLY INTRODUCED THE NET PROMOTER SYSTEM (NPS) WHICH IS THE NEXT STAGE IN IMPROVING CUSTOMER SATISFACTION.

NPS will help drive innovation, continuous improvement and behaviour changes, all aimed at enhancing the customer experience. Our aim is to delight our customers and turn them into advocates.

ONLINE SERVICES ARE NOW AVAILABLE TO OUR CUSTOMERS 24 HOURS A DAY, SEVEN DAYS A WEEK.

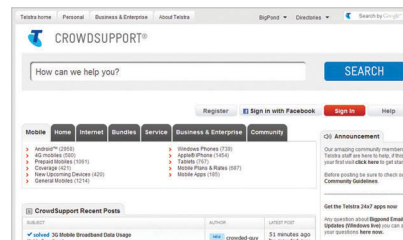
Last year, 30 per cent of Telstra's customer service transactions were completed online following the launch of several key online service capabilities.

## FACEBOOK 24x7



Customers can interact with customer service consultants by posting on the Facebook wall or by using the LiveChat feature to chat to a consultant online. We aim to respond to all Facebook posts within the hour.

## CROWDSUPPORT



We have launched CrowdSupport, an online community forum aimed at extending the range of customer service options.

Linking from telstra.com, it's a place where consumer and business customers can help each other with information about Telstra's products and services, share tips and experiences or discuss new and upcoming releases.

## APPLICATIONS



iPad<sup>^</sup>, iPhone<sup>^</sup> and Android customers now have the ability to monitor, control and modify their account from their device, a service which was previously only offered through a desktop computer.

[www.telstra.com/apps](http://www.telstra.com/apps)

## NET PROMOTER SYSTEM

Telstra has introduced the Net Promoter System as the next stage in improving customer satisfaction. We want to turn customers into advocates by giving them the best possible service. Every day we receive around 20,000 pieces of feedback from our customers that our staff and partners listen to and learn from.

This is one of the biggest change programmes ever undertaken by Telstra. We have asked every Telstra employee to treat our customers the way they would like to be treated themselves.

