HD FED:Telstra says call centres must improve

WC 356 words

PD 14 October 2014

SN Australian Associated Press Financial News Wire

SC AAPFIN

LA English

LP

TELSTRA MELBOURNE, Oct 14 AAP - Telstra admits it still has a lot of work to do when it comes to improving the quality of service out of its international call centres.

However, it will continue to increase the use of global providers at the expense of its Australian call centres.

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Speaking to shareholders at the **company**'s annual general meeting in Brisbane, chief executive David Thodey said that was for economic reasons.

He said shareholders had raised the issue of the quality of the service offered by international call centres.

"As a business, we have a responsibility to consider the economies of scale offered by global providers along with the flexibility that gives us in managing fluctuating call volumes at different times of the year," he said.

"This means that our contact centre work here in Australia is declining and will continue to do so.

"We have implemented many initiatives to improve the service we offer our customers, though we still have much to do."

Mr Thodey said the **company** was "committed to building Telstra into a business that has the customer at the centre of every decision, every action, every opportunity, every day".

Telstra has attracted controversy by asking the competition regulator for compensation for falling demand on its **copper** network, as the national broadband network increases the migration of customers away from the service.

Mr Thodey said Telstra "remained committed to acting in the best interests of you, our shareholders, and to maintaining the value of the current agreements".

Telstra's rivals, such as Optus, argue it is already being compensated through an $11.2 **billion** deal with NBN Co and the government to rent out its infrastructure to build the broadband network.

He also said Telstra expected continued low single-digit income and earnings before interest, tax, depreciation and amortisation growth as demand for connectivity in Australia and overseas grew.

That would offset the loss of income from the **sale** of its CSL **Hong Kong** business.

The **company** increased net profit by 14.6 per cent in fiscal 2014 to $4.3 **billion**.

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CO tcoma : Telstra Corporation Ltd

IN i7902 : Telecommunications

RE austr : Australia | apacz : Asia Pacific | ausnz : Australia/Oceania

PUB Australian Associated Press Pty Ltd

AN Document AAPFIN0020141013eaae003pe

