



## ONLINE

This year we revamped our website, enhancing navigation and search functions to deliver an overall improvement in the customer experience.

As part of this revamp we have launched a new online shopping experience. The cornerstone of this shop is the interactive mobile plan selector, which helps customers choose a plan that suits them and is one component of the overall strategy to make the online shopping experience as simple and user friendly as possible. Combined with an innovative design, the shop has been well received as an industry leading online experience. The online shop has exclusive offers, free delivery for mobiles, provides 24x7 support to customers and helps provide a safe and secure experience.



## T-ANALYST

For our business and enterprise customers we have launched T-Analyst. T-Analyst is an online billing and reporting tool developed to make organising and managing Telstra invoices easier.

T-Analyst allows customers greater control while saving time as they can now review historical bill information (once accrued), generate reports that summarise billing data across multiple invoices and billing periods and view trend reports on historical telecommunication costs.

T-Analyst has been well received by customers and is an initiative aligned to our continued focus on simplification and customer satisfaction.



## DIGITAL BILL

We now have over 1.6 million customers receiving their bill in a digital format.

Customers can receive their bill via an emailed PDF, online through My Account or using one of the Telstra apps through an iPad<sup>®</sup>, iPhone<sup>®</sup> or Android device. From any of the digital bill formats customers are easily able to navigate through to payment.

We also offer a dual bill programme for those customers who are planning a move to digital bills so they can become familiar with receiving their bill digitally before switching off their paper bills.