Customers

Through our extensive networks, we offer a broad suite of connectivity, media and content to customers in Australia, as well as connectivity and enterprise services globally. We have a diverse range of customers including consumers, small business, large enterprises and government organisations.

We curate innovative technologies and capabilities from around the world to deliver exceptional experiences for all our customers.

We will continue to bring world class products to the market, because they help empower our customers to thrive in a connected world. We will differentiate these products through the speed, coverage and reliability of our networks, and through innovative design and new experiences, including access to media content.

Our customers

~350 retail stores around Australia	Mobile networks covering **99.95% of the Australian population**	**3.8 million** retail bundles and standalone fixed data services	**18.8 million** domestic mobile retail customer services

Key material issues

- Customer experience
- Cyber safety
- Mobile phones, base stations and health (EME)
- Privacy and data security
- Product and service responsibility
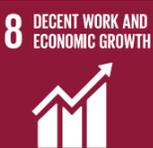- Social and environmental innovation

Key stakeholders

- Customer
- Investors
- Government
- Employees

Priority SDGs

Targets

5 GENDER EQUALITY
- Enhance the use of enabling technology, in particular information and communications technology, to promote the empowerment of women.

8 DECENT WORK AND ECONOMIC GROWTH
- Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020.

For more information on Telstra's approach please refer to the following sections of the Bigger Picture 2020 Sustainability Report:

- Sustainability at Telstra
  – About Telstra
  – Our Customers
- Responsible Business
  – Protecting our customers' data and privacy
  – Managing cyber security
  – Product and service responsibility
  – Mobile phones, base stations and health (EME)
- Digital Futures
  – Customers in vulnerable circumstances
  – Nurturing social and environmental innovation
  – Keeping safe in a digital world