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The Electronic Brochure

Flexi-Plans Module



Telecom
AUSTRALIA

WITH THE QUICK
AND SIMPLE FLEXI-PLANS
CALCULATOR

Flexi-Plans made easy

Welcome to the Electronic Brochure. This is the first edition of what will grow into a full suite of valuable information and knowledge, all accessible at the click of a mouse button.

Telecom is the market leader in Australian telecommunications. But to stay ahead against competition from some of the world's biggest communications companies we have introduced Flexi-Plans – a range of discounts available to Telecom customers.

As our user base is so large, the range of plans and conditions is considerable. How can anyone work through the numerous Flexi-Plans to calculate the perfect one for a customer? And what will Optus and other competitors offer in opposition? Well now it's **all here**, in this easy-to-use program.

Regular updates

As competition increases, so the plans might change. This program is designed to be simply updated. As soon as any new rates are announced we will inform you and make the upgrade available through LAN networks so you can upgrade your disks by modem.

Please read this booklet first before installing The Electronic Brochure - at least the first few pages, so you understand how it works. Then install it and play with it. You'll quickly see it's so simple to find the best Flexi-Plan for any customer.

These instructions have been written on the basis that you have some knowledge of the Microsoft Windows system and terminology. If you don't, ask a colleague with computer experience to show you - after a few minutes' instruction on mouse-taming and double-clicking you'll find this program intuitive to use.

How to use the Flexi-Plans

Load Disk

Start *Windows 3.1*.

Inside the back cover of this book is a disk of the *Electronic Brochure* with the Flexi-Plans Calculator. Insert it in the A:\ drive of your IBM compatible PC. Open **File Manager**, click A:\.

Select the file **A:\Setup.Exe**, double-click.

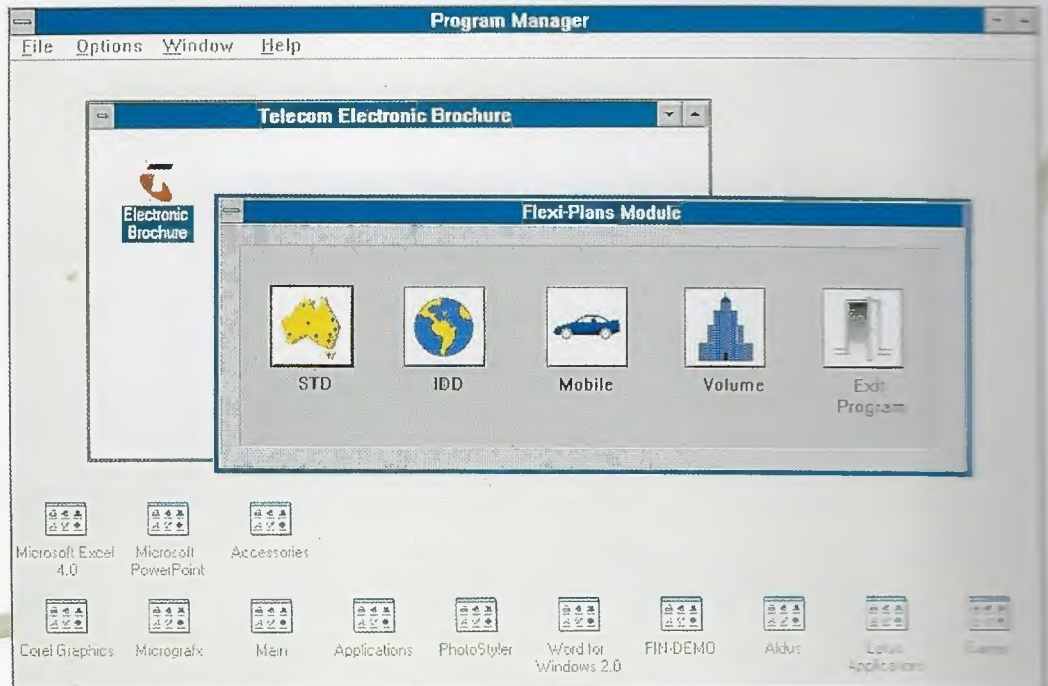
Follow installation instructions on screen.

Click *Telecom Electronic Brochure* icon.

The first screen to appear will be the logo with the latest **News Flash**.

Click the *continue* button to reach the **Flexi-Plans** screen.

The Telecom Electronic Brochure's Flexi-Plans Module screen.




Flexi-Plan Calculator

Select Plan

First, check the date at the very top of the main screen, to be sure that you have the very latest issue. The screen lists every type of Flexi-Plan. The icon on the right is the door out of the program: the exit.

Select the plan grouping which seems most relevant to your enquiry: is it a high volume of calls each month? All to a particular destination? Lots to overseas countries?

Jot down the details: amount currently spent on STD, IDD, Mobile and local calls, destinations, when the calls are usually made, time and days of the week calls are usually made, etc, then explore the various plan categories.



One click of the mouse
selects the plan category.

Volume Flexi-Plans

This is a good category to start with, as it's one of the simplest. From the main screen, click on the Volume icon. Notice how the Monthly Bill panel has individual boxes for local, STD, IDD and Mobile call amounts.

1 In the Monthly Bill panel, click on each box in turn and insert the amount the customer is now paying - let's say it's \$200 in each box. (Tip: a click on the arrow [↓] beside each box shows a selection of amounts you can choose from. Simply click on the amount desired and it's automatically inserted into the box.)

2 In the Flexi-Plans section, click the arrow [↓] for a list of plans.

3 Click each plan in turn and see what happens to the figures - especially the "Saving" box at the bottom. You'll quickly find the plans which make the greatest savings.

4 Click the [?] Help button for information on the selected plans - to see whether they can be applied to your customer's circumstances. (Tip: When you have finished reading Help, hold down the [ALT] key and press [F4] to close the panel.)

5 Click the [Print] button for a print-out of the figures, if you wish.

6 Click the [OK] box to return to the main screen.

es and times

VOLUME FLEXI-PLANS

Monthly Bill	Flexi-Plan
Local 200.00	Total Call Saver 5
STD 200.00	NONE
IDD 200.00	Corporate Flexi-Plan 1
Mobile 200.00	Corporate Flexi-Plan 2
Total 800.00	Total Call Saver 5
	Total Call Saver 6
	Family & Friends
	Business Circle
	Select Saver
	Saving 4.4%

Buttons: Back, Print, Help,

Average Local monthly spend in here.

STD here.

IDD here.

Mobile here.

Total monthly spend calculated automatically.

Chosen Flexi-Plan.

Fee to customer.

Plan's ceiling.

What your bill would be with the plan.

How much you save.

Takes you back to the main screen.

Prints the selected plan.

For information on the plan.



STD Flexi-Plans

From the main screen, click the STD icon. Notice the different layout of this plan. This is where the customer's information you wrote down earlier will come in handy. Let's take an example where we're trying to save money on a 1000 km interstate link-up.

1 Click on the arrow [↓] in the Monthly Bill box and select the monthly STD bill value. (Notice that the amount you inserted in the STD section of the Volume plans has carried over.) Holding the mouse button down, "slide down" the list till you reach an amount - let's say \$1000. (You can also enter values using the keyboard if you prefer.)

2 Click the Time box arrow and select the calling hour by clicking the side "up" or "down" arrows, then the number you want. In this case, let's make it 6.00 pm.

3 Click the Day arrow - select Monday.

4 Set the distance - 1000 km.

5 Select the average call duration using the Average Call Duration box - let's say 10 minutes per call. Notice how the number of calls is automatically calculated.

6 Next, click on the Flexi-Plan box to select the Everyday Saver Flexi-Plan (here, there are three choices).

7 Notice how the Bill With Flexi-Plan box shows the new total bill and the Saving box below it shows the percentage saving.

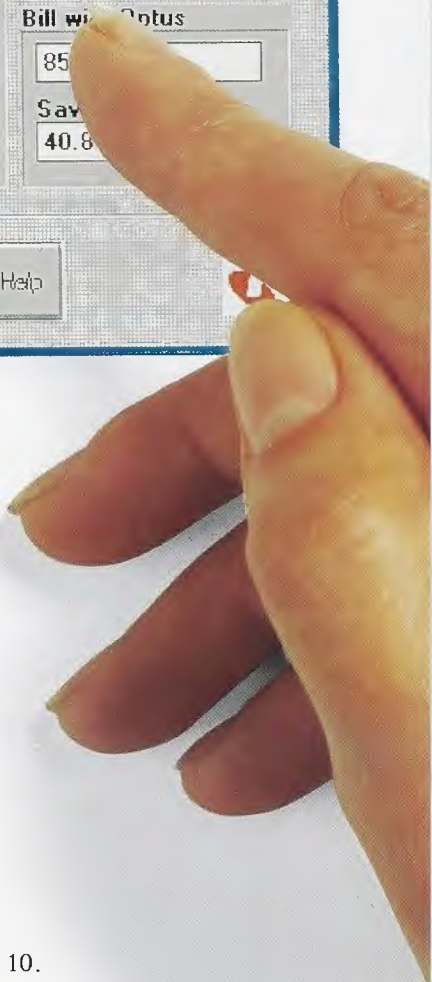
8 These figures can now be compared with the Bill with Optus box and the Saving over Optus box.

9 Now select the other plan, the Select Saver. It doesn't save you as much at 6.00 pm, but if you changed the times to office hours - say 3 pm - Select Saver would save you more than Everyday Saver which only cuts in at 6.00 pm. These comparisons are now quick and easy to make.

10 For more detailed criteria on STD Flexi-Plans, click on [?Help]. To close Help screen use [ALT]-[F4].

STD FLEXI-PLANS

Monthly Bill 1000	Average Call Duration (min) 10	Bill with Flexi-Plan 504.80
Time 6:00 PM	Number of calls: 290	Saving 49.5%
Day Monday	Flexi-Plan Everyday Saver	Bill with Lotus 85
Distance (km) 1000	Monthly Fee 2.00	Saving 40.8
<input type="checkbox"/> Community Call <input checked="" type="checkbox"/> Inter-capital Call	Ceiling 1500.00	



Mobile Flexi-Plans

Mobile Plans work on a similar basis to STD/IDD plans, with the main differences being the time and distance parameters. Let's run through a typical mobile example.

- 1 Enter the customer's monthly bill. For example, let's say \$250.
- 2 Enter time zone - say Peak.
- 3 Distance, up to 165km.
- 4 Average call length - click the arrow [↓] and select 10.

Notice how the number of calls is automatically displayed.

5 Now play with the different Flexi-Plans. Click the [↓] button and try each Plan in turn, see what it does to the bottom line.

6 Make the comparison with Optus, using their [↓] selection button.

7 Check the time zones [Times], notice that they are uncomplicated for both companies. [Help] selects the Legend colours. The [OK] button takes you back to the Mobile plans screen.

8 Look at the [Help] for a succinct description of the plans' intentions.

9 When you have found the optimal figure, [Print] the results.

IDD Flexi-Plans

This category has Flexi-Plans aimed at international traffic. The IDD Flexi-Plans screen looks much the same as that for STD plans, with the exception that the Distance box is replaced by a Country box. This makes it easy to work out savings and compare them with the competition. Just click on any country for a comparison of costs; the [?Help] screen gives a breakdown of the discounts and the hours that apply.

Let's have a look at how we could save for a business which spends \$1000 a month on calls to their trading partner in Japan.

1 Click Monthly Bill box, insert 1000.

2 Click on the Time box and select the desired calling time, say 7.00 pm.

3 Click on the Day box and select the calling day - Monday.

4 Click on the Country box and select the desired calling destination (Japan).

5 Select the average call duration by holding the button down over the arrow [↓] in the Average Call Duration box - let's say 10 minutes per call. Notice how the number of calls is automatically displayed.

6 Next, click on the Flexi-Plan box and select the 0011 Country Specific Flexi-Plan.

7 Notice how the Bill with Flexi-Plan box shows the new total bill and the Saving box below it shows the percentage saving.

8 These figures can now be compared with the Bill with Optus box and the Saving over Optus box.

9 For more detailed criteria on Country Specific Plans, click on [?Help].

10 But another customer makes calls in business-hours, when Country Specific doesn't apply. So change the hours to 11 am.

11 Select World Bonus 5 plan - see the figures. Then World Bonus 8. Depending on your customer's monthly expenditure and calling patterns you can select which plan will be best for that company.

IDD FLEXI-PLANS

Monthly Bill 1000.00	Average Call Duration (min) 10.00	Bill with Flexi-Plan 716.50
Time 7:00 PM	Number of calls: 52	Saving 28.3%
Day Monday	Flexi-Plan 0011 Country Specific NONE 0011 Country Specific World Bonus 5 World Bonus 8 N/A	Bill with Optus 700.83
Country Japan		Saving over Optus -2.2% (loss)

Buttons: Times, Print, ? Help, Optus logo

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IDD Flexi-Plans Printout
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Mobile
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Bill

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STD Flexi-Plans
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Bill:

Day:

Time:

Distance:

Community Call:

Major City:

Duration:

Num Calls:

Flexi-Plan:

Fee:

Ceiling:

Bill with Flexi-Plan:
Saving with Flexi-Plan:

Bill with Flexi-Plan:
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How more?

This calculator has been designed to make your work with Flexi-Plans easier - they can look complex and varied, but through this program you can very quickly get to know them well.

As circumstances change, easy-to-install updates will be supplied. Make a point of keeping in touch by checking the office LAN for the newest updates, and to read the latest News Flash.

Getting Technical

While both Windows and The Electronic Brochure will run on an IBM-type 286 machine, we would recommend that for speed and comfort you use at least a 386. Minimum requirements are:

Windows 3.1.

640K conventional memory

At least 256K extended memory (the more the better).

If your computer has been set up to run Windows, it will have it all needs to run this program. This has also been configured to run clearly and legibly with lap-top computers.

A guide to the Flexi-Plans

The ARA research project reviewed the accounts of some 20,000 Telecom customers to assess which Flexi-Plans would be most beneficial to them.

The final report listed plans, cross-referenced to categories of business: Consumer, Commercial and Corporate & Government, and their level of telephone usage. This chart gives you a ready-reckoner to find which plans are *most likely* to be suitable for any particular business or consumer category, in order of preference. But do make a point of trying out the numbers and options yourself, too.

Remember that this chart reflects averages, not absolutes. So it does not mean that because a plan is best for a greater number of customers in a category, it is best for all. Your judgement and calculations are still called for. However, this chart will help you in your search, by indicating the general area where the greatest benefit may be found.

ARA'S BEST FLEXI-PLAN FOR EACH CUSTOMER SEGMENT



CUSTOMER SEGMENTS	MOST SUITABLE FLEXI-PLANS IN ORDER OF EFFECTIVENESS			
CONSUMER/METRO/MAJOR	Orange	Blue	Yellow	
CONSUMER/COUNTRY/MAJOR	Orange	Blue	Yellow	
CONSUMER/METRO/GENERAL	Orange	Blue	Yellow	Blue
CONSUMER/COUNTRY/GENERAL	Orange	Blue		
CONSUMER/METRO/SMALL	Orange	Blue	Yellow	
CONSUMER/COUNTRY/SMALL	Orange			
CONSUMER/METRO/VERY SMALL	Orange			
CONSUMER/COUNTRY/VERY SMALL	Orange			
COMMERCIAL/METRO/MAJOR	Red	Blue		
COMMERCIAL/COUNTRY/MAJOR	Red	Blue		
COMMERCIAL/METRO/DEVELOPMENT	Blue	Red		
COMMERCIAL/COUNTRY/DEVELOPMENT	Blue	Red		
COMMERCIAL/METRO/GENERAL	Blue			
COMMERCIAL/COUNTRY/GENERAL	Blue	Blue		
COMMERCIAL/METRO/SMALL	Blue	Orange	Green	Dark Red
COMMERCIAL/COUNTRY/SMALL	Blue	Orange	Green	Dark Red
COMMERCIAL/COUNTRY/VERY SMALL	Orange	Yellow		
COMMERCIAL/COUNTRY/VERY SMALL	Orange			
CORPORATE & GOVERNMENT/MAJOR	Red	Blue		
CORPORATE & GOVERNMENT/GENERAL	Blue	Yellow		

*TWO COLOURS INDICATE COMBINATION PLAN.

The Program

Inside this back cover is a 1.4Mb disk holding The Electronic Brochure. Installation instructions are on pages 4 & 5. If your computer does not have a 1.4Mb disk drive, contact Corporate Marketing for a different disk type, or if your office has a computer with both 1.4Mb and 1.2Mb disk drives, copy the program onto the 1.2Mb disk using the DOS Copy *.* command,

We know this program will be extremely useful to you. And we know you'll get pleasure out of using it. Enjoy!



The Electronic Brochure



Flexi-Plans Module

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