

# MEDIA RELEASE

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CEPU (Communications Electrical Plumbing Union)  
Communications Division representing Telstra,  
Australia Post, Optus and other communications  
sector employees.

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## TELSTRA TRANSFORMATION AND SIEBEL SETUP

When Telstra CEO Sol Trujillo visits the Telstra call centre at Burwood, Victoria at lunchtime today he will be spared exposure to one of the many transformation disasters of which he is the architect. In a carefully stage-managed visit, Sol will be listening to incoming customer calls that have been rehearsed for weeks by the centre management anxious to cover-up the well publicised problems with the ordering system called SIEBEL.

Sol will be listening in on calls with call centre agents who have been drilled for weeks on how to precisely deal with the caller. The centre has even gone as far as to carefully direct the call queues so that only simple calls not likely to result in any problems or complaints will be heard by Trujillo. The centre management has even hand picked the agents that Sol is to meet and he is to be kept well away from any workers likely to raise complaints or tell Sol the truth about just how bad the SIEBEL system is and what it is costing the companies shareholders in lost revenue and lost customers.

“Telstra shareholders should be absolutely outraged” says CEPU Secretary Len Cooper. “A CEO should know the truth about what is happening in the company, instead we have centre managers running around creating theatre in order to cover up major problems. The management at Burwood has gone to extraordinary lengths to make Sol feel good while the workers continue to suffer high levels of stress and shareholders suffer a continually declining share price. Sol Trujillo should spend a day at the centre and listen to everyone, not just what he wants to hear” said Cooper.

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