



## How Telstra is using experimentation to innovate & power the next generation of Digital CX



Our approach to experimentation



Driving scale and adoption across the enterprise



Unlocking innovative & optimised experiences for customers – examples!





Connect and continue the conversation

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# At Telstra, our purpose is to build a connected future so everyone can thrive.



## Today – T22 – Strategy of necessity

Telstra is Australia's **leading telecommunications and technology company**, offering a full range of communications services and competing in all telecommunications markets.



## Tomorrow – T25 – Strategy for growth

Telstra2025, our corporate strategy will help us to accelerate the use of Data and AI to create brilliantly personalised experiences that enable our customers to work, learn and play.

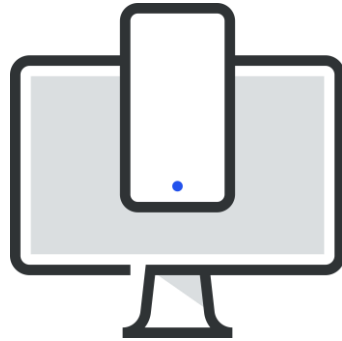


# Telstra has a large and active digital user base allowing us to meet more of our customer needs via our digital channels



**6M+**

Digital Active Users



**4M+**

Active App Users



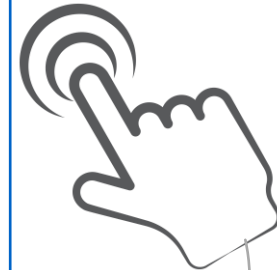
**11M+**

Visits per week



Majority of service transactions are now completed online

Growing trend towards customers purchasing devices and accessories online

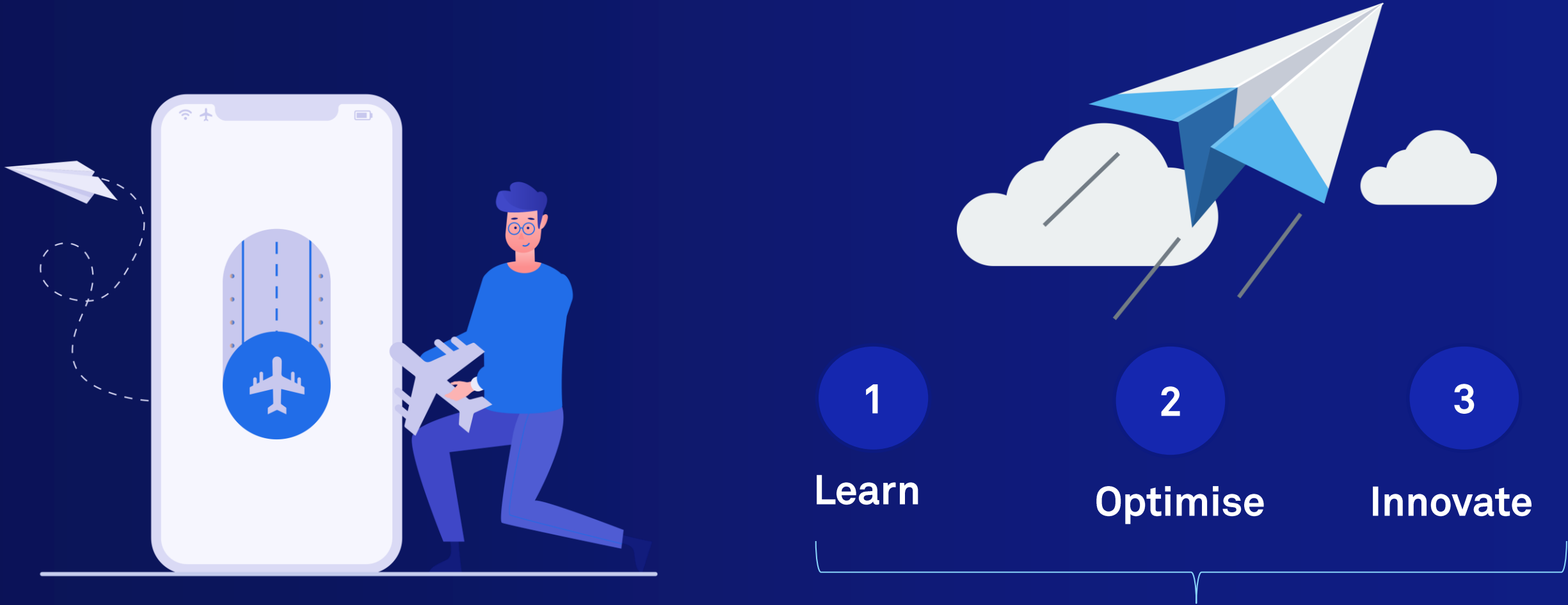




# Our approach to digital experimentation

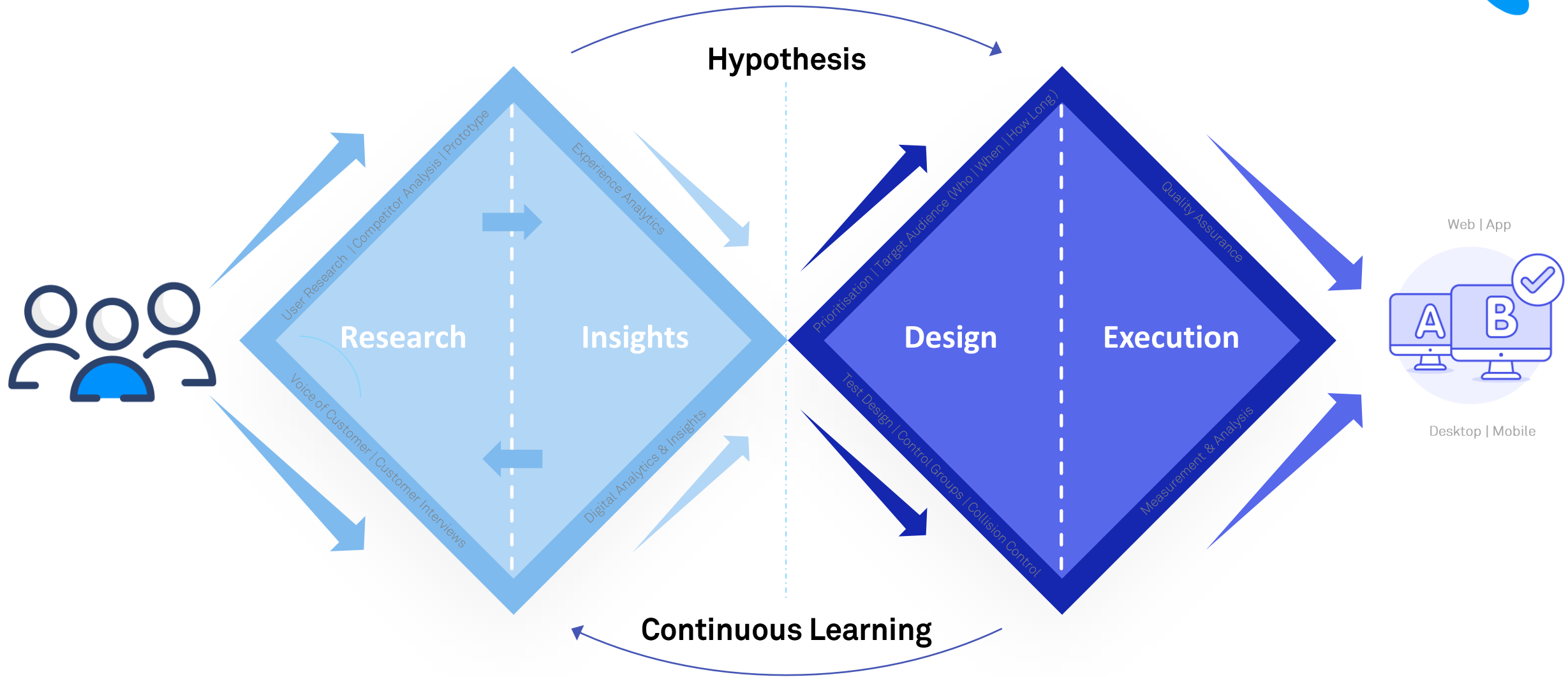


# So, why do we experiment?



We approach experimentation as a means to better understand our customers behaviour and more importantly doing so in a data driven and objective manner.

# Our Experimentation Approach



Learning Vault

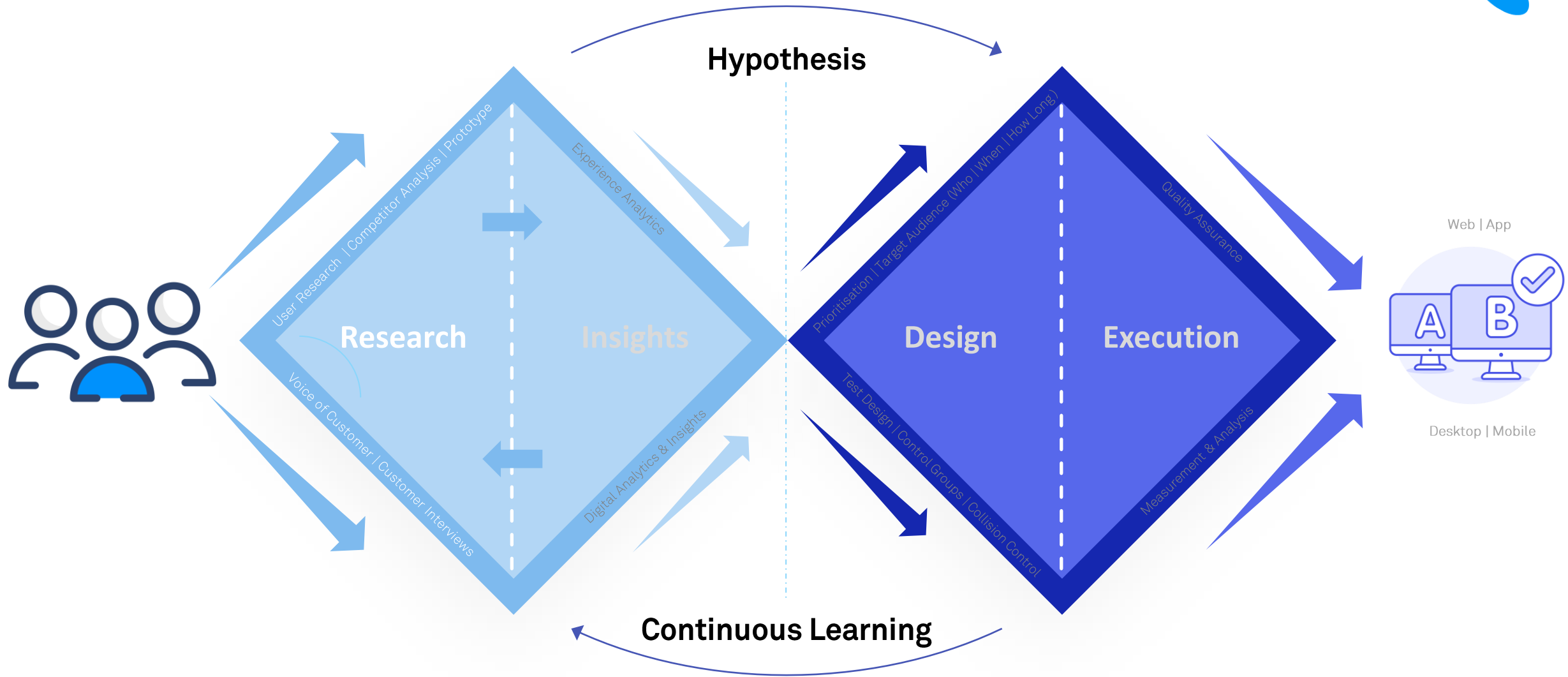
Customer Journey Maps

Targeting Strategy

Goals & Objectives



# Our Experimentation Approach



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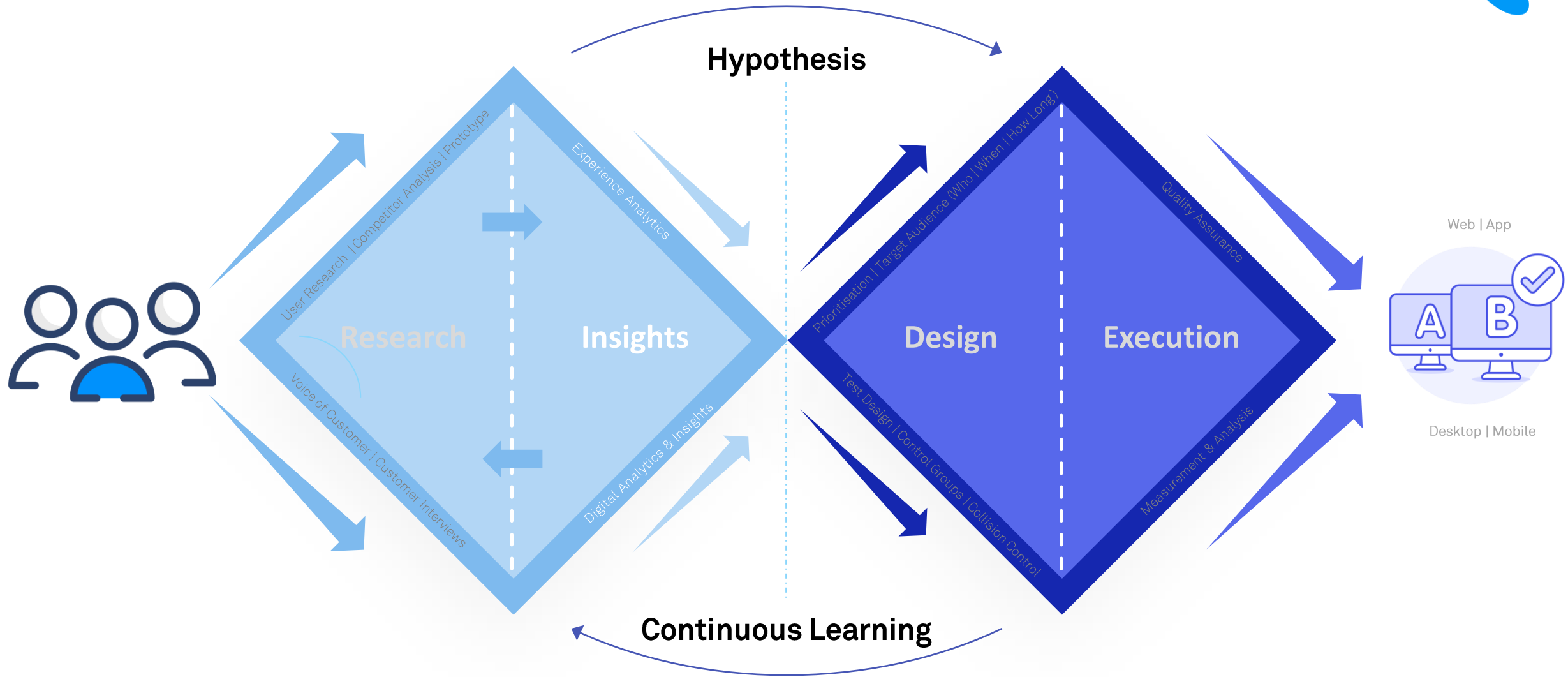
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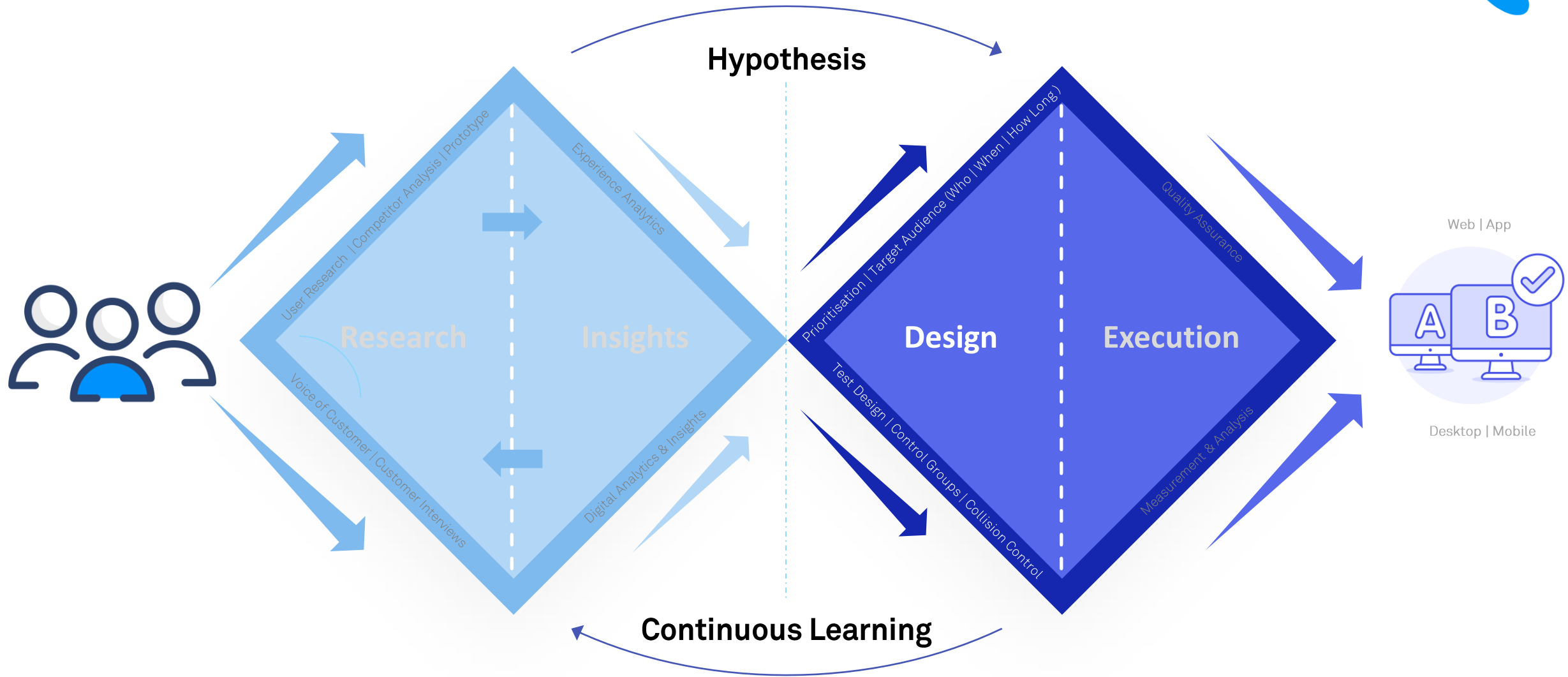
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# Our Experimentation Approach



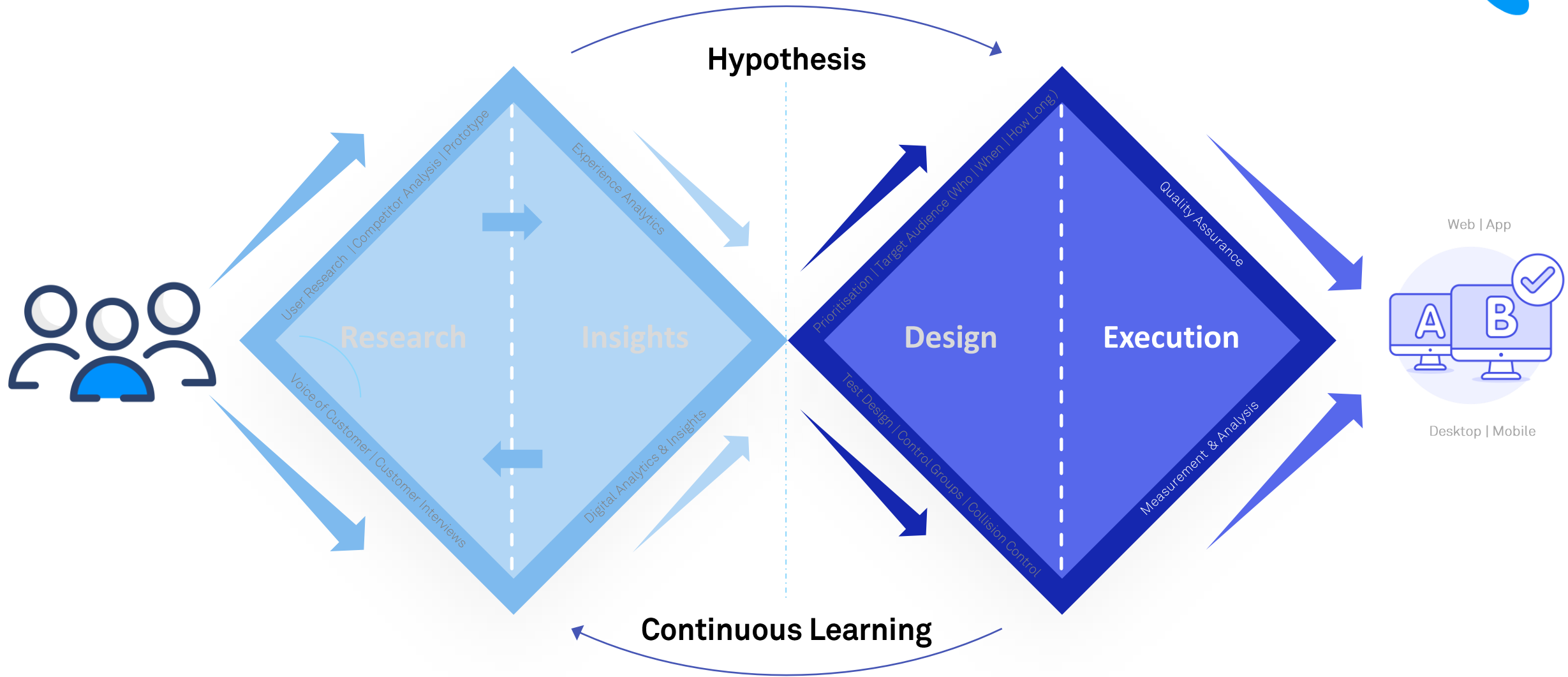
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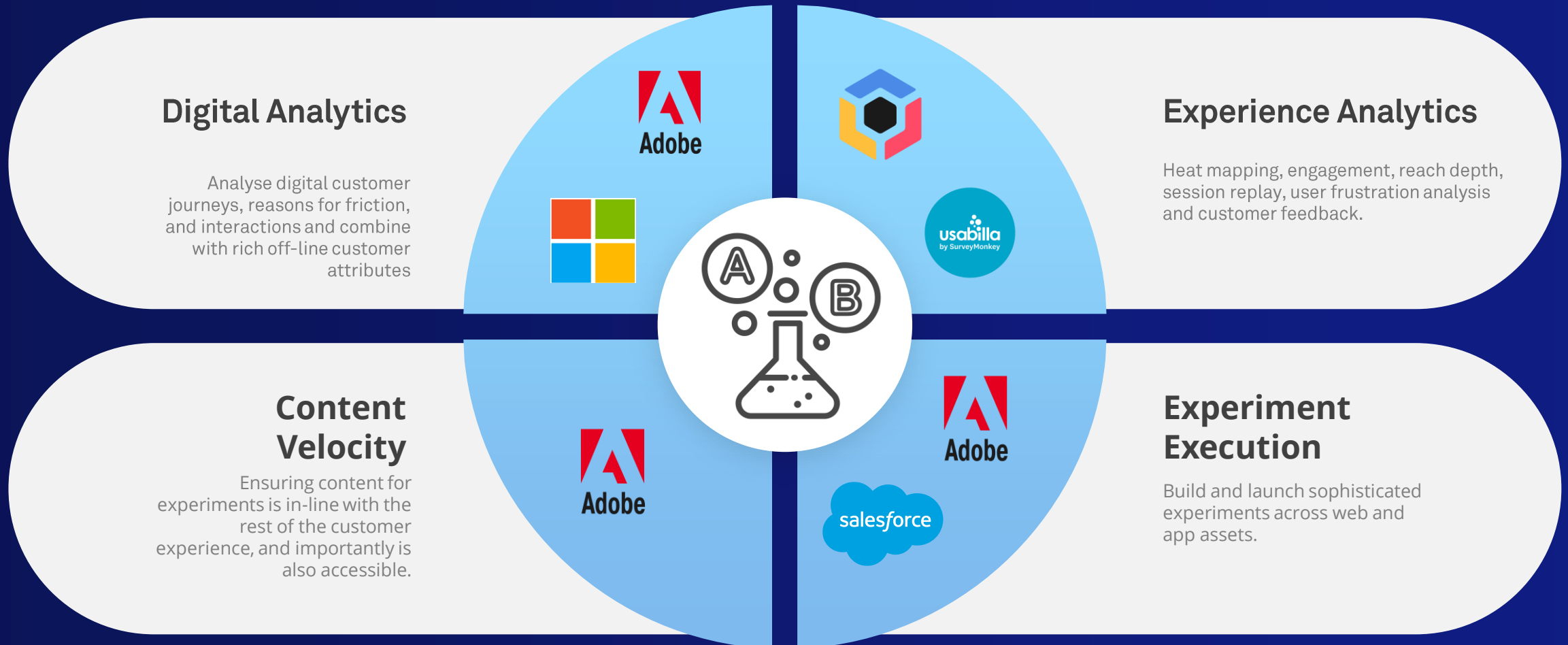
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# What powers our digital experimentation ecosystem?

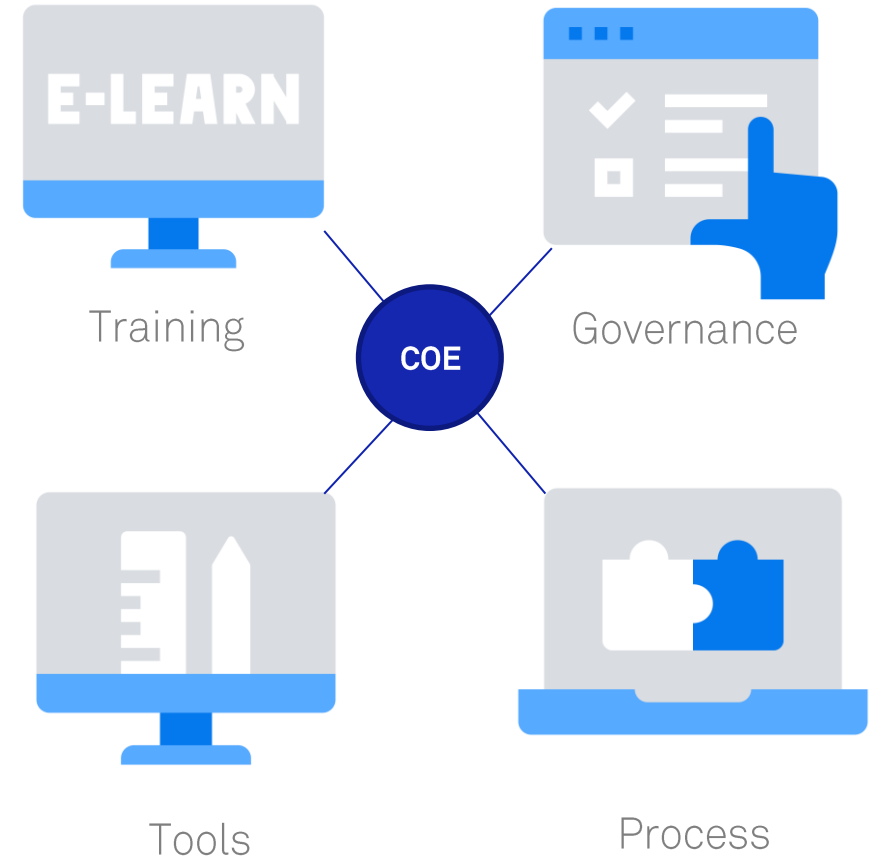
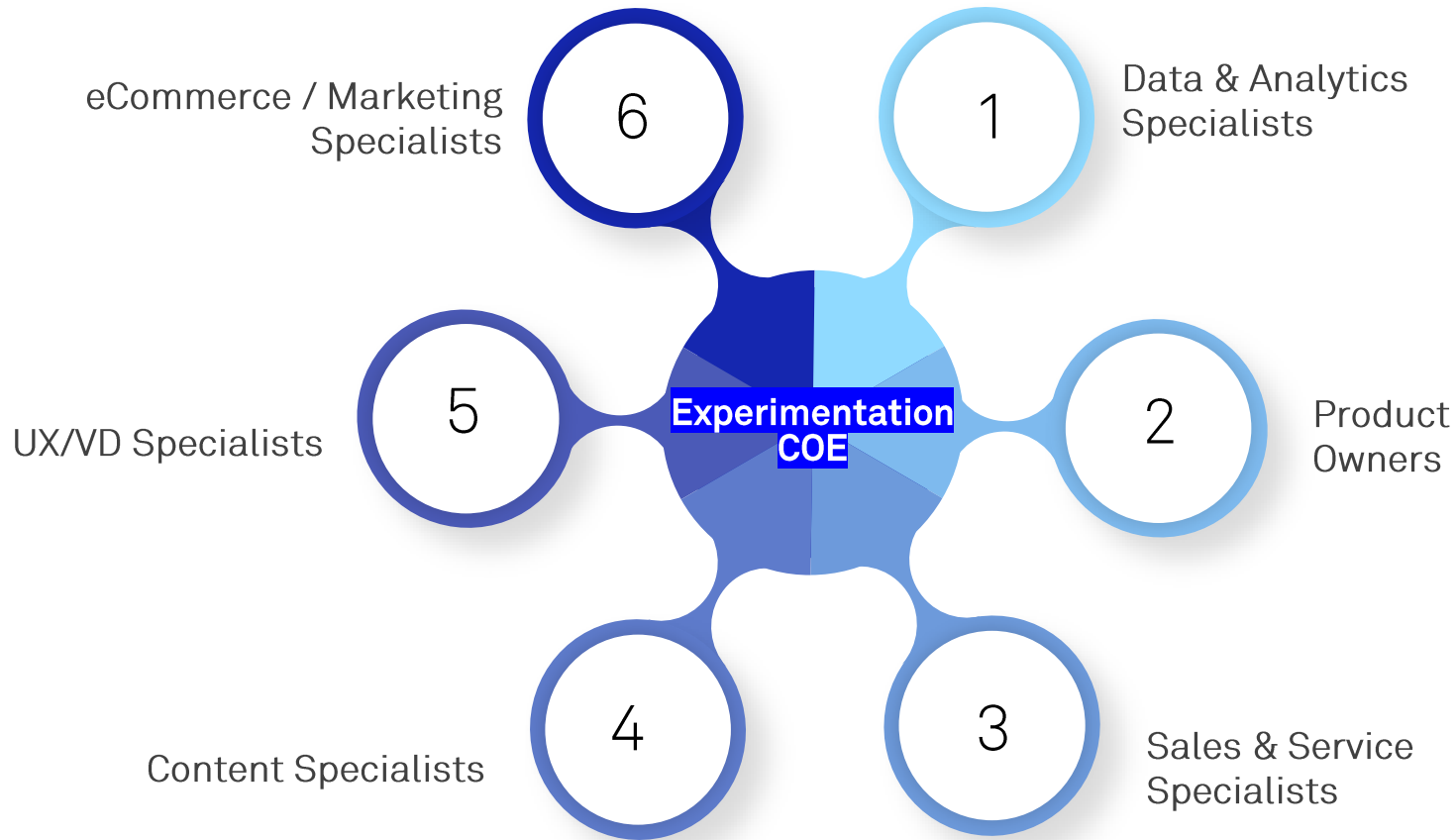


Your ecosystem will look different, but ensure you have the right tools and platforms to power your experimentation program at scale

Driving scale and  
adoption across the  
enterprise

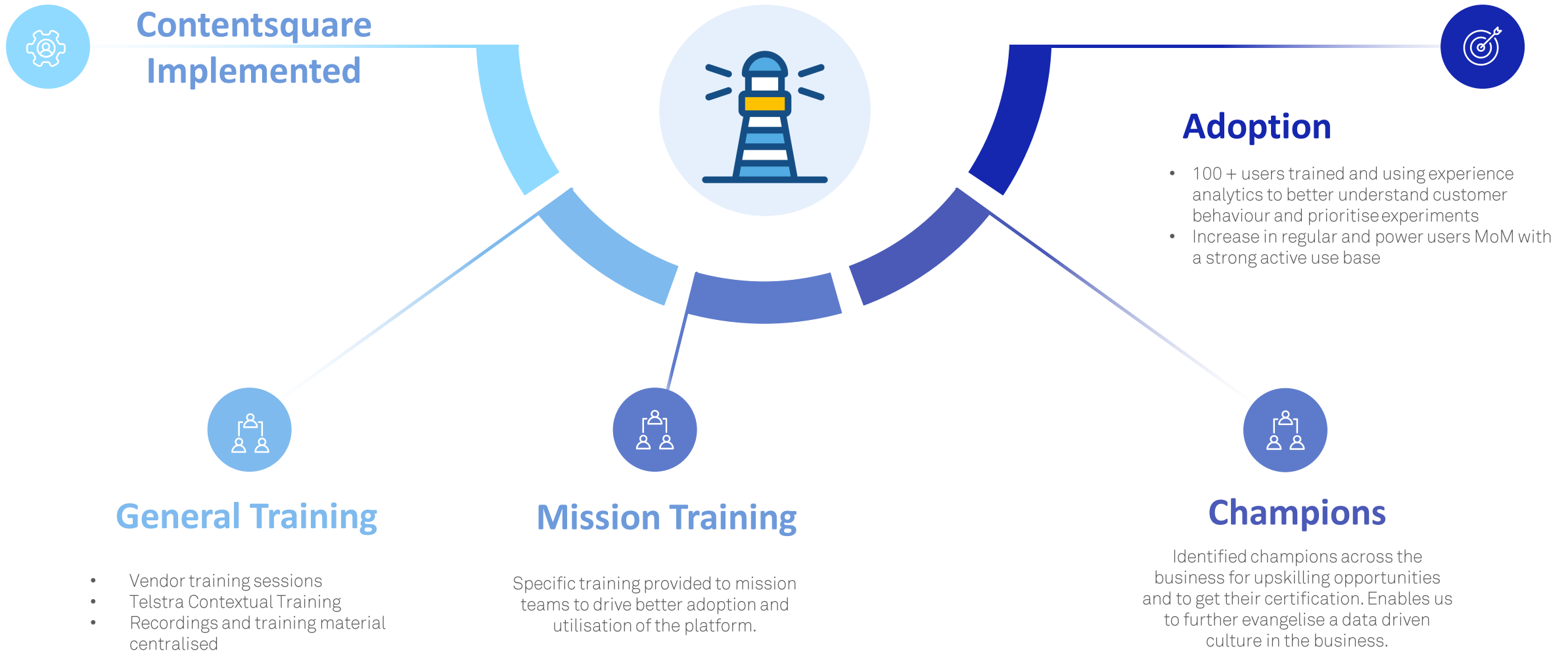


# Empower your teams to experiment and learn



Showcase your experiments and learnings and focus on your experimentation program through executive updates – in our case taking place very month

# Driving Adoption – Our journey with Contentsquare





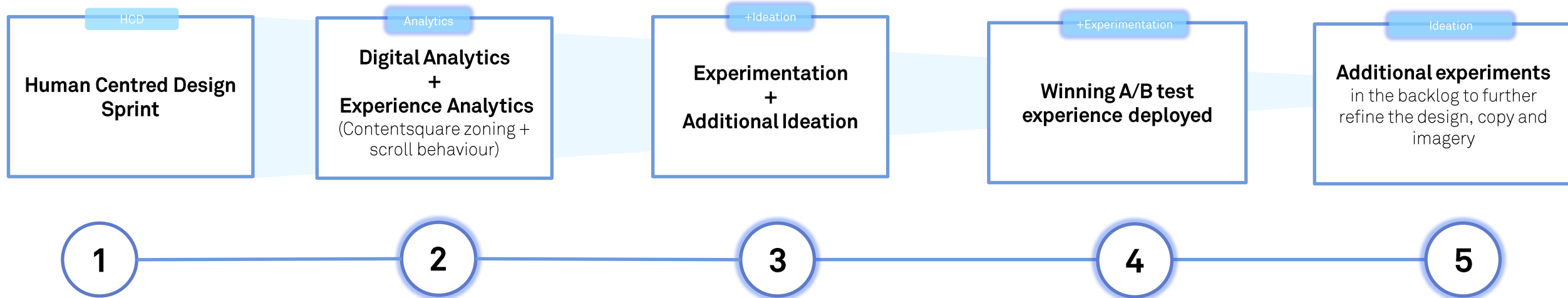
Unlocking innovative &  
optimised experiences for  
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Examples



# Digital Experimentation - Example 1

How might we simplify our fixed product offering?

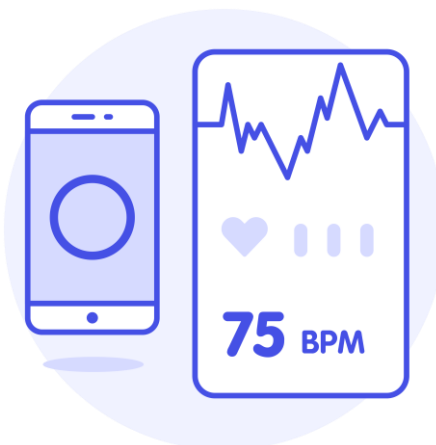


## 2. Choose your month-to-month nbn plan

Need help comparing nbn plans? Try our [Data Guide](#)

500GB Data	Unlimited Data	Premium Internet + Unlimited Data
\$75 per month	\$80 per month	\$90/mth for 8 mths then \$110/mth
For smaller households browsing, streaming HD and gaming	For busy households streaming in HD and responsive gaming	For big households with multiple devices video streaming, online gaming & more
<b>Standard Download Speed</b> 25Mbps typical download speeds (Type 1 line)	<b>Standard Plus Download Speed</b> 50Mbps typical download speeds (Type 1 line)	<b>Premium Download Speed</b> 100Mbps typical download speeds (Type 1 line)
<b>Plan inclusions</b> ✓ No 900 connection fee when you sign up online. Excludes fixed line service ✓ 24/7 nbn Support ✓ 24/7 nbn Support for new customers ✓ Phone line costs & more ✓ 24/7 nbn Support for new customers	<b>Plan inclusions</b> ✓ No 900 connection fee when you sign up online. Excludes fixed line service ✓ 24/7 nbn Support ✓ 24/7 nbn Support for new customers ✓ Phone line costs & more ✓ 24/7 nbn Support for new customers	<b>Plan inclusions</b> ✓ No 900 connection fee when you sign up online. Excludes fixed line service ✓ 24/7 nbn Support ✓ 24/7 nbn Support for new customers ✓ Phone line costs & more ✓ 24/7 nbn Support for new customers
<b>Special offers</b> ✓ 3 months 50% off for new nbn subscribers	<b>Special offers</b> ✓ 3 months 50% off for new nbn subscribers	<b>Special offers</b> ✓ 3 months 50% off for new nbn subscribers

Default Experience - A



## 2. Choose your month-to-month nbn plan

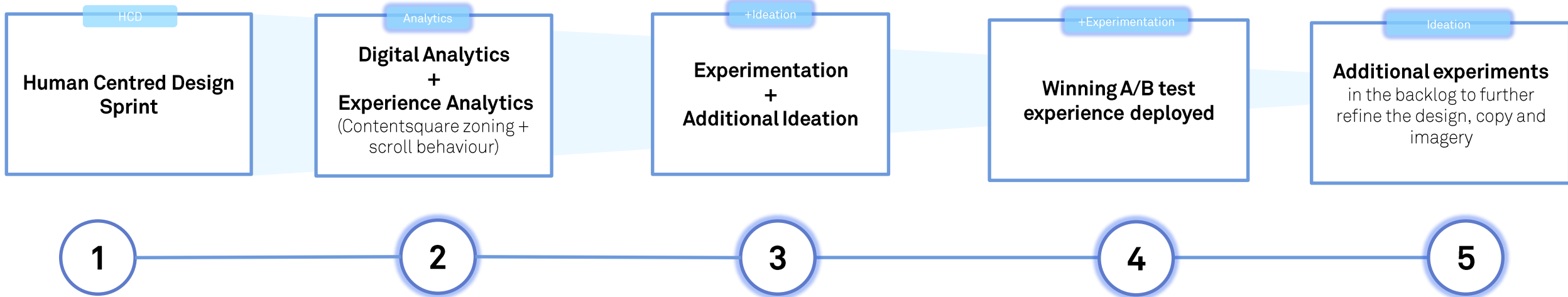
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Standard Speed	Standard Plus Speed	Premium Speed
\$60 per month	\$85 per month	\$95/mth for 12 mths then \$115 per month
For smaller households browsing, streaming HD and gaming	For busy households streaming in HD and responsive gaming	For big households with multiple devices video streaming, online gaming & more
<b>Standard Download Speed</b> 25Mbps typical download speeds (Type 1 line)	<b>Standard Plus Download Speed</b> 50Mbps typical download speeds (Type 1 line)	<b>Premium Download Speed</b> 100Mbps typical download speeds (Type 1 line)
<b>Plan speeds</b> Our plan speed Standard Download Speed Typical plan speeds Type 1 line 25 Mbps download 4 Mbps upload	<b>Plan speeds</b> Our plan speed Standard Plus Download Speed Typical plan speeds Type 1 line 50 Mbps download 17 Mbps upload	<b>Plan speeds</b> Our plan speed Premium Download Speed Typical plan speeds Type 1 line 100 Mbps download 17 Mbps upload
<b>Special offers</b> ✓ 3 months 50% off for new nbn subscribers	<b>Special offers</b> ✓ 3 months 50% off for new nbn subscribers	<b>Special offers</b> ✓ 3 months 50% off for new nbn subscribers

Challenger Experience - C

# Digital Experimentation - Example 1

How might we simplify our fixed product offering?

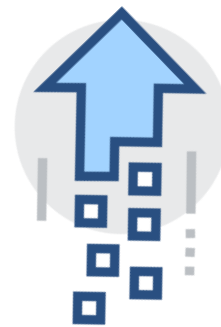


## 2. Choose your month-to-month nbn plan

Need help comparing nbn plans? Try our [DataFlow](#)



**+13%**  
Content Engagement



**+14%**  
Shop Start



**+14.5%**  
Order Submit

## 2. Choose your month-to-month nbn plan

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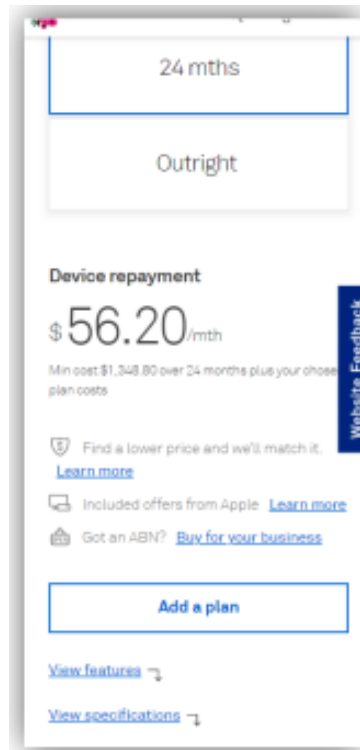
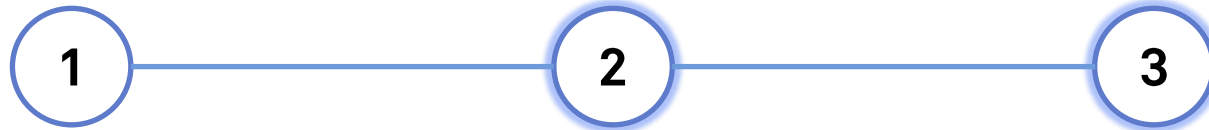
Default Experience - A

Challenger Experience - C

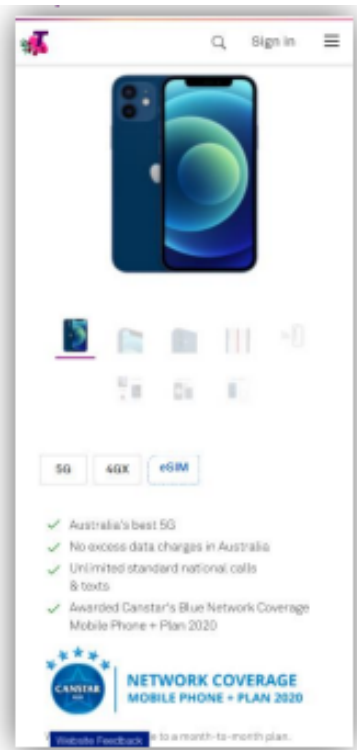
# Digital Experimentation - Example 2



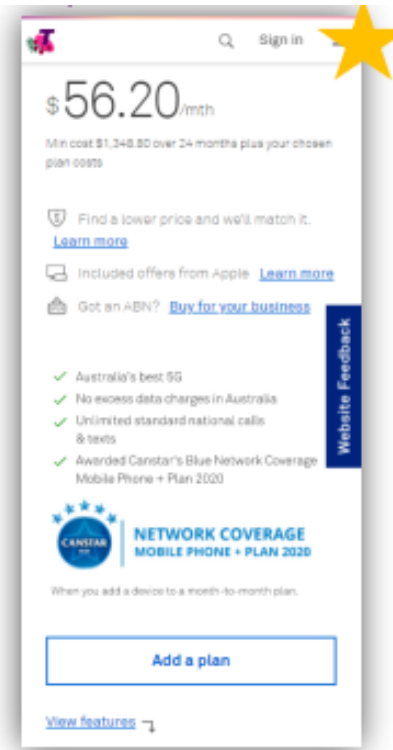
By highlighting a network coverage award, we can instill trust and increase the number of checkouts from our product pages



Default Experience - A



Challenger - B



Challenger - C



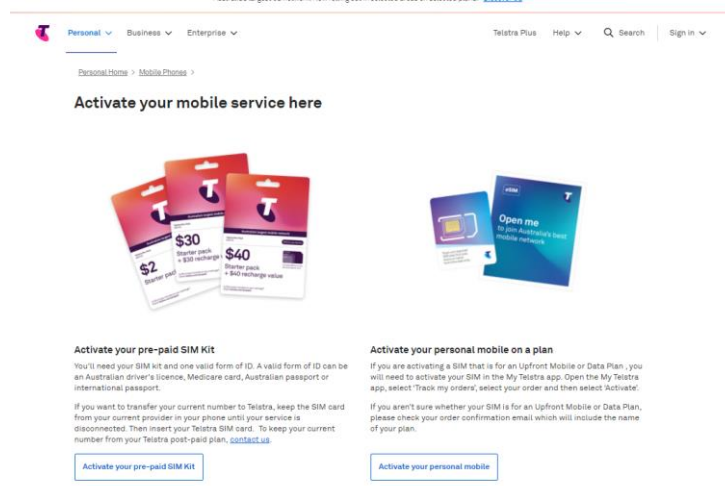
**+13.4%**

**Checkouts**

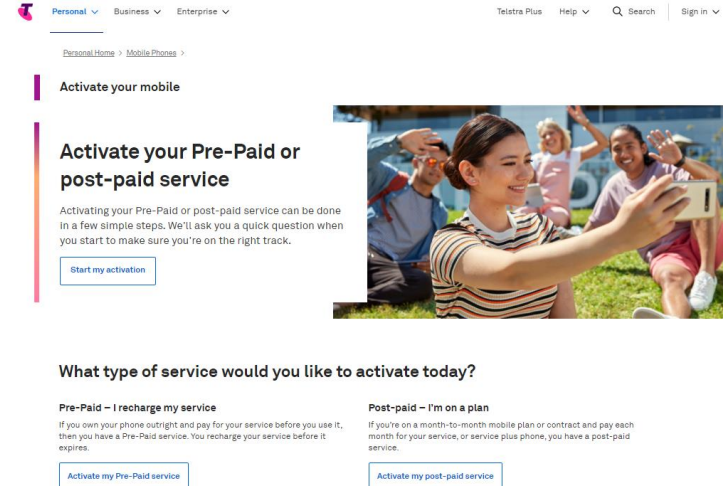
# Digital Experimentation - Example 3



By simplifying the sim activation journey, we can increase the number of successful activations via digital and decrease the number of customers having to contact us.



Default Experience - A



Challenger - B



**+2.6%**  
Activations



**-20%**  
Contact Us Requests

# Here are three digital experimentation takeaways



- 1** Get your digital foundations right
- 2** Empower and enable your teams to experiment
- 3** Promote an experimentation culture



# Here are three digital experimentation takeaways



1

Get your digital foundations right

2

Empower and enable your teams to experiment

3

Promote an experimentation culture





# Here are three digital experimentation takeaways



- 1 Get your digital foundations right
- 2 Empower and enable your teams to experiment
- 3 Promote an experimentation culture



# THANK YOU



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