

TELSTRA SUPER SAVES TIME AND BUDGET WITH DESIGN THINKING

Telstra Super was established in 1990 and has grown to become Australia's largest corporate super fund. More recently the business has undergone major change that has impacted people, processes and technology, as well as member experience. As a result, Telstra Super knew they needed to find new tools to support their new way of working, placing Member Experience at the centre of their exploration.



MEMBER EXPERIENCE FIRST

Telstra Super had established a requirement for a CRM implementation as part of their business development, choosing the Microsoft Dynamics Platform to achieve this. The business knew a CRM tool was only useful if it could support the business in a way that ensured their member's experience was the focus.

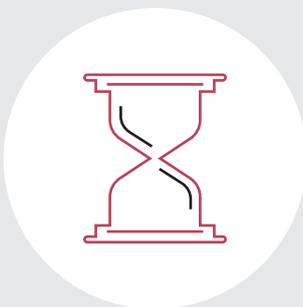
SMS was recommended by Microsoft to Telstra Super as a partner of choice for the design, development and implementation of the new CRM tool.

A NEW WAY OF THINKING

Leveraging the Design Thinking methodology, SMS worked with Telstra Super on an efficient, collaborative and iterative process in which the whole organisation could participate in. In doing this, Telstra Super were able to discover, design, develop and deliver a business case that would change the way in which value is delivered to their customers.

What came next was a development of a new CRM functionality that offered an improved member experience. Using the Design Thinking methodology, Telstra Super saw:

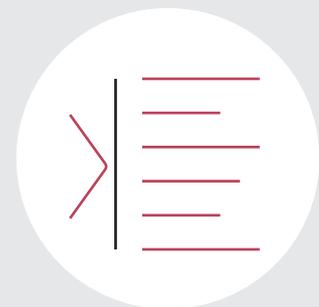
An ability to implement the tool in line with tight timeframes



A new approach to this type of initiative with the learning and outcomes valuable to future projects



A real alignment to their technology modernisation strategy



“Other organisations need to use Design Thinking to get a handle on the customer insights and what they are trying to achieve strategically from a customer experience perspective.”

David Calistro, Head of Strategy and Technology, Telstra Super

TECHNOLOGY MODERNISATION UNLOCKING TRUE VALUE FOR CUSTOMERS AND STAFF

The result was a cloud-based Microsoft Dynamics CRM implementation that enabled a new Financial Planning & Advice model for Telstra Super. The tool includes;

A new client/member interaction booking facility



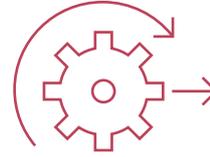
Campaign Management capabilities



Member Profile and Contact Channel management



Workflow system for Limited Advice Team



Email Marketing (Click Dimensions)



Because financial planning is an essential component of the member experience model for Telstra Super, the outcome contributes to the strategic objectives of net growth and the Telstra Super employee/member value propositions by:

Matching members to the right delivery channel



Ensuring greater insights across the organisation



Collaboration of services across functional department teams



Improved member experience that will increase advocacy



Staff skills development through broader services



Microsoft Partner

Gold	Cloud Customer Relationship Management
Gold	Cloud Productivity
Gold	Hosting
Gold	Customer Relationship Management
Gold	Collaboration and Content
Gold	Intelligent Systems
Gold	Application Development
Gold	Data Platform
Gold	Data Analytics
Silver	Application Integration
Silver	Project and Portfolio Management

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DYNAMICS CRM



OFFICE 365



AZURE



BI & ANALYTICS



ABOUT SMS

A leader in advisory, solutions and managed services, SMS cultivates innovation, digital, mobile and design-led business and technology capability to empower organisations across all industry sectors. With over 1600 staff across Asia Pacific, SMS promotes and delivers next-generation customer-centric outcomes for their clients.