



Your service Their way

Changing the way you
connect with your customers

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Rapidly changing landscape.....

Gen Y and Zs....

51% of national population



Trend to
BYO device

51.5%
*"I use my device
for work and play"*



10.3M tablets in service
end June 2014

Business
use will be

80%

Smartphone
penetration

>85%



Social

8.5 Hours
per week

VIDEO

**81% of global
IP traffic by
2019**



**Connected
devices**

50 Billion 2020
500 Bill 2030



300 hours of YouTube
content added



**every
1min**

86%

of Australian business
use a cloud service today

>5 Bill

Web
searches/day



WHAT IS DRIVING CHANGE?



WHAT IS DRIVING CHANGE?





40%

Australia's future workforce:
40% of all jobs
have a moderate to high likelihood of
disappearing in the next 10 – 15 years



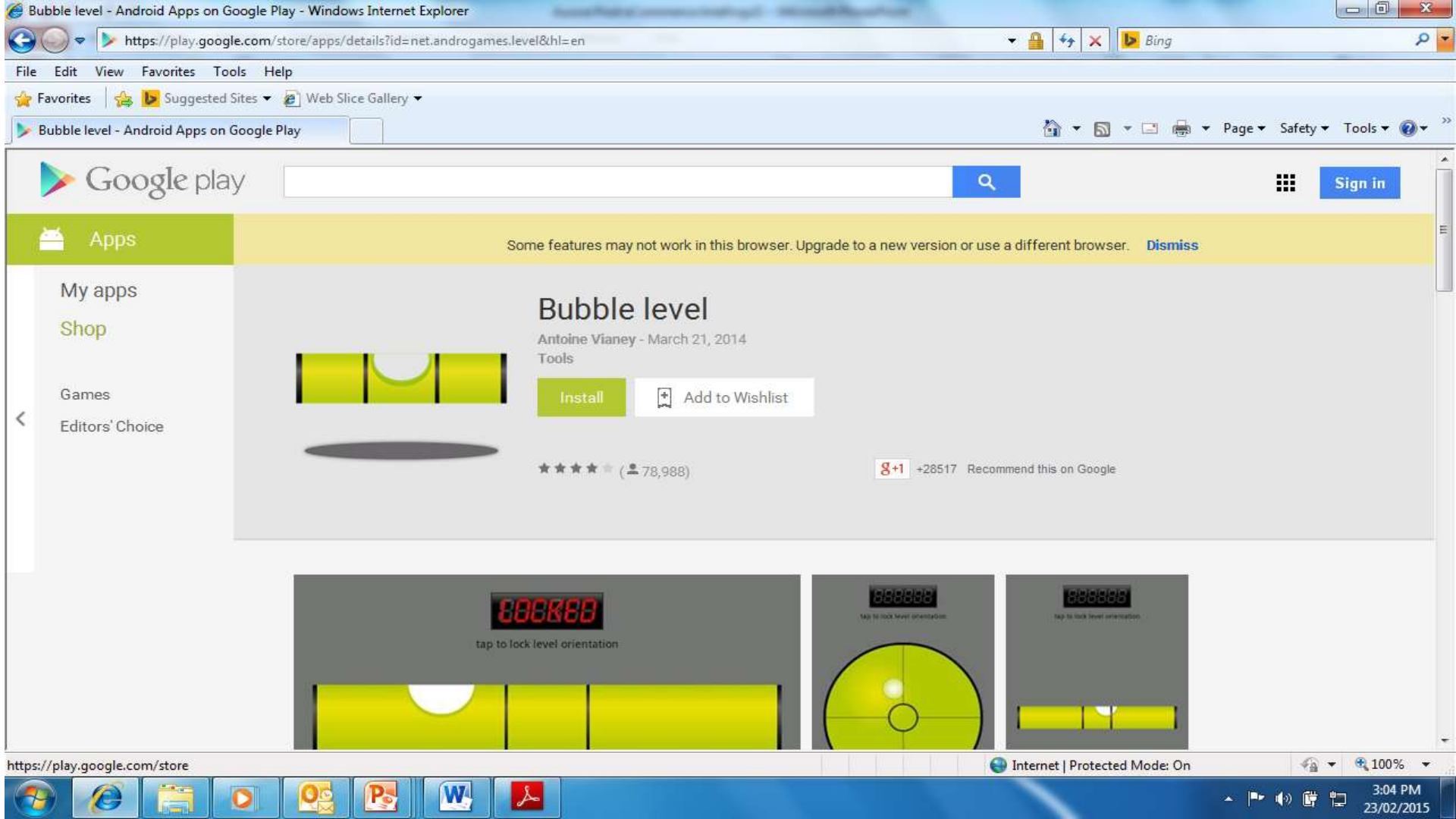
SHOP WITH YOUR PHONE







**KACHING ME ON
0433 677 228**



Google play



Sign in



Apps

Some features may not work in this browser. Upgrade to a new version or use a different browser. [Dismiss](#)

My apps

Shop

Games

Editors' Choice

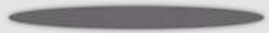
Bubble level

Antoine Vianey - March 21, 2014
Tools



Install

Add to Wishlist



★★★★☆ (78,988)

G+ +28517 Recommend this on Google







Amazon Prime Air: Delivery by Drones Could Arrive As Early as 2015

Dec. 1, 2013

By JOANNA STERN

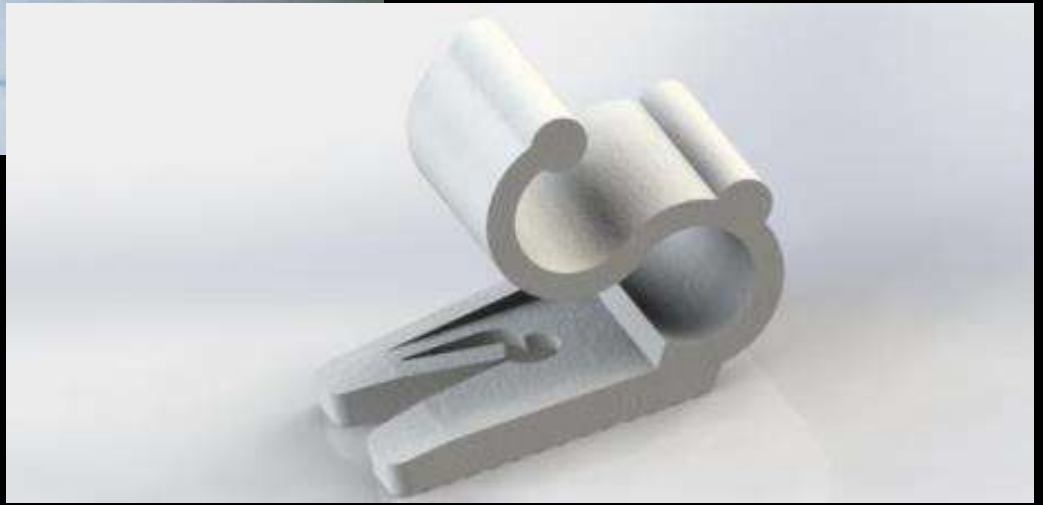


With Prime Air, Amazon is hoping to deliver packages with drones.

Amazon

[NEXT VIDEO >>](#)

[Arizona Sheriff Wants 2 Drones To Fight Crime](#)



urs



Twot as



+1



Plus It

03/04/2014

03/04/2014 by





So, are you
defending the castle,
or designing
the new city?

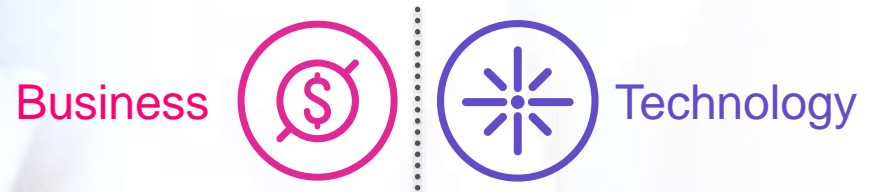
IT'S HOW
WE CONNECT





This is a unique time

We are dealing with relentless disruptive change



Once these were separate strategies today they are one and the same

Strategy vs Execution



Openness

Digitalisation

Openness

What happens when
We bring the customer inside our world?



We never close
Be there when the customer is ready



NPS evolves into empathy
Analytics will change the entire dynamic of
customer experience



Digitalisation

How do we
Accelerate turning ideas into strategy?



What can we do to speed
Time to value?



What used to take months or years
is now completed in days or weeks
– and is likely to get even faster





**customer
expectations**

have changed



Differentiator...

customer experience



“The only time Australians actually visit a store is for the experience....”

Source: IBIS “A snapshot of Australia’s digital Future to 2050”

Firstly, I am not looking
for friendship

like anybody I appreciate courtesy
but good manners should not make up
for not getting the basics right

I know that's hard when you are dealing with
complexity but when I'm the customer that is
your problem and not mine

make it simple and efficient
to do business with me

Secondly, there will be times
when I need your help,
when your product or service isn't
doing what I expected it to do

.....

Be there in those times

And make it easy for me to reach out to you;
please don't force me to navigate your
organisation to find the person that can help me

.....

**Don't make your problems or
complexity my problem!**

And finally, I expect you to
look after my interests

.....

When I am the customer, I take this expectation personally.
I expect to be respected as an individual,
not treated as part of a segment,

.....

and I want and expect a
genuine and authentic interaction



The Connected Customer – Generation C



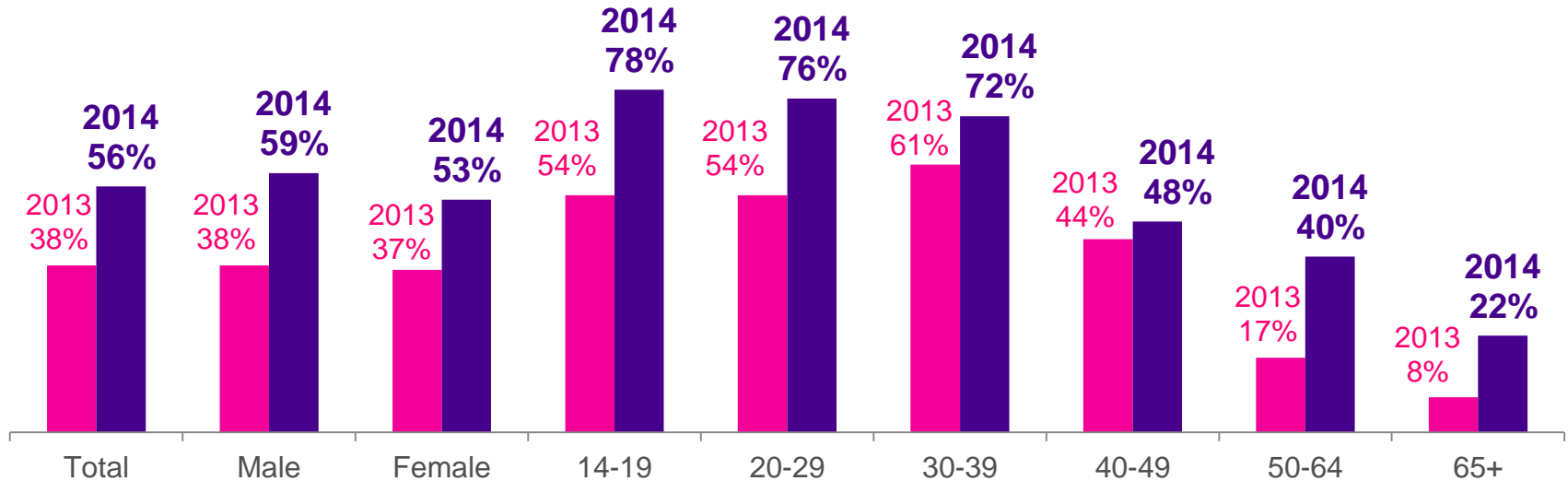


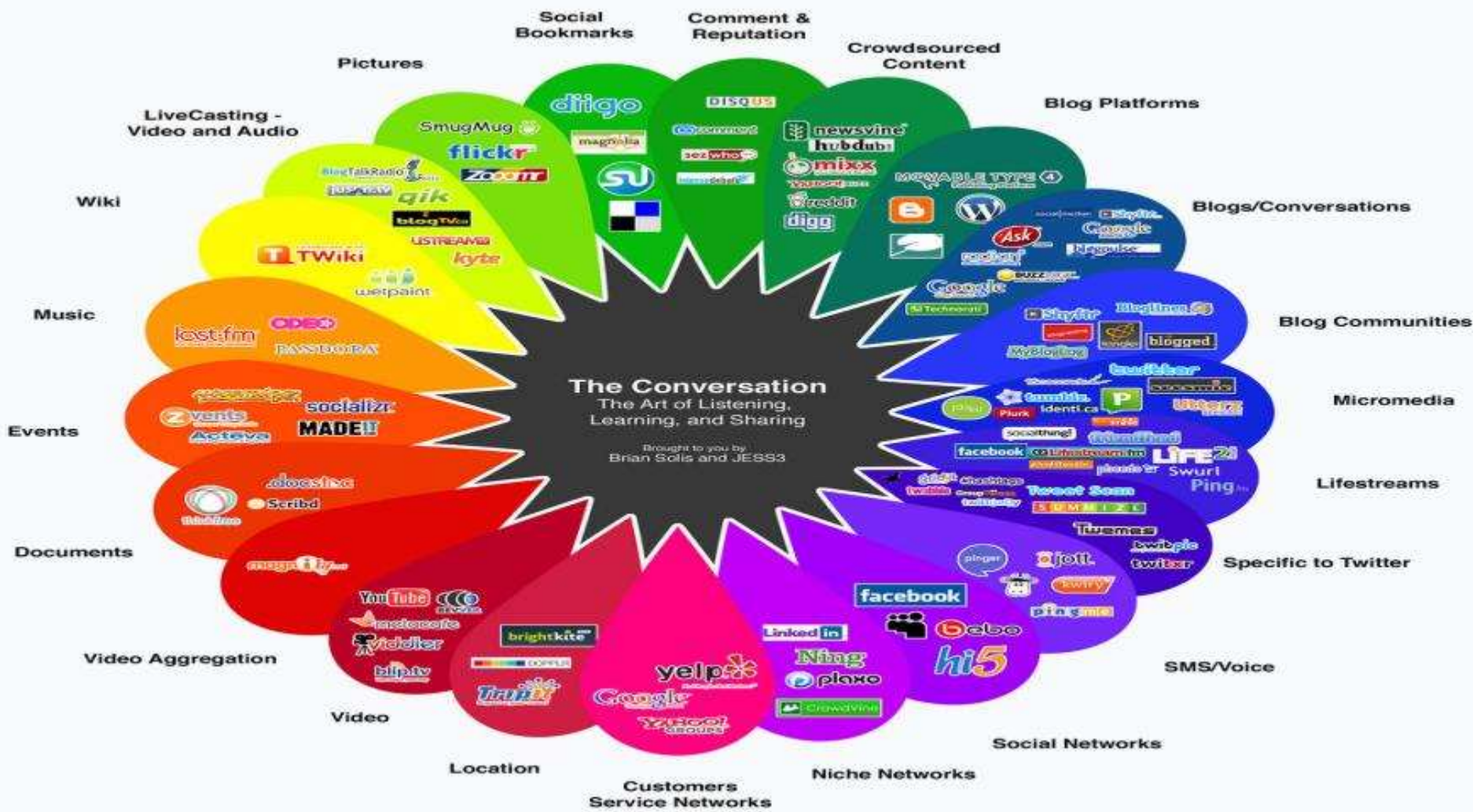
The always **CONNECTED**
customer.....

Omnichannel behaviour is rising across all age and gender demographics

Gender and age - 2014 compared to 2013

 Have you used a mobile phone to find out information about finances

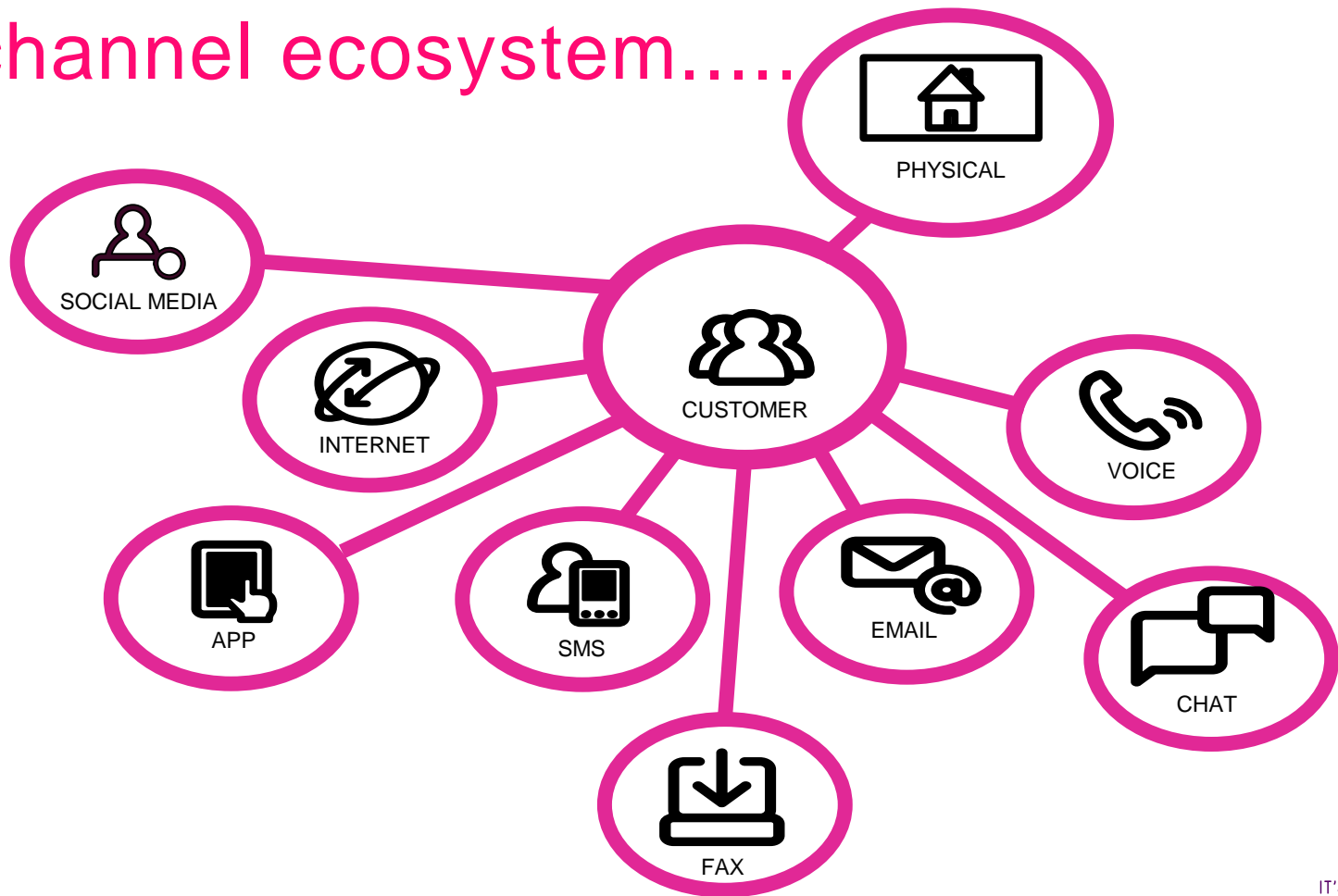






Businesses must
transform digitally
to stay connected
to customers

Omni-channel ecosystem.....




Comprehensive digital sales and service channel set



IT'S HOW WE CONNECT


f + T = 24/7 CUSTOMER SUPPORT

36,000 responses on social channels per month




MY ACCOUNT

>200 million visits to Telstra.com in 2015




>7 million app downloads



24x7 CHAT

Status: Connected

~350,000 chats per month



CROWDSUPPORT

~230,000 CrowdSupport registered users



Crowd support iPhone 5 launch

40,000

customers found answers to their questions from other customers in first 30 days

Increase
in logins

96%

Increase
in searches

403%

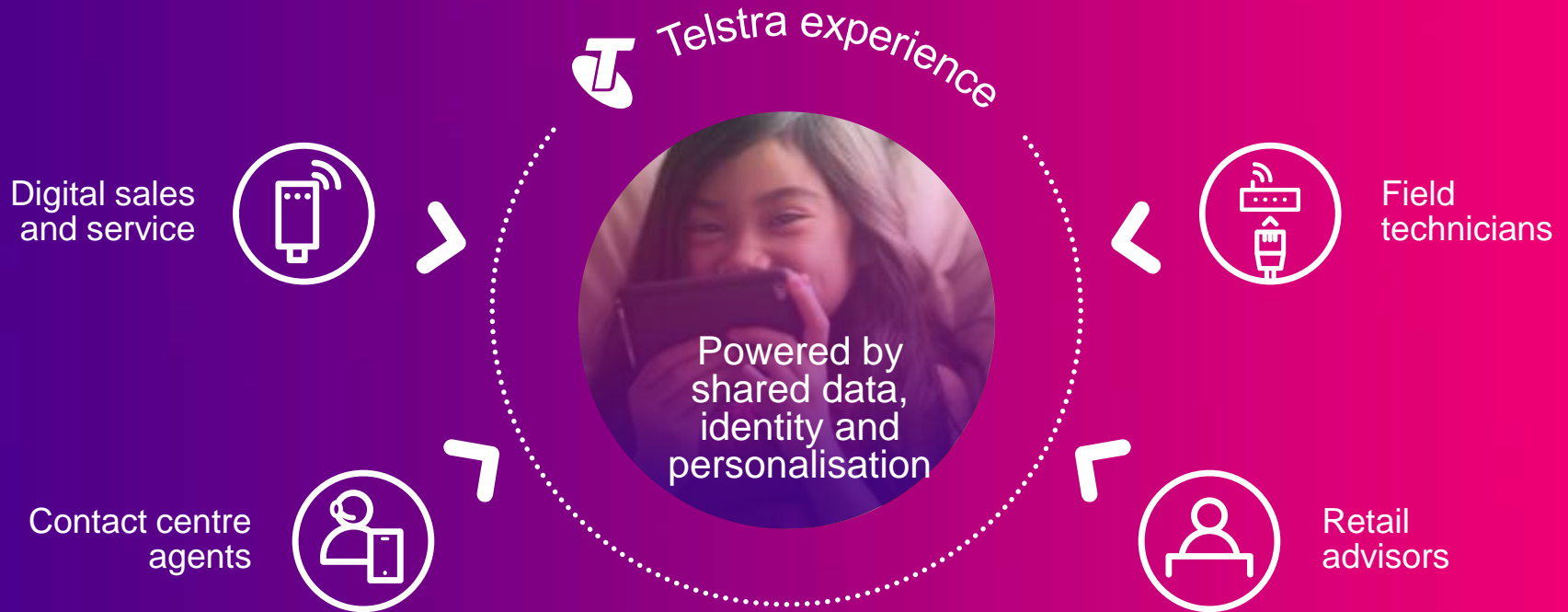
Increase
in staff posts

56%

Increase in overall
registrations

63%

“Digital First” ecosystem = Improved advocacy / differentiated experience / reduced cost



Strong sales and service growth whilst reducing our cost to serve



Unit sales volumes have increased

5.3x



Share of customer interactions have increased

2.2x
via digital



Cost to serve has decreased

-22%








Customer satisfaction levels increased

↑ NPS



Your service Their way...

-  Disruptive change....incremental or wholesale??
-  Changing expectations of the connected customer...Gen C
-  Analytics leads to predictive
-  Omnichannel ecosystems....personalisation
-  Customer experience....the DIFFERENTIATOR



thankyou.....

