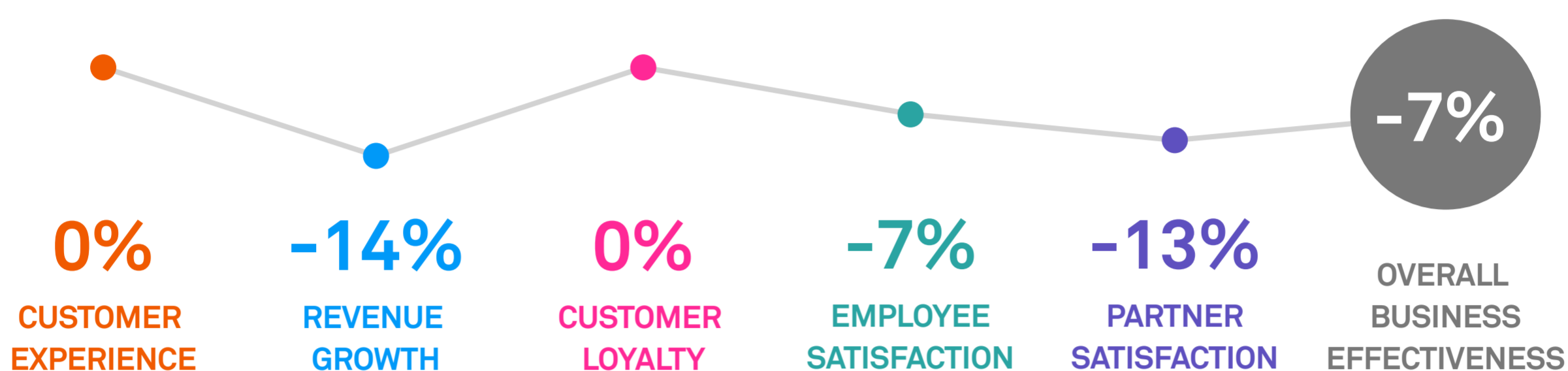


What BESS taught us about Australian business.

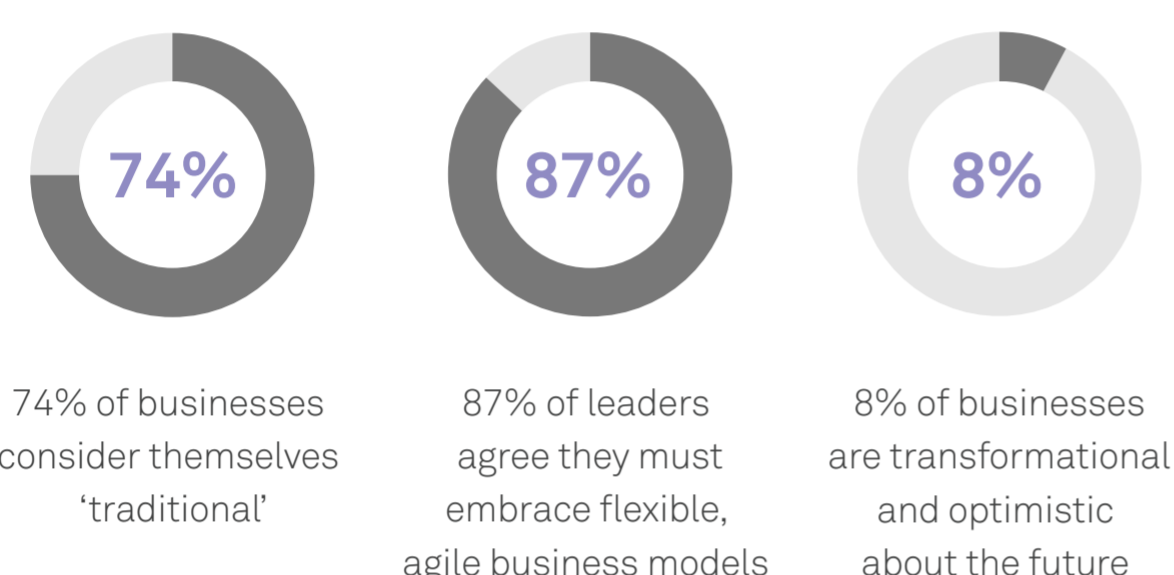
UNDERSTANDING BESS

The Business Effectiveness Scoring System (BESS) is a platform wholly owned by Telstra Wholesale. After businesses identify where their strengths and weaknesses are, they can begin the “transformational process”.

How did Australian businesses score?



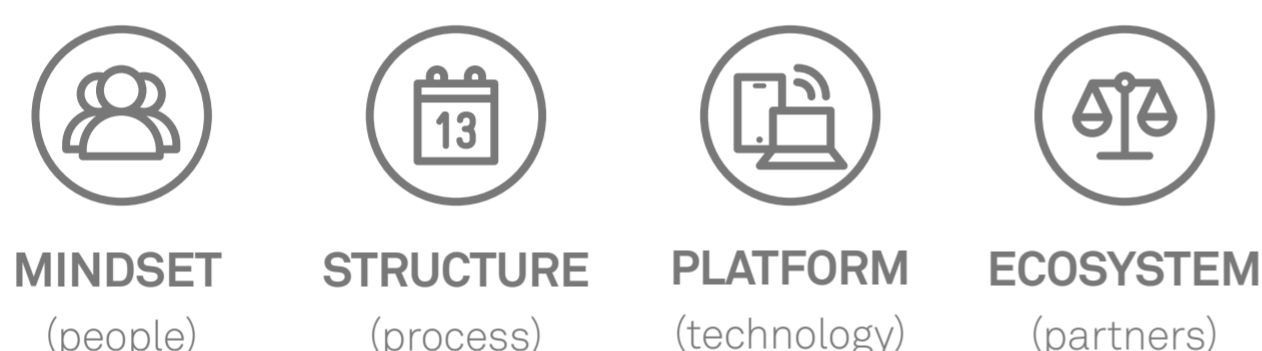
The numbers



The five distinct measures

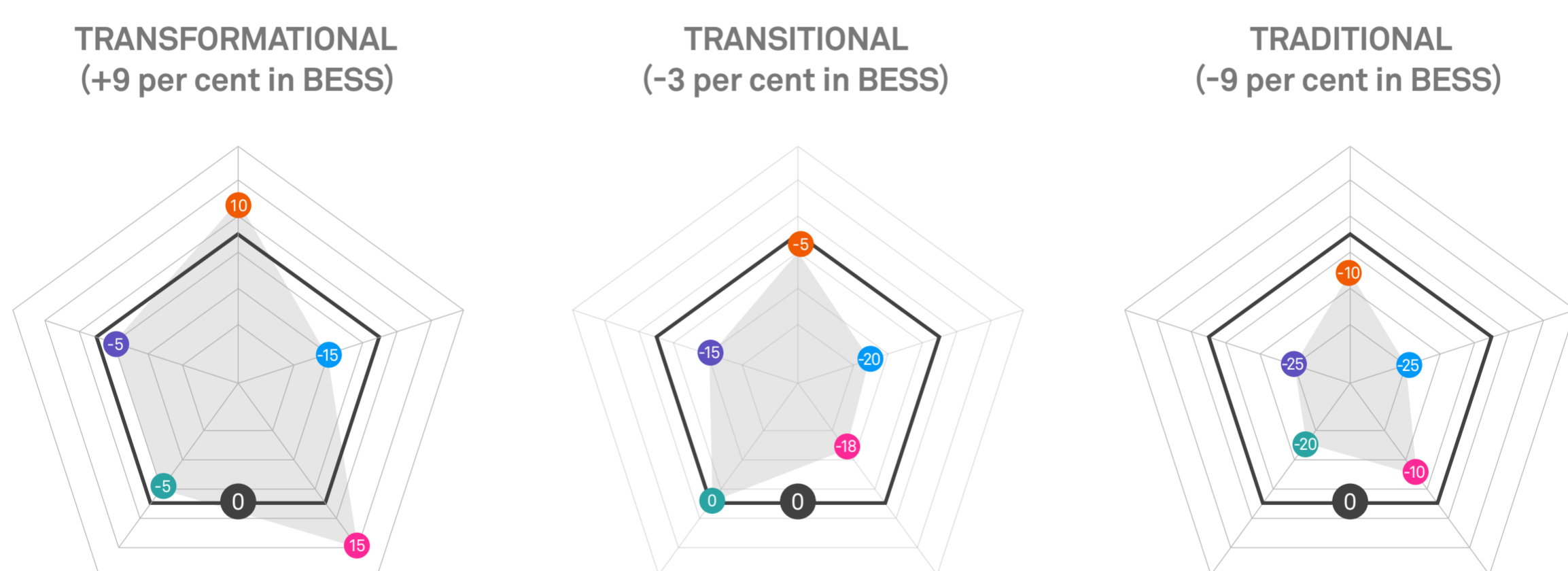
- 1. CUSTOMER EXPERIENCE**
Are your customers advocates and are they satisfied with your level of care?
- 2. REVENUE GROWTH**
How fast is your business growing and is it identifying new revenue opportunities?
- 3. CUSTOMER LOYALTY**
Are your customers likely to use your product/ service again and will they come to you as a partner?
- 4. EMPLOYEE SATISFACTION**
Are your employees working effectively and efficiently? Are they happy?
- 5. PARTNER SATISFACTION**
Are your partners helping you strategically, as well as operationally?

The four pillars of the business model



Understanding business types

The three business types are: **Transformational**, **Transitional** and **Traditional**.



BESS refers to the Business Effectiveness Scoring System

How to transform your business

- 1 Understand your business model
- 2 Accept there are no shortcuts
- 3 Adopt an agile and flexible model
- 4 Gradually redeploy assets to make incremental change

Three consistent takeaways begin the process of understanding where your own business sits:

- 1 Understand the positive impact technology can have on business outcomes
- 2 Put customers and partners at the centre of your business
- 3 Understand how the different pillars of your business model can map back to revenue growth

80% of the study agreed that it's important to have one eye on today and one on tomorrow.

Behind the scenes

