

THE POCKET GUIDE TO TELECOM





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THE POCKET GUIDE EDITION 2

When this Pocket Guide was first published, some months ago, it was the first time all the myriad "products" of Telecom had been brought together into one compact booklet and made available to every employee of the company.

The response was very enthusiastic from every section of this big Telecom family. And there were some who cried: "What about us?" because inevitably, with such a mammoth task, some products or services had been overlooked. But we expected that and all who contacted us have been given their own concise entry in this book; this edition has been significantly revised.

The reasons why this book is necessary have not changed. This might be a vast corporation, but as far as the world is concerned you are the public face of Telecom. To your friends and relations, associates or club members, you are probably the only Telecom person they know. And they don't understand why you shouldn't know the details of every obscure service or department – "After all, you work there, don't you?"

In the fiercely competitive environment of Australian communications, no-one can afford to sit back and say, "Oh that's got nothing to do with me". Every one of us has to take responsibility for making Telecom successful. On this depends our integrity, our jobs, and even our national heritage. Already the preselection ballots have cost us a big chunk of market share. If we're going to hold on to our share – let alone win back what we've lost – we must all get involved in selling, handling customers, and projecting an image of competitiveness.

The referrals

This book is short and simple. It won't tell you everything about our hundreds of products and services but it will point you in the right direction. It's a marketing tool, which you should keep nearby when you work, for ready reference if a customer raises some need or concern

which Telecom could assist with. Keep a spare in the glovebox of your car so it's nearby when you find yourself cornered at a barbecue.

Most importantly, when someone makes a query – say, "How do I add a second line?" or "You mean I can use Telecom for my E-mail traffic?" – don't leave it up to them to inquire. Use the "contact notes" in the back of this book to make a note of the customer's details and query.

Then follow up on the next working day. Contact the appropriate department, pass them the query, make sure someone is responsible for following up. A day or two later call the customer yourself and make sure they are happy with the service they received.

PRESELECTION

The first wave of preselection ballots have been completed and it may feel like Telecom has done well. Certainly we have, but don't get complacent. Ballots are not single votes which last forever.

Remember, after the ballot customers may change carrier at any time. So we can't relax our standards – in fact we have to keep improving them, and looking for new ways to *delight* the customer. The ones who stayed with us deserve our gratitude; the ones who moved to Optus need to be won back. Let's remember that Telecom is the boat we are all in, and each of us has responsibility for its smooth sailing.

Some states are still to go through the preselection process. This is how it works:

- The ballot is implemented by Austel in consultation with both Telecom and Optus.
- All lines with "dial 1" capability are to be balloted, for national and international long-distance calls, including operator connected calls.
- The ballot is a simple questionnaire: you just tick Telecom or Optus, sign and return in a reply-paid envelope.
- Ballots are conducted by an independent administrator appointed by Telecom and Optus.
- If customers do not return the ballot, they stay with Telecom.
- During a ballot period we are not allowed to advertise to influence the way customers should vote, but individuals are allowed to encourage people they know and deal with.

For more advice: Customers 1 800 626 008, Staff 1 800 626 999.

REMIND PEOPLE

Telecom is very competitive on price and we deliver superior customer service.

- Telecom has the only end-to-end service.
- We have the total coverage, from anywhere in Australia to anywhere in the world.
- With us you get a bill, but with the competitor you get one more bill to pay.
- We give quality 24-hour service.
- Our prices are most competitive, with Flexi-Plans to suit every customer's needs.
- We are proudly wholly-Australian.

A FEW FACTS ABOUT TELECOM

Telecom Australia is one of the biggest companies in this country.

A few facts from recent research:

- Number of employees: nearly 70,000.
- Annual turnover: \$12 billion.
- Coverage of Australia: 95.6% of homes.
- Coverage by MobileNet: Over 689,000 customers.
- Yearly capital investment: \$3 billion.
- Phone services in operation: 8.54 million.
- Number of calls per year: 12.3 billion

- Optical fibre network: 500,000 km.
- Research and development expenditure: \$64 million.
- Successful call-connection rate: 98.5%.
- Faults cleared within 2 working days: 90%
- Working payphones: 92%, 70% now take Phonecard, Telecard or credit cards.
- Directory assistance: 500,000 calls a day.

These figures are drawn from annual reports and statistics compiled over the past two years.

Optical fibre

Australia is a world leader in optical fibre cable with 500,000 kilometres laid nationally, covering nearly 50% of the trunk network. The stretch between Adelaide and Perth is the longest optical fibre link in the world.



CUSTOMER SERVICE

What customers want from us

Product or Service

- Reliable ■ Features
- Easy to use ■ Meets needs

Sales

- Accessible ■ Responsive
- Knowledgeable ■ Professional
- Follow-up

Connection

- Connect when promised
- Report progress ■ Follow-up
- No repeat troubles

Repair

- Fast Repair ■ Repair when promised
- Report progress ■ Follow-up
- No repeat troubles

Billing

- Integrity of bill ■ No surprises
- Easy to understand ■ Timely
- Easy to resolve problems

DEALING WITH THE CUSTOMER

- However busy you may be, always be cheerful and polite.
- Usually the customer will have a problem: a service they require or something not working as expected. Establish clearly what that problem is.
- Make a quick assessment: where could the solution be found?
- If it's something you can handle, and you have the time, contact the appropriate business unit.
- Inquiries should be directed to:
 - Consumer – Residential 13 2200
 - Commercial – Business 13 2000
 - Corporate & Government – Large Business 1 800 803 400
 - Mobile – 018 018 111
- If you're not sure who would handle it, write down the customer's details, using the Contact Notes in the back of this book: name, address, phone, and problem. Assure them this will be handled, then call the Customer Relations Help Line. **Don't let it sit on your desk for a day, move it on.**

THE CUSTOMER RELATIONS HELP LINE: 1 800 677 677

The Customer Relations Service has been created specifically to assist you in your marketing efforts and to quickly handle any query. The operators will see it through to finality with no more than one controlled hand-off to the right person. They will then follow up with the customer to ensure satisfaction and give you feedback on the outcome. Remember, don't ask the customers to call us, we will call them. That's the high standard of customer service we are all aiming for.



THE SERVICE AND PRICE GUARANTEES

The major advantage we have in the market place is being the only full-service, Australian telephone company. We are so confident of our service and people, at every point in the system, that we are willing to make these guarantees to our customers:

Top quality INSTALLATION SERVICE.

If customers are not completely satisfied with the way we have connected their home, office or mobile phone, we will give them one month's line rental or (for mobiles) one month's MobileNet access fee, FREE.

Fast and complete REPAIR SERVICE.

If customers are not completely satisfied with the repair work on their home, office or mobile phone, we will give them one month's line rental or (for mobiles) one month's MobileNet access fee, FREE.

Courteous and efficient OPERATOR SERVICE.

If customers are not satisfied with the way an operator service was handled, we will refund the entire cost of that call.

Competitive PRICES.

Our range of Flexi-Plans give us flexibility in designing a deal which best matches the customer's particular calling pattern, so they get the best possible prices. Our Flexi-Plan advisers can review bills, recommend the best plan, and implement it that day. Reviews and changes can be made just as quickly.

Telecom SERVICE.

We are putting enormous efforts and resources into improving all our services. If there's a problem, we'll fix it straight away. If we don't, customers can call Frank Blount.

Telecom: The full service Australian telephone company.

HOW TO CLAIM

Installation

If customers are not completely satisfied with the way we have connected their service, telephone 13 2200 (Res) 13 2000 (Bus) or, for MobileNet, 018 018 111.

Repairs

If customers are not completely satisfied with every aspect of repair work, telephone 13 2200 (Res) 13 2000 (Bus) or 1100 or, for MobileNet, 018 018 111.

Operator service

If customers are dissatisfied with the way a call was handled, they can telephone Freecall 1 800 650 055 or one of the operator service numbers (011, 0176, 0101, 0107, 11332, 11333), with details of the call and why they are dissatisfied.

Competitive prices

For on-the-spot advice on the right Flexi-Plans for you, phone 1 800 052 052 or 018 018 111 for mobiles.

Telecom service

For all customer needs call 13 2200 (Res) 13 2000 (Bus) in business hours or 018 018 111, anytime, for mobiles.

OUR VOICE

The standard for communicating with customers via the telephone.

The number of telephone calls we receive into our organisation presents millions of opportunities to positively influence the way customers perceive our company by the way we respond each time we answer the telephone, and how we manage our customers' needs when they are on the telephone.

One of the company's objectives is to provide a consistently high image to the public. Part of that image is to improve the way we answer and conduct business over the telephone, including our courtesy, professionalism and responsiveness to the customer's request for assistance and information.

A company standard has been developed for answering telephones, corporate-wide, for communicating with customers over the telephone. These apply for both internal and external customers.

The words we should use put into practice the values and principles of courtesy, sincerity, responsiveness and professionalism, which are the keys of the 'Our Voice' training. Each call is opened with the corporate greeting:

Good morning/afternoon/evening

*Telecom Australia, or Telstra where applicable

This is Jim Citizen

(* if we can identify internal calls, we brand with our area or unit)

Our target is to answer within three rings.

Remember the 'Our Voice' training on the importance of effective telephone communications – after all, if anyone can claim to know how to use the telephone effectively it should be us.

CUSTOMER SATISFACTION

TELCATS (Office of Customer Affairs)

Customer perceptions of Telecom are continually surveyed by TELCATS to assess satisfaction with services and products offered to the residential and small business markets.

Surveys cover satisfaction with ordering and installation, call quality, billing, Payphones, fault reporting and service restoration, and operator assisted services. Other surveys can be considered on request.

Contact: (03) 634 5579

Customer Complaints

The aim is to resolve complaints as quickly and smoothly as possible. The Customer Service Representatives can usually do so on the telephone, or with the help of technical field staff.

If you receive a complaint from a customer your responsibility is to actively manage it until it is resolved, and keep the customer informed of progress. If a customer feels the complaint has not been adequately handled, they should be invited to contact the Customer Help Centre. If the Centre cannot resolve it, a complaint would then be referred to the Telecommunications Industry Ombudsman or AUSTEL.

Contact: 1 800 011 333 or (03) 634 5599.

Customer Consultation

Telecom is anxious to listen, learn and respond to customer concerns and views. A number of forums have been set up for this: Consumer Councils were set up, centrally and in eight regions, for consumers and the Small Enterprise Policy Panel for small business. These allow a free exchange of views between consumer organisations and Telecom senior management.

Contact: (03) 634 5573.

National Communications Team

Volunteers from within Telecom give their free time to speak to community, business and service groups. They can come from all areas and positions, are given support materials and a two-day workshop on Presentation Skills and Media Awareness. Call if interested in joining.

Contact: (08) 235 2107.

Interpreters

If a customer has difficulty with English, they can be assisted by the Immigration Department telephone interpreting service, which costs \$10 for 15 minutes.

Contact 1 800 112 477

Translations

Telecom's Translation Service can help translate written materials into or from English. In many cases this service is free of charge. The service may also assist in finding interpreters for prearranged interviews.

Contact (03) 253 6154 or (03) 562 8660

TELECOM COMMUNITY SERVICES

Product Development Fund

Provides capital to small and medium-sized companies, to help them develop new telecommunications products. This helps Telecom source new products to use or market, new services to increase the network's usage, and new local sources of supply. If you encounter a local company with developments which could benefit from Telecom financial support, contact PDF.

Export Endorsement Scheme

To help the sale of Australian telecommunications products abroad, EES tests products and issues a certificate of quality. To comply they must be of high quality, cost competitive, and meet international standards.

Both these services are handled out of the Telecom Research Laboratories in Clayton.

Contact: 1 800 033 673.

Telecom Friends

Telecom staff have asked how they can help during the pre-selection period. Telecom Friends has been developed in response to this. It is a unique program which gives staff an individual opportunity to be directly involved in winning and keeping customers. It is voluntary and activities are conducted outside working hours.

Only permanent staff living in ballot areas can participate. They volunteer their energies to promoting Telecom in the community: talking to family and friends, distributing Preselection booklets, supporting staff on Telecom Information Booths and giving presentations to local groups. Contact Telecom Friends for an Activities Kit. **(03) 632 7360 or fax (03) 632 7363.**

COMPETITIVE INFORMATION

One of the hardest types of information to obtain in our company is not what we read about our competitors in publications but what we hear from conversations with others. Yet this information could be absolutely vital in helping us gain a competitive edge or implement an appropriate response.

You, as a member of our team, can play a vital role in feeding back information which in turn will be communicated to the appropriate area within Telecom.

In a recent request for assistance in monitoring one of our competitor's activities, it was encouraging that hundreds of you responded. So please "keep your ears to the ground". The next time you hear something which could be of interest, competitively speaking – no matter how seemingly trivial – you know who to call.

Contact Corporate Marketing (03) 634 2719 or fax (03) 632 5825.



TELECOM'S BASIC SERVICES

Call Charges

For your information, the table below shows how Telecom charges for different types of telephone service calls. Remember that there is further detailed information in the front of the White Pages.

Call category	Charging method
Local calls:	A call to anywhere within a Telecom local call area is charged a fixed fee of 25 cents.
Community Calls:	Community rate is 25 cents every 3 minutes, 8am – 10pm Monday – Friday and 8am – 6pm Saturday. It is 25 cents every 4.5 minutes at all other times. Community rate applies in place of STD rates for some calls made by customers in fringe metropolitan and designated remote areas.
0011 International and STD Calls: Customers with itemised bills	Each call is charged a 12 cent initial fee, then an amount for each second of the call. Per second rates vary according to the day, time of day and distance (or 0011 destination country) of the call. Each call is charged 25 cents at regular intervals for the duration of the call. The intervals between 25 cent charging increments vary according to the day, time of day and distance (or 0011 destination country) of the call.
Customer's without itemised bills	

The above telephone service call charging methods do not apply to payphone, operator and 0055 calls, calls to mobile services, and calls from services other than public switched telephone services. Prices current at 1 February, 1994.

Community calls

Generally, these are defined as calls between non-adjointing zones in an urban area. However, there are numerous exceptions to this so it is best to check the area's White Pages for local applications.

- Local call fee is charged for each 3 minutes, 8 am – 10 pm Monday to Friday, 8 am – 6 pm Saturday.
- Local call fee for each 4.5 minutes at all other times.

STD

STD prices have dropped 80% since 1975, and continue to fall in real terms. Calling during discount times can save up to 60% on the price of the call.

- Calls up to 33% cheaper between 6 pm – 10 pm Monday to Friday.
- Up to 60% cheaper 10 pm – 8 am Monday to Friday.
- Up to 60% cheaper 6 pm Saturday to 8 am Monday.
- Details of current rates, distances and dial codes are in the White Pages.
- Flexi-Plans (see page 17) can result in considerably more savings
- See page 45 for Operator Assisted Services.

International – IDD

IDD is the most economical way to call overseas, to more than 220 destinations. By dialling direct (0011) there is no minimum 3-minute charge or connection fee. Up to 30% can be saved by using off-peak rates, available to over 40 destinations.

- International directory assistance: 0103.
- To make an IDD call simply (1) dial 0011, (2) dial the country code, (3) dial the area code and (4) dial the required number.
- Ring Back Price will be returned automatically if instead of 0011 you prefix the call with 0012. The charge is 80c.
- To check if a phone has IDD ring 001100.
- Country and major city codes, and off-peak times, are listed in your White Pages directory.
- Flexi-Plans are available for overseas calls. (See page 17).
- See page 45 for Operator Assisted Services.

Flexi-Plans

There is a Flexi-Plan to suit every customer's needs, and save them money. If they make lots of calls to relatives in Queensland or Perth, perhaps the best bet is Family & Friends; if they're businesses with a lot of STD traffic, one of the Saver plans could be right; if they're making frequent calls to head office in another country one of the international 0011 plans might be right. This table summarises the plans very simply.

PLAN TITLE	STRUCTURE	CALL TYPES	FEATURES
Corporate Flexi-Plan 1	Volume	All Calls	Monthly Fee \$65 per account, max \$500 per customer. Discounts 6% local and 6% – 10% STD, IDD.
Corporate Flexi-Plan 2	Volume	All Calls	Monthly Fee \$100 Discounts 6% – 25%.
World Bonus 5	Destination	IDD	Monthly Fee \$4, 1st \$5 free plus Discount 5%.
World Bonus 8	Destination	IDD	Monthly Fee \$4 Discount 8%.
Total Call Saver 5 (CLI – NON CLI ACCNTS)	Volume	All Calls	Monthly Fee \$5 Discount 5%.
Total Call Saver 6 (CLI – NON CLI ACCNTS)	Volume	All Calls	Monthly Fee \$15 Discount 6%.

Family & Friends	Destination	STD & IDD	Monthly Fee \$1 Discount 10% (Ceiling Applies) 5 STD Nos. or 5 IDD Nos. or any combination.
Business Circle	Destination	STD & IDD	As for Family & Friends.
Select Saver	Destination	STD	Monthly Fee \$1 Discount 10% for one area code.
0011 Destination (20 Countries)	Time	IDD	Monthly Fee \$1 Discounts 20% - 37%. No ceilings apply.
USA, Canada, Germany, Hong Kong, Italy, Japan, New Zealand, Singapore, United Kingdom, Ireland, Malaysia, China, Greece, India, Indonesia, Netherlands, Taiwan, Philippines, South Africa, Vietnam.			
Everyday Saver	Time	STD	Monthly Fee \$2. Discount Sat. 8am - 6pm 65.5% off normal day rate. Discount Mon - Fri 6pm - 10pm, 49.7% off normal night rates. Discount Mon - Sat 10pm - 8am all day Sunday and Saturday 6pm - 10pm, 10% off normal economy rate.

Valid as at February 1994.

TELEPHONES

Touchfone 200

Called "the best standard-supply phone in the world", Touchfones give even the basic home-user advanced features.

- Ten-number memory.
- One-touch redialling.
- Bell volume and pitch controls.
- Pulse or tone dialling switch.
- Colours: ivory, beige, grey.
- Wall-mounting option.



Touchfone Executive

- Hands-free (microphone/speaker). On-hook dialling. Visual display.
- 99-number memory. PIN lock security. Battery back-up. Clock, alarm and timer. Rental package available for disabled customers.

Touchfone 200 – volume control model

- With built-in amplifier and volume control.

Touchfone 200 – hands-free model

- Hands-free with loudspeaker and volume control.

Freedom 100 cordless

- Advanced sound resolution. One-way paging. Mute facility.
- Last number redial. Digital security coding. Low battery indicator.
- Colours: charcoal, beige.

Freedom 200 cordless

- Advanced sound resolution. Two-way paging. Mute facility.
- Last number redial. 10 number memory. Digital security coding.
- Two channels. Low battery indicator. Colours: charcoal, beige.

Slimline 15

- Small, compact "extra phone". Backlit key pad. 10 number memory. Last number redial. Ringer on/off switch. Colours: ivory, pink, red. Not available for rental.

Access 20

- 10-number memory. Hold "in use" indicator. Last number redial. Colours: charcoal, beige.

Access 30

- Hands-free. 20-number memory. Hold, "in use" indicator. Volume control. Last number redial. Colours: ash, charcoal.

Access 40

- Hands-free. 180-number memory. LCD display: time, number, call duration. Automatic retry if busy or no answer. Hold, "in use" indicator. Volume control. Mute. Colours: ash, charcoal.

All telephones can be purchased (which gives them a 12-month warranty) and unless otherwise indicated, can be rented from Telecom shops and business offices.

Telephone Prices

Touchfone 200	\$99	Freedom 200	\$259
Touchfone Executive	\$290	Slimline 15	\$59
Touchfone 200 Volume Control	\$122	Access 20	\$79
Touchfone 200 Hands-free	\$159	Access 30	\$150
Freedom 100	\$200	Access 40	\$249

MOBILE TELEPHONES

Mobile Telephones

Telecom sells and rents a large selection of telephones covering the spectrum in power and cost, here are a few:



Traveller M

- In-vehicle.
- 60-number memory.
- Touchtone dialling.
- Electronic lock.
- Speed dialling.
- Temporary ("scratch pad") memory.
- Call time monitoring.

Traveller K

- In-vehicle.
- Hands-free answering.
- Last 5 number redial.
- "Hot keys" for fast number access
- Call diversion.
- 99-entry memory for number and note.
- Music mute option.
- Secret memories.
- Voice mail-box option.



Wanderer C

- 3 watt transportable (2kg).
- Hands-free operation.
- Cigarette lighter power.
- 30-number store.
- Electronic lock.
- Microphone mute.
- Noise-cancelling microphone.
- 90-minute battery charger.
- Soft-sided bag.
- Optional car-mounting kit.

Wanderer 600

- Flip open/shut. Noise-cancelling microphone. Slimline plus standard batteries supplied. Charge batteries without losing call. Auto answer.
- 30-number store. Add or change numbers. Scroll-through memory.
- Optional car kit. Optional voice-activated dialler.

Walkabout 3A

- Very small. 100-entry memory for numbers and notes. Trickle or rapid battery charging. Power pack can give up to 100 minutes' talk time. Memory search. First-letter memory scroll. Any numeric key will answer call. Optional car kit.

Walkabout 4B

- Clock: time, last unanswered call, time last five calls made.
- Call time review and beep every 60 seconds. Flip antenna plus high-gain antenna. Programmable power on/off. Optional car kit.

Walkabout 5B

- Small and light (225 g). 99 memories. Alphanumeric search.
- 4-line LCD display. 20-number redial. 20-call diary record. Up to 180 minutes' continuous talk time, 2 batteries. Intelligent rapid charger selects lowest battery. Programmable power on/off. Ring tone adjustment. Optional car kit.

Wanderer 3H

- Robust. Standard batteries allow 3.3 hours' talk. 2-level call restriction. Electronic lock. Add or change numbers. Noise cancelling microphone. 30-number store. Optional car kit.
- Temporary ("scratch pad") memory.

**For information on prices and delivery call Telecom Mobile
Phones on 018 018 111**

PAGING SERVICES

The largest land-based network in Australia, Telecom Paging, covers over 100 localities including all capital cities. Duplicated with stand-by equipment for reliability.

Alphanumeric pagers

- Messages up to 230 characters long.
- Delete messages.
- Battery warning.

Numeric pagers

- Numeric messages sent via tone telephone or encoder.
- Built-in clock.
- Reminder of unread messages.
- Battery alarm.

Tone pagers

- Up to nine paging numbers.
- Nine tone alerts.
- Emergency over-ride including memory mode.

**For information on prices and delivery call Telecom Paging
Network on Freecall 1 800 811 888**

ACCESSORIES & DISABILITY AIDS

Extension cord

- 10 metres long.

Wall mounting kit

- Mounts any Touchfone 200 except Executive.

Finger guide

- Keypad overlay for Touchfone 200. Free on request.

Large number ring

- For dial telephones. Free on request.

Mode 3 adaptor

- Plugs into existing socket to allow connection of two devices.

Loud alarm

- Can be connected to one or two lines.

Ringers

- Three models available. Contact the nearest Telecom Business Office.



PAYPHONES

There is now a wide variety of Payphones available, some operated by Telecom, but most for purchase or rental by businesses or individuals. The cost of the payphone can be offset as the difference between the rate set for call costs and the Telecom call charge is retained by the lessee.

Goldphone

- Multi-coin operation.
- Robust – Suitable for unsupervised locations.
- Local, STD and IDD calls.
- Coin phone, or use display to cost user's phone call for later charging.

Bluephone

- Multi-coin or coin-free modes (key switched).
- Local, STD and IDD.
- Call costs to users can be set, but Telecom tariff does not change.
- Will display credit on LCD screen.

Creditphone

- Will take most credit, EFT or savings bank cards.
- Found at airports, terminals and hotel foyers.
- Charges appear on credit card or bank account statement, recorded for business expenses.
- Not available for private hire.

CARD SERVICES

Telecard

A calling card that allows calls to be made from virtually any phone throughout Australia, and from over 40 countries worldwide.

- Issued free of charge.
- Convenient -- no coins needed.
- Calls are billed to a nominated home or business account.
- For security, Telecard is issued with a PIN which customers can select themselves.
- A verification fee of 40¢ is charged on direct dial calls, or \$2.00 for operator connect calls.
- In Australia access is direct through the Automatic 1818 Service, the Operator Service or swipe on Telecom Creditphones.
- Call home to Australia from over 40 countries using Australia Direct.®
- Customers may confuse this credit card with the pre-paid Phonecard -- take care.

Phonecard

Use a Payphone without coins: local, STD or IDD.

- Pay for the calls when you buy the card.
- Denominations: \$5, \$10, \$20, \$50.
- Purchased from milk bars, newsagents, Telecom Centres: look for the 'Phonecard Sold Here' sign.

Budget Payment Card

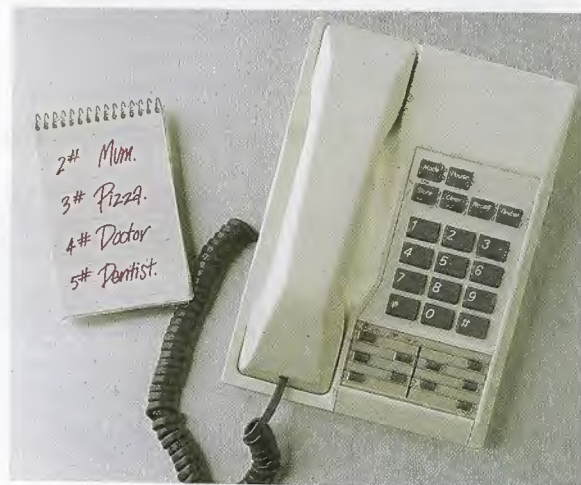
Pay off your phone bill as money's available - particularly attractive to pensioners or anyone who doesn't want to face a big bill.

- Deposit any amount \$10 or more.
- Any Telecom Centres, Post Offices or Westpac Bank branches will accept payments.
- The card is free.

EASYCALL

Easycall introduces features previously unavailable to the domestic user. Features include:

- Call Waiting -- If you are engaged on a call and another call comes through, the first call can be put on hold and the second call answered. You can swap between calls by pressing two buttons.
- Call Diversion -- Three options are available: immediately divert calls to



anywhere in Australia (including mobiles or pagers); divert calls to another local number when your phone is engaged or divert calls to another local number when your phone is not answered.

- Call Enquiry/Conference – Call two people from your phone at the same time for three-way conference calling.
- Call Control – Restrict the types of call made from your phone by the use of a PIN number.
- Abbreviated Dialling – Store up to 60 frequently-called numbers and access them by dialling a 2 digit code.
- Delayed Hotline – Program an emergency number and four seconds after the receiver is lifted the number is automatically dialled.

EasyCall Costs

One facility.....	\$2.00/month
Two or Three facilities.....	\$4.25/month
Four facilities.....	\$4.78/month
Five facilities.....	\$5.31/month
Six Facilities.....	\$5.84/month
Additional rental for abbreviated dialling memory above 8 numbers:	
40 number store.....	\$1.10/month
60 number store.....	\$2.10/month

FAXSTREAM

The Faxstream service provides facsimile transmission with greater reliability, speed and quality through digital transmission. Call charges are cheaper over longer distances. Options available include:

- Broadcasting a single fax to up to 3200 addresses simultaneously
- Security: confidential faxes can be sent to a private fax mailbox.
- Delivery options: timed, economy or urgent.



- Bulletin boards.
- Delivery or non-delivery notification.

Contact Freecall 1 800 055 055.

CALL DIVERSION

Redirect calls automatically to anywhere in Australia.

- Switched at exchange.
- Callers do not know they have been diverted.
- No loss of voice quality.

0055 - INFORMATION ON THE DOUBLE

Telecom provides the network and billing facility for the 0055 information service, but the messages are provided by over 4000 private companies, with information available on interest areas ranging from horoscopes to medical advice.

0055 is accessed by dialling the 9-digit number corresponding with your choice. Some 0055 services are listed under 'D' in the Telecom White Pages.

FREECALL 1 800

A Freecall 1 800 service allocated to a company allows customers or staff to phone that number from anywhere in the state, Australia and some overseas countries for free (except for calls from a Mobile Phone where a mobile surcharge applies.)

Lessees are able to tailor their service to best meet the needs of their business with the option of choosing their call collection areas based on their calls. They can also have multiple answering locations all using the one Freecall number with calls from different area codes going to different offices/answering locations.

The prefix for Freecall services have recently begun to change from 008 to 1800 as part of Austel's 10 digit numbering plan. Telecom are providing a transition period of at least 2 years so customers can choose the time that best suits them to make the change and Telecom will double

trunk both 008 & 1 800 so calls made to Freecall services using either prefix will be switched through to the correct number.

Contact: 13 2000

CENTEL

The features of a PABX (call waiting, transfer, etc.) but without costly equipment being installed in the customer's premises. This exchange-based intelligent technology links offices round the country like they're next door.

COMMANDER SYSTEMS

Key telephone systems which cater for small businesses and residents through to large businesses.

- 1 to 80 outside lines.
- Up to 96 extensions.
- Answered and transferred from any extension.
- Intercom and paging.
- Hands-free and on-hook dialling.
- Abbreviated dialling.
- Conference calls.
- Music on hold.
- Call waiting.
- Commander D connects to computers and facsimiles; can record call details; can work as an addition to an existing PABX.
- ISDN compatible.

INTEGRATED NETWORK SERVICES

CustomNet

CustomNet services enable customers to take full advantage of the modern technology of Telecom's network through tailored solutions to meet customers' needs. CustomNet uses advanced software and network databases to remove the limitations of private networks and premises-based alternatives.

CustomNet services currently include:

- Horizon – Like a private network, but without the cost. Will link all of a firm's locations, including important customers or suppliers.
- Spectrum – The flexible alternative to a PABX. Advanced call-handling features, yet the switching equipment resides in the Telecom network.
- CustomNet One 3 – One easy-to-remember number for all locations of your business, with the inbuilt flexibility of call diversion and handling.



ISDN

The high speed, high volume, totally digital network that will revolutionise communications: voice, text, data and image all along one channel.

Private lines

Private lines are an important Telecom service. New technology has provided virtual lines with the private line features, more economically than ever before.

Voice mail

Exchange-based message service: computerised voice storage and retrieval for up to 500 mailboxes, 12 hours of confidential messages.

No one expects you to know all the features of these intricate products, so utilise the Customer Relations Help Line on **1 800 677 677**, and arrange for a specialist to call your contact.



DATA SERVICES

High-integrity data transfer is now a top priority for most businesses. Only by focusing on the customer's total business operation, assessing the current data transfer capabilities and discussing future trends can we advise which data service or combination will best fit the customer's needs.

You should arrange for a sales executive to discuss the matter with the customer, or call the Customer Relations Help Line on **1 800 677 677**. Our range of services for data transmission includes:



DDS
Digital Data Service. A dedicated, Australia-wide digital data service for economical data transfer of medium and high volumes between fixed points over distances exceeding 10km.

Datel
Suited to short distance data transfer as it uses the telephone network to access single or multiple destinations.

Austpac

For widely dispersed businesses needing to transmit small to medium volumes of data on a regular basis.

DMS

Digital Metropolitan Service. Provides quality digital transmission of data only within metropolitan areas, for medium to high volumes.

Keylink

The "electronic mailbox". Allows a customer to send, from his computer to another computer anywhere in Australia or around the world: messages, letters, spreadsheets, telexes, faxes, even complete computer files.

Infonet

The international data service which allows customers to transmit large volumes of data, electronic transactions or graphical information around the world. Offers a large range of data speeds and high-security transmission.



Telecom Plus

Tailors applications for customers using communications and computing products like Tradelink, EDI EDGE, Keylink (above), X400 and the international SprintNet value-added network.

Services include consultancy, technical, after-sales support and software. They are mainly provided to the finance and insurance industries, governments, trade and transport, and the manufacturing, distribution and retail sectors.

Contact number: 1 800 807 324.

Telecom Discovery

Australia's leading electronic information service, incorporating the previous Viatel service. It is accessed by phone using a personal computer and modem. Subscribers pay a joining fee, monthly subscription charges, and for usage.

Information available is widespread, including financial, business, online banking, racing, and connections to international databases.

DIRECTORIES

White Pages

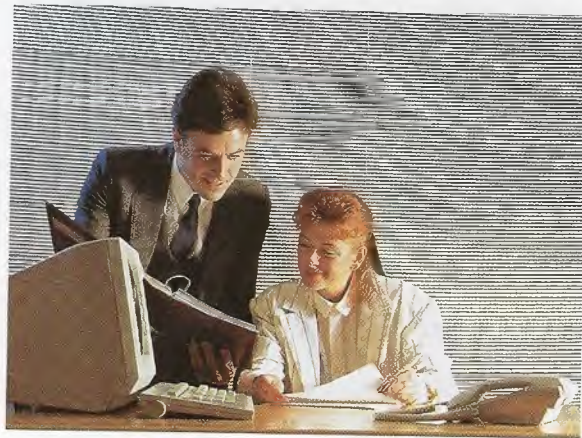
The Telecom White Pages are printed directories which list all business and residential customers by alphabetical sequence. In addition to the standard free listing with name, address and telephone numbers, listings can include chargeable information such as fax and mobile numbers as well as other information such as department's name or division functions. There are 55 White Page directories around Australia. Customers may also enhance their listings with the use of bold or super bold print. The White Pages also contains a large amount of community, telecommunications and emergency information.

Yellow Pages

Yellow Pages™ is the only comprehensive business directory available nationally. For more than 20 years, the Yellow Pages advertising medium has brought together businesses and professionals wishing to advertise. The Yellow Pages Directory offers a wide portfolio of classified headings and ad sizes. The Yellow Pages Directory provides information about an extensive range of goods and services available in the marketplace. In most cities it also contains a Get About™ guide, an extensive colourful section informing the user of the most prominent areas, events and attractions of the city. Along with this, it's important to remember that advertisers invest in the Yellow Pages business directory product because there continues to be a high usage by consumers of all ages.

Electronic White Pages

Online access to the daily updated national White Pages database can be gained direct from your PC, midrange or mainframe computer system. This high performance solution is ideal for businesses that need fast access to current directory information. With customers ranging from banks and insurance companies to government departments and freight organisations – the possibilities are endless.



Telecom Business Finder (Electronic Yellow Pages)

One CD-ROM disk holds the contents of all 55 issues of the Yellow Pages™ Directory. This information can be instantly accessed, sorted, merged with customer and prospect databases and even printed out as address labels. It is an invaluable tool for many applications including prospecting, market research, sales territory definition and competitor monitoring information, as well as business communications information. For further information please call Warwick James, Marketing Manager on **(03) 896 4491**.

Environmental Management Plan

In 1990, Telecom developed an Environmental Management Plan (EMP) for its directories. The plan commits Telecom to produce, collect and recycle its directories in an environmentally responsible manner. As a result of this plan, Book Muncher™ collections have been implemented in all state capitals and selected regional areas.

Book Muncher™

Book Muncher™ is the colourful and friendly character used to promote Telecom's bin-based collection schemes for outdated phone books. Book Muncher™ recycling bins are placed at all BP service stations in the particular area code at the time of delivery of the new phone book.

Collected books are currently recycled into housing insulation and animal bedding, with other opportunities such as kitty litter and horticultural products under active development. For further information please call Helen Carbery, Communications Manager on **(03) 896 4423**.

Spatial Decision Systems

Telecom can provide standardised and consultancy services which help business customers to better understand their own customers by developing customer profiles from comparisons of client database information and census information.

Contact: 1 800 064 572

OPERATOR ASSISTED SERVICES

Conferlink

This service enables us to link customers together in a telephone conference across the nation or overseas – saving time and travel expenses. For booking call **1 800 011 080**.

National operator-connected calls (including reverse charge, person to person or station to station).

Ring 011 or 0176, 24 hours a day. A service fee plus the normal operator-connected call rates apply. Calls are charged in three-minute blocks.

International operator connected calls (including reverse charge, person to person or station to station).

Ring 0101 or 0107, 24 hours a day. A service fee plus the normal operator-connected call rates apply. Calls are charged for a minimum of three minutes and then in one-minute blocks.

Calling information:

If you need more information on your calls, ring 012 or 0102. You can check the cost of calling a specific destination, find out time differences or check area codes.

Ring-back price:

For calls within Australia call 011 and tell the operator you wish to know the cost at the completion of the call. On international IDD or direct dial calls, dial 0012 before the country code instead of 0011 and the operator will call back with a price after your call. A charge of 80c applies to this service.

Australia Direct:

This service offers easy access to a Telecom operator in Australia from over 40 countries. Either reverse-charge calls or Telecard calls can be made through an Australian operator thereby avoiding the difficulty of talking to non-English speaking operators and you may save on costly hotel surcharges. This also keeps customers' revenue in Telstra as opposed to overseas carriers. Calls are charged in Australia at the applicable rate for an operator-connected call to the country being called from plus a service fee.

Wake-up/Reminder calls:

Book wake-up and reminder calls on 0173. You can book a permanent series of calls or just a one-off. A charge of \$1.20 for booking plus 55 cents for the call applies.

Telephonist Hire:

Providing trained professional receptionists and telephonists to Telstra and external customers, Telephonist Hire offers a flexible, cost-effective service, catering for both permanent and temporary needs. Phone **(03) 634 7980** for information.

Directory Assistance:

You can call 013 or 0175 for directory assistance throughout Australia. For your international directory assistance enquires call 0103.

Emergency:

Call 000 and tell the operator what emergency service is required and you will be connected. This service is not charged.

TELSTRA MARITIME

Mobile radio services in the MF, HF and VHF bands are currently operated from six Communications Stations strategically located around the Australian coastline, with some 40 VHF installations representing more than 70 individual VHF channels, each providing automatic Seaphone services.

Telstra Maritime's communications services provide extensive coverage to vessels in both the Indian and Pacific Ocean regions, plus a wide range of public communications and safety services to the Maritime, Aeronautical and Fixed and Mobile Outpost markets.

Contact: (02) 901 2030

BROADCASTING SERVICES

Responsible for the transmission services that make up the ABC and SBS Television and Radio Networks, Products include:

- Design and construction of radio and television facilities.
- Network management for radio and television facilities.
- Consulting in radio frequency facilities management.

FLEXCAB

The world's best billing system.

FLEXible Charging And Billing. This system will allow our bills to be used not just as a collection system, but as a marketing tool.

It allows us considerable flexibility and gives Telecom the competitive edge by offering a range of benefits which will deliver value to the customer.

- To quickly modify call charges and implement pricing plans and discounts.
- Tailor invoices to the customer's accounting requirements: organisation structure, departments, locations, etc.
- Group all products and services for each customer: traditional products, usage products, pricing plans and reporting services for example, with one consolidated bill for the customer, however many locations and divisions may be involved.
- Provide new range of documents for the customer: invoices, service and equipment inventories, discount memos, credit notes, etc.
- Customers can choose what information to be given and will also be able to choose the way they wish the information to be presented.
- New products can be swiftly introduced and implemented.
- Staff can view and check bills on screen before they are printed, and improve the method of handling disputed bills and adjustments.

FLEXCAB provides an integrated, highly developed, quality controlled billing system – another example of world's best practice within Telecom.

TELE-MARKETING

Telemarketing Advisory Service

Telemarketing is one of the most efficient ways to make sales calls, receive orders and provide excellent customer service. Telecom's consultants are the leading advisers in this field and our consultancy is free. We advise on:

- Database arrangement.
- Software applications.
- Training.
- Operating procedures.
- Design and layout.
- Telecommunications services and equipment.

There are also a range of training packages available at competitive prices.

National Telemarketing Centre

Telecom has one of the world's largest telemarketing centres to deliver high quality sales and service to our customers.

Located in Burwood, Victoria, it has the capacity to handle 10 million calls a year either inbound or outbound, selling Telecom products such as Easycall, Flexi-Plans, Telecard, 1 800 and many more.

The Centre is a fine example of the introduction of world's best practice in Telecom which will enhance our position as market leader in telecommunications in our region of the world.



MARKET RESEARCH

In a competitive customer-responsive culture, the provision of market based information is critical.

Telecom undertakes extensive market research in areas such as customer perceptions, attitudes in such areas as products and services, advertising, pricing and customer service, and how Telecom is performing against competitors.

Telecom receives many queries from the public relating to market research issues, ranging from verification of authenticity to concerns with privacy.

The following are commonly asked questions and the response given:

Question: Why are we being asked questions about personal matters such as income, marital status, age?

Response: The information is used for analysis purposes only. Under the Australian Market Research Society's code of conduct, all information provided by individuals is treated confidentially.

Question: Why have I been contacted on my silent line?

Response: Some telephone surveys involve contacting people by a method that involves dialling numbers. There is no way of knowing which ones are silent lines.

If you are not able to provide an answer that fully satisfies the customer, the query should be referred on to either the Customer Relations Help Line or to one of the market researchers listed below:

Gail Thomson, Corporate Marketing	(03) 634 2720
Cliff Howard, Consumer	(03) 634 6675
Bopha Roden, Commercial	(03) 634 6675
Caroline Dunzinger, Corp & Government	(03) 634 2041
Philippa Dowle, International	(02) 287 4516

Megan Susnja, Mobiles	(03) 412 1909
Valma Gayford, Payphones	(02) 895 9763
Lloyd Edwards, OAS	(03) 634 7964

There may be occasions when this information may help you in your own work. If so, please discuss your needs with our Market Research Team.

When handling market research related queries it is important to obtain as much information as possible. In addition to the details of the query, the information that should be obtained if possible includes:

- Whether it is a business or residential customer.
- When, where and by what means was the survey conducted, e.g., by telephone, mail or personal contact
- What was the nature of the survey – what were the questions about?
- Was the market research company conducting the survey identified?

This is a requirement for all market surveys.

- Was Telecom specifically identified?
- Any other information.

INTERNATIONAL SERVICES

International Toll-Free

From overseas, call any Australian number with the call cost charged to the service holder.

Freephone

Uses network intelligence to tailor a Toll-Free call. Customers can direct calls to appropriate offices; calls can be routed according to the time of day or the day of the week.

Contact (02) 287 5698

VisaPhone

Visa card holders can make local, long distance and international calls from virtually any phone in Australia, or from the UK, USA, Hong Kong, or 12 other countries. But customers must enrol with Visa for the service.

Contact (02) 287 4493

Telex

As well as Telex terminals, messages can be sent from personal computers and word processors, to over 200 destinations.

Faxlink

The PSTN fax service on 0015 provides optimal speed and quality transmission.

Easifax

Fax service with an international focus offering:

- Broadcasting (up to 20,000 numbers).
- Store and forward.
- Page based tariff.
- Enhanced reports and billing options.

- Delivery confirmation.
- Automatic redial if busy.
- Messages transmitted to our fax network.

Contact (02) 287 5596

World Info

Interactive voice messages for international callers. Not available within Australia.

Contact (02) 287 5527

Radio and Television

Satellite and cable connections and full support services for broadcasters.

Contact (02) 287 5175

Switched Digital

Dial-up ISDN for video conferencing, lease back-up, file and image transfer, Group 4 fax. Available to 18 international carriers.

Contact (02) 287 4467

Call Plan

International Virtual Private Network: all the features of a private network, using public lines. Includes tailored numbering plans, manageability and control.

Contact (02) 287 5181

Digital Voice

High quality, private, voice-only line for international point-to-point communications for PABXs and private voice lines.

Contact (02) 287 5144

Analog Voice/Data

4 KHz voice grade private line for analog, fax or low speed data. Used for voice or data when no digital alternative exists.

Fastpac

Connects LANs and mainframes into secure, reliable private networks, to share software, hardware and other computer resources.

Managed Networks

Customised solutions to world-wide communications needs.

Includes network design, configuration, implementation, operation and round-the-clock technical support.

Contact (02) 287 4797

Hubbing

Regional Headquarters (RHQ) is a strategy to encourage international companies to make Australia their Asia-Pacific base. We can tailor a communications package and assist with government and business introductions, advice, and with regulatory issues.

Contact (02) 287 5887

Offshore Activities

Telstra is extremely active in numerous international markets installing, operating and maintaining telephone and satellite communications systems. Areas and contact personnel include:

Cambodia	Graham Mills,	(02) 287 4191
Pacific (Dama-Net)	Graham Huddy,	(02) 287 4320
Hong Kong	Kevin Wong,	(02) 287 4887
Kazakhstan	Mike Cahill,	(02) 287 4310
Kiribati	Tony Farrugia,	(02) 287 5142
Laos	John Malcolm,	(02) 287 4882
New Zealand	John Spencer,	(02) 287 5880
Pakistan	Boyd Faulks,	(03) 634 6342
Philippines	Oliver Catania,	(02) 287 4105
Poland	Murray Yeoman,	(09) 491 8120
Sakhalin	Mike Cahill,	(02) 287 4310
Saudi Arabia	Boyd Faulks,	(03) 634 6342
Sri Lanka	John Lillywhite,	(09) 491 8110
Thailand	Linda Hemstrom,	(02) 287 4559
USA	Rosemary Senn,	(02) 287 5799
Vietnam	Graham Mills,	(02) 287 4191

WHERE DO I FIND?...

Local Telecom Business Offices	13 2200 (RES) 13 2000 (BUS)
Disabilities	(03) 605 7245
Billing Enquires Relevant No. on customers account.	
Corporate & Government (Large Business)	1 800 803 400
Corporate Marketing	(03) 634 2719
Product Info (e.g: Touchfone200)	1 800 034 433
MobileNet Enquires	018 018 111
MobileNet Sales	1 800 011 511
Paging Network	1 800 811 888
FaxStream	1 800 033 479, 1 800 011 310
0055 Info	1 800 035 055
1 800 Info	1 800 055 055
Phonecard Retail Orders	1 800 024 252
Phonecard Faults	1 800 802 178
Payphones	1 800 655 339
Commander Help Line	13 2999
Message Bank (Voice Mail)	1 800 032 160
Network Plus Hotline	1 800 050 800
Corporate Education Centre	1 800 088 260
Disabilities Unit	03 605 7245

Calling Information.

Operator Assisted Services.....	1 800 650 055
Directory Assistance.....(Country/Interstate) 0175 (Local) 013	
Calling Difficulties.....(Local & STD) 1100 (Overseas) 0100	
0011 Call Costs.....	0102
Operator Connect Rates.....	012
Overseas Info.....	0103
Ring Back Price.....(Overseas) 0012 (ship at sea) 0108	
OTC call card.....	1 800 252 399, 02 287 3001
Number you are calling from (Internal use only).....	19123

Other.

Optus.....	1 800 500 500
Preselection Enquiries (Staff) 1800 626 999 (Consumer) 1 800 626 008	

Override Numbers.

if with Optus, to use TELECOM dial.....	1411
If with TELECOM, to use OPTUS dial.....	1456
Press enquiries on Preselection.....(02) 206 0097, (02) 206 0084	
Telecom Bonds/Prospectus: Corporate & Government.....(03) 634 1111	
Prospectus.....	1 800 033 333 Info 1 800 805 050
Sponsorship Unit.....	1 800 808 687

Translating/Interpreting Service.

To use the Interpreting service, please ascertain the nationality and dialect of the Customer. Explain to the customer that an interpreter will call them back.

Sydney.....	B/H (02) 221 1111 A/H 1 800 112 477
Melbourne.....	B/H (03) 416 9999 A/H 1 800 112 477
ACT.....	B/H (06) 49 8555 A/H 1 800 25 1977
Brisbane.....	B/H (07) 221 5233 A/H 1 800 112 477
Perth.....	B/H (09) 325 9144 A/H 1 800 251 977
Adelaide.....	B/H (08) 213 1999 A/H 1 800 333 330
Darwin.....	B/H (089) 82 2111 A/H 1 800 333 330
Hobart.....	B/H (002) 34 2599 A/H 1 800 333 330

National Telemarketing Centre.

Burwood Reception:.....(03) 203 1400 Help Desk: (03)203 1402	
5/233 Collins St. Floor:.....(03) 632 2270 Help Desk: (03) 302 6018	
5/190 Queen St. Floor:.....(03) 632 4821 Help Desk: (03) 600 4676	
BROCK Support Supervisor Only:.....(03) 632 2214	

Telecard.

Telecard Processing Centre.....	1 800 038 000
Telecard Automatic Service.....	1818
Telecard Automatic Service (from barred phones e.g. hotel) 1 800 051818	
Pick a pin.....	13 1811
Telecard Sales Centre (NTMC).....	1 800 032 032
Telecard Processing Department (NTMC).....(03) 632 6062	

Touch Tone Access	1818
Touch Tone Access (When 1818 not available).....	1 800 051 818
Operator Assist Service	Calling National 11 333
	Calling International 11 332
Calling Overseas- using home phone 0101 - using public phone 0107	
Dial Tone Sender	(03) 597 0185

Difficulties & Faults.

Service faults & credit for wrong nos. National	1100
International	0100
Report Line Fault.....	13 2674

Directory Assistance - STD & Local.

Metropolitan Area	013
Outer Metropolitan/Interstate.....	0175
STD Call Costs & Aust'n Area Codes	012
Telecom Use Only - Local/STD/Comm.....	1 800 088 303

Directory Assistance - IDD.

Verification of 0011 Direct Dialling.....	001100
0011 Call Costs.....	0102
International Ass./Country Codes/Times Zones	0103
International Ring-Back Price.....	0012
Calling Ships at Sea	0108
Overseas Fax.....	0108
OTC Fax Link	0015

Easycall.

Help Line (8am - 5pm, Mon. - Fri.).....	1 800 817 077
Tones Demonstration.....	11 604

Miscellaneous Numbers.

Identifying the no. you are calling from	19 123
0055 Helpline (9am - 5pm, Mon. - Fri.).....	1 800 035 055
Pagers	1 800 807 392
Pager Hotline.....	1 800 811 888
Pension Benefits Hotline (Recorded).....	1 800 032 624
Telephone Book Deliveries.....	1 800 011 843
White Pages (National).....	1 800 810 211
Yellow Pages	(03) 420 4999
Outside Melbourne.....	1 800 113 403

MobileNet.

Nationwide Enquiries018 018 111

NetworkPlus.

Local NetworkPlus Centre.....1 800 050 800

Victoria Only.....1 800 039 059

OTC Card - Between USA & AUST.

OTC Call Card.....1 800 252 399, 1 800 287 3001

OTC Call Card.....Fax (02) 287 5237

Reverse Charges.

Calling Within Australia – using a home phone011

Using a public phone.....0176

Calling Overseas – using a home phone.....0101

Calling Overseas – using a public phone0107

Sydney Overflow.

Sydney Overflow.....1 800 804 717

Telecom Customer Help Service.

General Enquires (8am – 6pm).....1 800 011 333

If you want to add any numbers and/or suggest amendments, please have your supervisor contact Gabrielle Browning on **(03) 203 1011**.


**CONTACT
NOTES**

Customer Name _____

Address _____

Telephone (work) _____ (home) _____

Problem _____

Likely department _____

Comment _____

Customer name _____

Address _____

Telephone (work) _____ (home) _____

Problem _____

Likely department _____

Comment _____

Telecom
AUSTRALIA