

SMARTPLAN Automation

Telstra – David Winton – August 2010





Smartplan Automation

Telstra - the utility: Telstra is the largest, the most widespread and the most complex utility in Australia. Telstra currently receives over 600,000 DBYD requests for network information every year

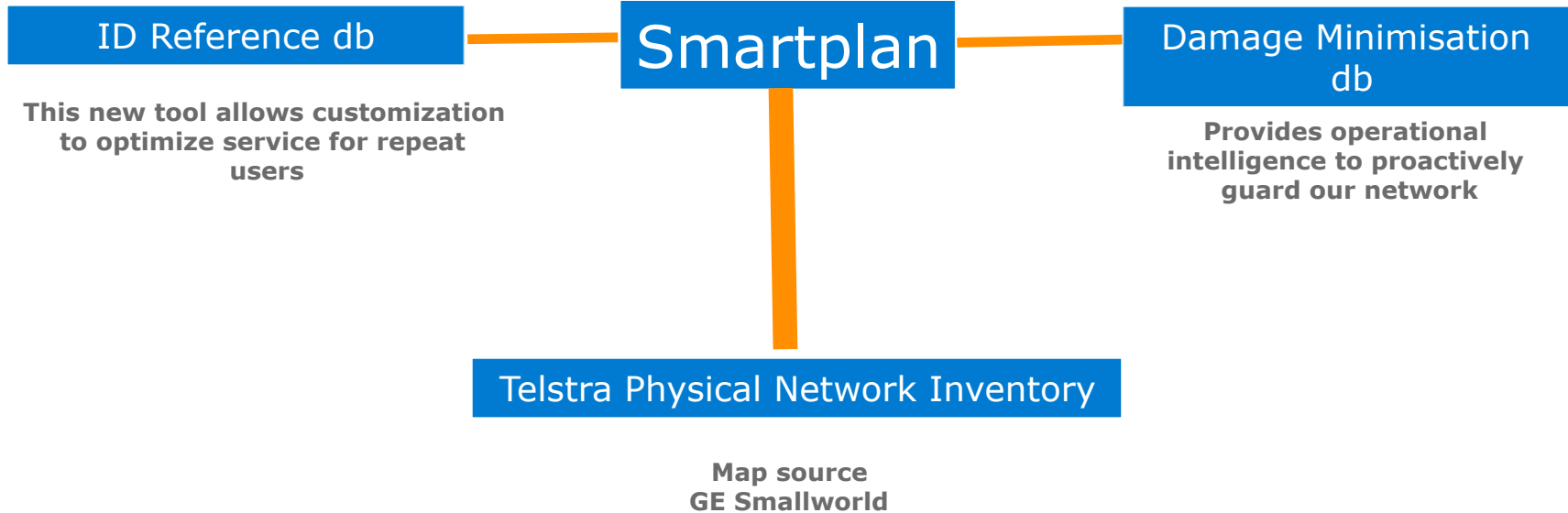
About Smartplan: Telstra's proprietary Smartplan application manages over 5 million pages of data annually, is fully scalable and is a vital tool to minimise customer service interruption and infrastructure damage by others

Smartplan and DB4YD



542,584 emails
27,440 letters
5,402 faxes

624,027 requests 09/10





Project Drivers

- To improve customer service levels
- To reduce damage to Telstra network
- To reduce operating costs



What we did

- Worked with industry partners to deliver proprietary IT, commercial and operational outcomes.
- Re-engineered Smartplan and its interfaces to automate and web enable the map retrieval and delivery process.
- Re-engineered operational processes to delivered extended hours of business and shorter cycle times



Customer Service Improvements

- 48 hr response reduced to 1 hr response
(92% of automated responses being sent within 1 hr of receipt.)
- Operational hours extended from 5 days a week to 7 days a week
- Improved format for users with customisation available for repeat users
- National uniform grade of service

Operational cost reduction achieved - 81%

- *Despite 23% growth in volume 09/10*



Other Benefits

- Improved response for emergency situations (eg directly to site)
- Shortened cycle times assists requestor productivity (eg contractors)
- National uniform grade of service assists requestors in rural areas via mobile computer downloads (saves travelling long distances back to office for plans)
- 65% reduction in posted plans and 100% reduction in faxing. This equates to a reduction of 194,000 A4 prints and 15,470 square meters of large format printing.

This encourages the use of DB4YD and reduces the risk of damage to vital network.