

Case Study - Telstra Business - Everyday Difference Roadshow 07

Company Environment

Telstra Business is a major part of Telstra which is the only communications company in Australia that can provide customers with a truly integrated telecommunications experience across fixed line, mobiles, broadband (BigPond®), information, transaction and search (Sensis®) and pay TV (FOXTEL).

Telstra Business is the leading provider of telecommunications solutions to businesses in Australia with services and products to support any organisation. With a National focus and strong integration capacity to bring solutions to its customers, Telstra Business is a driver of innovation for business customers and generates \$4.3 billion in revenue.

Business Challenge

While growing considerably, with increasing competition and rapidly evolving technologies, Telstra Business wanted to create a communication forum with four objectives. 1. Celebrate its previous year's success 2. Present market place realities and share the response Telstra Business was formulating 3. Introduce a challenging revenue goal 4. Reinforce the core values which unite all Telstra Business staff and partners. A consistent National road show was conducted called 'Making An Everyday Difference' and was lead by the CEO and senior executives and Nigel Watts finished the sessions with an interactive presentation on culture and high performance.

The challenge was to engage all staff in the business journey, so that each staff member could associate their day to day work with the overall success of the business. With huge staff numbers and diverse range of products and divisions, the presentation had to be general enough for broad appeal yet powerful enough to enable each staff member to associate with the key messages.

Evolution in Partnership with Future Platform

After a number of orientation meetings and discussions, Nigel generated an interactive presentation which introduced the concept of a unified culture as core feature of organisational success, reminded the audience of the satisfaction and motivation that comes from working individually but with a collective mind set, the synergy created by focusing everyone on the customer experience and the importance of living Telstra Business's six core values through which everyone is united. The core values were reintroduced to the staff after a marginally successful soft launch some months prior.

Business Benefits

The 'Everyday Difference' program was seen as a tremendous success with much greater recognition of the core values and the ongoing financial success of Telstra Business across its client portfolio. In subsequent internal staff satisfaction surveys, this program was credited for re launching the Telstra Business - Every Day Difference Values which will ensure staff are aligned and focused.

At the end of the financial year, Telstra Business delivered an over budget revenue result despite a challenging environment and a diversified product and service portfolio. With a dominant market position, Telstra Business is forced to set its own performance benchmarks and it has achieved this through a co operative approach to customer satisfaction and an assertive sense of competition. All staff knew the business goals and key strategic drivers and the behaviours that would carry them there - it was a valuable unification, alignment and motivation session for all involved.