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BEFORE THE PUBLIC SERVICE COMMISSION

In re: Show Cause proceeding) Docket No. 900960-TL
against Southern Bell Telephone)
and Telegraph Company for) Filed: August 16, 1993
misbilling customers)
_____)

920260 TL

STATE OF FLORIDA)
COUNTY OF DUVAL)

Deposition of EMMA EVANS, taken pursuant to Notice of
Taking Deposition, on Monday, August 30, 1993, at 301 West
Bay Street, Southern Bell Tower, 20th Floor, Conference Room
C, commencing at 1:55 p.m., as recorded by Patricia H.
Vierengel, CSR, RPR and Notary Public in and for the State
of Florida at Large.

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A P P E A R A N C E S

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A P P E A R A N C E S (Continued)

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ALSO PRESENT: Raymond E. Poucher
Gavin Pickett
Julia August
Wayne Tubaugh
Nancy B. White, Esquire

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I N D E X

WITNESS:

EMMA EVANS

DIRECT EXAMINATION BY:

MR. BECK.....Pg. 7

MR. VINSON.....Pg. 15

N O E X H I B I T S

---oOo---

E R R A T A S H E E T

1

DOCKET NO.: 900960-TL

2

NAME: EMMA EVANS

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DATE: August 30, 1993

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Page Line

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S T I P U L A T I O N

IT IS STIPULATED that this deposition was taken pursuant to notice in accordance with the applicable Florida Rules of Civil Procedure; that objections, except as to the form of the question, are reserved until hearing in this cause; and that the reading and signing was not waived.

IT IS ALSO STIPULATED that any off-the-record conversations are with the consent of the deponent.

---oOo---

1 EMMA EVANS,
2 having been produced and first duly sworn as a witness
3 herein, testified as follows:

4 DIRECT EXAMINATION

5 BY MR. BECK:

6 Q Mrs. Evans, my name is Charlie Beck. I'm with the
7 Office of Public Counsel and I'm going to be starting off.
8 There may be other questions after I am finished, also.
9 It's not our intent to ask you today to name anybody. We
10 are not going to ask you to name any other members of the
11 union, or any other service representatives about anything
12 they specifically may have done. Our purpose here is to
13 find out about the services provided to customers and the
14 environment in which you have to work. If you have any
15 questions as I go through, if you don't understand my
16 question, or would like me to clarify it, would you please
17 stop me and let me make sure we are both clear before we go
18 forward. Is that agreeable?

19 A Fine. That's agreeable.

20 Q Could you please state your name?

21 A Emma Mae Evans.

22 Q Are you employed by Southern Bell?

23 A Yes, I am.

24 Q What position do you hold?

25 A Service representative.

1 Q Is that here in Jacksonville?

2 A In Jacksonville.

3 Q How long have you been a service representative?

4 A Since 1979.

5 Q All of that is here in Jacksonville?

6 A All in Jacksonville.

7 Q Did you have any other position with the company

8 --

9 A No.

10 Q -- before that? Could you briefly describe what
11 your job entails?

12 A My service representative job entails problem
13 solving for the customer and servicing the customer.

14 Q Are you familiar with a phrase, "customer centered
15 sales"?

16 A Yes, I am.

17 Q Is that the sales approach that's being used now?

18 A Yes, it is.

19 Q Do you remember one that preceded that called
20 assumptive sales?

21 A No, I'm not aware of that.

22 Q Do you remember any type of approach that predates
23 the current customer centered sales approach?

24 A No.

25 Q Who is your supervisor here?

1 A Pamela Sands.

2 Q Do you receive regular appraisals from the company
3 in the performance of your duties?

4 A Yes, I do.

5 Q How often do they come about?

6 A Yearly.

7 Q What are the criteria used to evaluate your job?

8 A I'm not sure about my present appraisal because I
9 just went to a new job in January.

10 Q What's the new job you went to?

11 A It's a service representative, but in a different
12 office. It's in our CPNI restricted office.

13 Q Where were you before that?

14 A In the business office for business accounts.

15 Q Okay. Going back to the one in the business
16 accounts, what was the basis for the appraisal there?

17 A We had sales, and the quantity of work.

18 Q Sales and quantity?

19 A (Nods Head).

20 Q Okay. Were there any other things that you are
21 familiar with that would form the basis of an appraisal?

22 A No.

23 Q Okay. With regard to sales -- I guess there's two
24 parts, sales and quantity?

25 A Um-ha. (Affirmative Response).

1 Q What are the types of things the company looks for
2 in sales?

3 A In sales you had an objective.

4 Q Do you recall what that was?

5 A And -- I'm not sure what the objective was.

6 Q And on quantity what was the company looking for?

7 A That was based on our clerical work and how we
8 relate to customers.

9 MR. BEATTY: Are you saying "quantity" or
10 "quality"?

11 THE WITNESS: I'm really not sure. It's been a
12 year since I have seen it, but it's either
13 quality or -- "quantity" is the second half of it.

14 Q Do you think either one of those two items, either
15 sales on one side or the quantity/quality on the other, were
16 either one of them more important than the other?

17 A It was even.

18 Q Do you feel that the company emphasized one more
19 than the other for purposes other than your appraisal?

20 A No,

21 Q How how are you given the results of the
22 appraisal?

23 A One on one with your supervisor.

24 Q Are there ever occasions when appraisals are
25 discussed openly in meetings?

1 A Not appraisals.

2 Q Okay. On the quantity and quality half of the
3 appraisal, how was that measured? Are there certain
4 specific criteria?

5 A By sit-ins and monitorings from your supervisor.

6 Q In the last year or two do you know, or has it
7 been your impression, has there been any change in the
8 emphasis put on sales or not?

9 A No.

10 Q Are you appraised on whether you fully disclose
11 the optional nature of services to customers?

12 A I'm not sure what you mean by "appraisal" now.

13 Q Well, okay. Do they look to see whether you're
14 telling people that -- like custom calling features, for
15 example, are optional services that the customer is not
16 required to buy?

17 A Yes. We are required to fully disclose.

18 Q Has the sales part of the objective changed over
19 time?

20 A It changes.

21 Q Do you know what directions it been changing, or
22 does it always go up, or does it go back and forth?

23 A It goes back and forth.

24 Q Have you ever failed to make either of the
25 objectives on the appraisal?

1 A Yes, I have.

2 Q Could you describe what process you went through
3 on that?

4 A I'm not sure about process.

5 Q Were you appraised for -- or was that part of your
6 appraisal, that you didn't meet the objective?

7 A I didn't meet my sales objective.

8 Q And what did the company do? I mean, did they
9 just talk to you, or what?

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23 A (Shakes head).

24 Q Were there any specific actions that they told you
25 you should take?

1 A No. None other than trying to help me to reach
2 the goal.

3 Q Are you familiar with the term "bridging"?

4 A Yes, I am.

5 Q What -- Could you describe what bridging is, the
6 -- just very briefly?

7 A My understanding of bridging is the -- in relating
8 to customers you discover if there's a need, if they have a
9 need for certain services, then you propose the services
10 that you feel that they need and assuring it's in the
11 process.

12 Q Do you bridge on all calls that you receive?

13 A Not all calls are appropriate.

14 Q Which ones are not?

15 A When customers are irate.

16 Q How often do you get a call that would be
17 classified as irate for that purpose?

18 A Oh, it varies from day to day. It just depends.

19 Q Okay. Are there any -- Irate is a -- You know how
20 the customer is reacting. Are there certain types of calls,
21 though, that don't get bridging, or do all of them get
22 bridging?

23 A Just the ones that are -- that you feel are
24 appropriate. If you have a good rapport with the customer
25 and the customer is not upset or hurried in any way, and

1 once you ask them and they agree to discussing their
2 telephone services with you.

3 Q Okay. Do you know whether anyone has ever gotten
4 disciplined for not bridging, or have you ever heard of
5 that?

6 A No.

7 Q Have you ever heard of sales being added to
8 customers bills without them consenting to it?

9 A No.

10 Q Do you know of anybody ever telling management
11 that people are cheating to meet sales quotas?

12 A No.

13 Q Are you familiar with the company's ethics
14 program?

15 A Yes, I am.

16 Q Have you gone through the ethics training
17 recently?

18 A Within the last six months.

19 Q Before this program that's in place right now was
20 there some other program on ethics before that that people
21 went through?

22 A Not to my knowledge.

23 Q Have you ever heard the term called "quick close
24 process"?

25 A I'm not familiar with it.

1 Q Do you think the company has ever put undue
2 pressure on you to make sales?

3 A I'm not sure what undue pressure would be.

4 Q Okay. Do you think it's inappropriate, or wrong
5 for them to pressure you to make sales?

6 A I feel that it's wrong to be pressured to make
7 sales.

8 Q Do you feel you are pressured to make sales?

9 A No.

10 Q Okay. Have you ever felt like you were supposed
11 to sell a service to a customer who you thought couldn't
12 afford the service?

13 A No.

14 MR. BECK: I think that's all I have. I
15 appreciate it. There may be other questions. Thank
16 you.

17 BY MR. VINSON:

18 Q Mrs. Evans, are you aware of the centralized
19 observing team?

20 A Yes, I am.

21 Q Okay. Could you explain to me what you understand
22 their function --

23 A My understanding of the centralized group is that
24 we can have anyone at any time during the day observing from
25 any part of the state.

1 Q Okay. And as a customer service rep. how did you
2 feel about that?

3 A I don't mind.

4 Q In your current job could you explain the center
5 -- Repeat the name of the center that you worked --

6 A I work in the CPNI Center.

7 Q What does CPNI stand for?

8 A It's Customer Proprietary Network.

9 Q And your duties there, do they involve sales?

10 A They do involve sales.

11 Q Are you still -- What's your title?

12 A As a service representative still.

13 Q Have you during your time as a customer service
14 rep., have you ever been given any revised instructions on
15 how to employ the customer centered sales process?

16 A Not to my knowledge.

17 Q So has the customer centered sales process
18 remained the same the entire time that you have been aware
19 of it?

20 A Yes, it has.

21 Q Have you -- Have you been notified of any change
22 in the way that evaluations have been conducted of customer
23 service reps. within the last year?

24 A I do know that we do have a new sales appraisal
25 that has gone into effect, but I have not been covered on

1 our new appraisal plan.

2 Q Do you believe that the company is placing more
3 emphasis on the -- more emphasis on ethical practices in
4 sales by customer service reps. within the last two years?

5 A Yes, they are.

6 Q Can you give me some examples of how that new
7 emphasis has been evidenced?

8 A Well, they just want to make sure that we are
9 going through the process of discovering a need for the
10 customer and actually the customer understanding exactly
11 what they have.

12 Q Do managers ever talk to you or other customer
13 service reps. in your group maybe about the need to comply
14 with the company's ethical standards? Is that a common
15 topic of discussion?

16 A It's not a common topic. It's a known that we are
17 to be ethical.

18 MR. VINSON: Okay. Those are the only questions I
19 have. Thank you.

20 THE WITNESS: You're welcome.

21 MR. BEATTY: Okay. That's it.

22 (Witness excused).

23 (Whereupon, the deposition was concluded at 2:10 p.m.)

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AFFIDAVIT OF DEPONENT

This is to certify that I, EMMA EVANS, have read the foregoing transcript of my testimony, Pages 1 through 17, given on August 30, 1993, in Docket No. 900960-TL, and find the same to be true and correct, with the exceptions, and/or corrections, if any, as shown on the errata sheet attached hereto.

EMMA EVANS

SWORN to and subscribed before me this _____ day of _____, 1993.

Print name here:
Notary Public - State of Florida
My Commission No.:
My Commission expires:

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F L O R I D A)

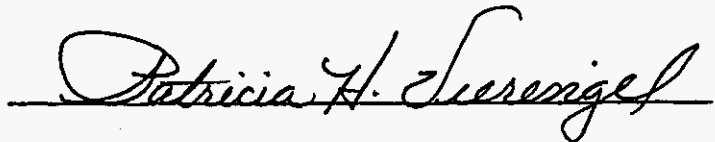
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CERTIFICATE OF OATH

COUNTY OF DUVAL)

I, the undersigned authority, certify that EMMA
EVANS personally appeared before me and was duly sworn.

WITNESS my hand and official seal this 20th day
of October, 1993.



PATRICIA H. VIERENGEL

Notary Public - State of Florida

My Commission No.: CC296027

My Commission expires: 6/21/97

PATRICIA H. VIERENGEL
NOTARY PUBLIC STATE OF FLORIDA
MY COMMISSION EXPIRES 6/21/97
CC 296027

PATRICIA H. VIERENGEL
NOTARY PUBLIC STATE OF FLORIDA
MY COMMISSION EXPIRES 6/21/97
COMM. # CC 296027

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STATE OF FLORIDA)

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CERTIFICATE OF REPORTER

COUNTY OF DUVAL)

I, PATRICIA H. VIERENGEL, Court Reporter, DO HEREBY CERTIFY that I was authorized to and did stenographically report the foregoing deposition of EMMA EVANS;

I FURTHER CERTIFY that I am not a relative, employee, attorney or counsel of any of the parties, nor am I a relative or employee of any of the parties' attorney or counsel connected with the action, nor am I financially interested in the action.

Patricia H. Vierengel
PATRICIA H. VIERENGEL, Court Reporter
Telephone No.: (904) 725-8657

STATE OF FLORIDA)

:

COUNTY OF DUVAL)

The foregoing certificate was acknowledged before me this 30th day of October, 1993, by PATRICIA H. VIERENGEL, who is personally known to me.

Dodson N Gross
Print name:
Notary Public - State of Florida
My Commission No.:
My Commission expires:

