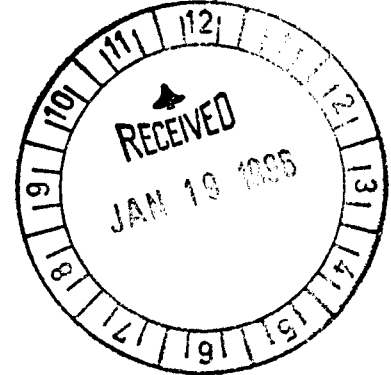**Sprint**
United Telephone-Florida
Centel-Florida

Box 165000
Mail Code 5326
Altamonte Springs, Florida 32716-5000
Telephone: 407-889-6403
Fax: 407-884-7020

P. J. Merkle
Manager - Regulatory

January 17, 1996

RECEIVED
JAN 19 1996

Mr. Walter D'Haeseleer
Director - Division of Communications
Florida Public Service Commission
2540 Shumard Boulevard
Tallahassee, FL 32399-0850

950778

Attached is the Sprint United and Sprint Centel joint
response to your request for information dated November 14,
1995, regarding customer satisfaction surveys and quality of
service rules.

We appreciate the extension of time to prepare our responses
which was granted in your correspondence of December 15.

If there are any questions, please call.

Sincerely,

P. J. Merkle

PJM/DLB

Attachment

UNITED TELEPHONE COMPANY OF FLORIDA
CENTRAL TELEPHONE COMPANY OF FLORIDA

RE: FPSC Data Request dated November 14, 1995, regarding customer
satisfaction surveys and quality of service rules as they relate to
Bell South's petition to investigate and implement changes in Rules
25-4.066 through 25-4.080, F.A.C. An extension of time to prepare this
response was granted by Mr. D'Haeseleer to Bell South, GTE, and
United/Centel on December 15.

The individual questions and responses are listed below.

Q 1. In Florida, in the past 5 years, has your company attempted to
measure customer satisfaction by collecting customers' opinions
and views on whether or not customers are receiving a satifactory
quality of service? If yes, please provide a description of the
methodology employed in each campaign to collect this information
including:

RESPONSE: United has surveyed its customers since September 1987. With
the merger, Centel was added in 1994 and 1995. Sprint has
two surveys, the Customer Perception Survey (CPS) and the
Quality Indicator Measurement Program (QIMP) survey. CPS is
performed on a daily basis on residential and small business
customers who have had contact with the company by way of an
installation, repair, or contact with the business office.
QIMP is performed biannually on our customer base. It is
designed to understand what our customers expect from their
local telephone company and how we meet their expectations.

Q 1.a. the entity(ies) responsible for overseeing the performance of
the study;

RESPONSE: Consumer Markets-Operational Results is responsible for
overseeing the performance of both surveys.

Q 1.b. the entity(ies) responsible for directly gathering the data;

RESPONSE: An independent vendor is responsible for gathering the data
for both surveys.

Q 1.c. the objective(s) of the study;

RESPONSE: Our Customer Perception Survey has four measurement objectives: courteous and helpful employees, responsiveness, innovative services, and would the customer recommend Sprint United or Sprint Centel if they had a choice today.

Our QIMP survey has six measurement objectives: courteous and helpful employees, responsiveness, innovative services, reliability, billing communications, and if the customer would definitely recommend Sprint United or Sprint Centel if they had a choice today.

Q 1.d. the time period that the study covered;

RESPONSE: The time period in which CPS is conducted is daily, Monday through Friday from 9am to 9pm. QIMP is normally conducted for six to eight weeks, twice a year, Monday through Friday from 9am to 9pm.

Q 1.e. the group of customers studied as defined at the outset of the study;

RESPONSE: For both surveys, the residence and small business customers are surveyed and the results reported by district. The districts are summed to the three areas (Centel is the Northern Area, United is comprised of the Central and Southern areas) and then to statewide totals.

Q 1.f the customer profiles of study respondents;

RESPONSE: Customer profiles for both surveys are R1 and B1 customers.

Q 1.g.   specifically how the customers were chosen (if a random sample
         was used, the exact method by which it was defined) and why you
         believe that this was an appropriate way to measure;

RESPONSE: For our CPS survey, customers who are surveyed are selected
            using a mechanized sample procedure within an interface
            program. The customers who are selected are
            transaction-based from three of our customer databases:
            Trouble Operating System, Customer Records and Billing, and
            the Suspend and Restore System. (If a customer calls in for
            a trouble ticket, or calls the business office for new or
            transfer of service, or if their service was interrupted for
            non-payment, that customer could be called and asked to
            complete a telephone survey.)

            The interface program calculates for each entity the number
            of records that should be elected for that day's sample
            allotment. The flexibility incorporated into the selection
            size has been created to ensure that a sufficient quantity
            of selected activity is passed to the vendor in order to
            yield statistically valid results for the reporting period.
            The vendor completes approximately 1,945 interviews each
            month.

            Installation activity is generated on a daily basis from our
            Service Order Entry System. Customers are statistically (1
            in 7) selected at random. All qualifying daily activity is
            sent to the interface program.

            In order for installation activity to qualify, the activity
            must meet the following criteria with Customer Records and
            Billing:

                    Service Order type must be New, Transfer, or Change
                    line function.

                    Service Order must contain activity on access line
                    service and equipment.

                    The customer selected must not be on vacation
                    service.

The NXX of the telephone number must not begin with a 0 or 1.

The customer telephone number must not be in a fictitious NPA NXX billing format.

The telephone number must not be a nonpublished number.

The customer must not be an employee.

Class of service must equal R-1 or B-1.

The customer must not have been surveyed in the last 40-day cycle.

The qualifying activity file that is passed from Service Order File Maintenance to the interface program contains the following information:

Telephone number
Service Order Number
Completion date of service order
Employee number

Repair activity is generated on a daily basis from trouble reports that flow through the Trouble Reporting System. Customers are statistically (1 in 5) selected at random. All qualifying daily activity is sent to the interface program.

In order to qualify the repair activity must meet the following criteria:

Category of report must be equal to a 1 (direct), 2 (indirect), 5 (referred-in), or 6 (exclude).

Disposition Code must not be 02, 05, 06, 10-29, 32, 34, 35, 62, or 63.

The customer selected must not be on vacation service.

The NXX of the telephone number must not begin with a 0 or 1.

The customer must not be in a fictitious NPA NXX.

The telephone number must not be a nonpublished number.

The customer must not be an employee.

Class of service must equal R-1 or B-1.

The customer must not have been surveyed in the last 40-day cycle.

The qualifying activity file that is sent to the interface program contains the following information:

Group Number
Company Number
Area Number
District Number
Type Account (Residential or Simple Business (R1/B1))
Telephone number (NPA NXX LINE)
Account Name
Date Closed
Disposition Code
Class of Service
Category Code
Employee Number

Suspend and restore activity is generated on a daily basis from our Suspend and Restore System (SRS). Customers are statistically (1 in 25) selected at random. All qualifying daily activity is sent to the interface program.

In order for the SRS activity to qualify, activity must meet the following criteria with Customer Records and Billing and the Suspend and Restore System:

The create date in notations must not be greater than that day's file.

The service must not be suspended or disconnected.

The employees number must not be equal to 200-299 or 700-799.

The customer selected must not be on vacation service.

The NXX of the telephone number must not begin with a 0 or 1.

The customer must not be in a fictitious NPA NXX.

The telephone number must not be a nonpublished number.

The customer must not be an employee.

Class of service must equal R-1 or B-1.

The customer must not have been surveyed in the last 40-day cycle.

The qualifying activity file that is passed from the Suspend and Restore System to the interface program contains the following information:

Telephone number
Control date from SRS
Employee number

For the QIMP survey, we perform a simple random sample of our customer base, proportionally by NXX. Monitoring is performed by COC to ensure no heavy sampling occurs.

The selection criteria is the same as CPS with the following exceptions: customers are not transaction-based, the customer could not have been interviewed for CPS in the last year, the customer can have an unlisted number, and the customer can be an employee.

In our QIMP survey we pull approximately 10,000 customers in order to complete 2,000 interviews biannually. All standard practices are followed for sampling; therefore, we are confident in the results of this study.

Q 1.h. the method of data collection (personal interview, telephone interview, mailed questionnaire);

RESPONSE: Data collection for both surveys are collected by telephone.

Q 1.i.   the information, if any, that was provided to the respondent at
         or immediately before the time of the interview or the receipt
         of the questionnaire;

RESPONSE: For our CPS telephone survey the interviewer begins:

         "Sprint/United (Centel) Telephone is interested in your
         perception of your recent contact with the phone company.
         Your input will be used to maintain or make improvements, so
         they can better serve you better in the future. This will
         only take a few minutes of your time."

         For our QIMP telephone survey the interviewer begins:

         "Hello, my name is _____ with XXX Group, a national
         marketing research company. We are conducting a study on
         the quality of service provided by local telephone
         companies. We would like to include your opinion."

Q 1.j.   the questions that were asked of customers in the order in
         which they were asked;

RESPONSE: See the attached three documents:

         Attachment A   Customer Perception Survey Questions   (1 page)

         Attachment B   Residential Quality Indicators   (10 pages)

         Attachment C   Business Quality Indicators   (11 pages)

Q 1.k. the compilation of the results of the study including any conclusions that were drawn and any actions that were taken as a result of the conclusions; the level of dissatisfaction which resulted in company action in response to the results of the study; and

RESPONSE: Compilation of the CPS results are gathered daily. If the customer comments that they have a problem or would like to be contacted by a company employee (i.e. want to have a phone book sent or want to be contacted regarding rate or feature information), their comments are taken in the form of an action comment. All action comments are passed along to the Consumer Markets District Manager's office for follow up.

It is Sprint United's and Sprint Centel's policy to make customer contact within 48 hours from the time of the interview. When a customer has a problem, they are informed of our planned action concerning their problem. When a customer has a question or would like information, they are provided with the appropriate answer/information.

QIMP compilation is every six months. There are no action comments passed along. QIMP is to obtain the customers perception and expectation of their local telephone company.

Q 1.1. the evaluations of the study's accuracy.

RESPONSE: CPS has a 95 percent statistical confidence rate of +/- 5 percent error rate at the district level. The QIMP survey has a 95 percent statistical confidence rate of +/- 1.6 percent error at the Company level.

Q 2. **Which quality of service rules (Rule 25-4.066 through 25-4.080, F.A.C.) does your company recommend modifying or deleting? Provide reasons for your recommendations.**

RESPONSE: Sprint United and Sprint Centel recommend that four rules be modified to reflect current techology and processes. Each one will be discussed separately.

Rule 25-4.073, Answer Time

Sprint United's and Sprint Centel's recommendation is to eliminate this rule.

As we move into the competitive environment, the demand to answer all incoming customer calls will become a very critical piece of continuing business. Customer satisfaction, customer retention and growth of our customer base will be determined on the availability and responsiveness of our ability to answer customer demand, which in many situations could be handled without a live customer service representative. Therefore, our first proposal is that we remove answer time reporting. The competitive environment, and alternative response provisions below, will satisfy customers without a fixed "answer time."

Alternative Proposal:

However, in the short term, it may be appropriate to modify the rule for the incumbent LECs as we transition to a fully competitive environment.

Interactive Voice Response Units are currently used in many businesses, providing convenience, options and information to customers. Customers have the option to surf the system to simply gather information, and may never choose the option to speak with a live attendant. In these situations, total answer time becomes irrelevant and should no longer be included in the FPSC rules. In addition, based on the calculation of measurements listed below, which begins from the last digit dialed by the customer, the number of options

we can possibly provide to the customer will be limited in order to meet a 55 second answer time. Is that really customer focused, when indeed we may want to allow the customer more options and menu choices, but do not have the flexibility to move beyond a 55 second window?

The following methodology has been been developed for our new IVRU process which is scheduled to be implemented in 1996.

	Existing Requirement	Current Timings
FPSC Time Allowed (seconds)	55	55
Network travel time	- 10	- 4 *
	45	51
Script	- 21	- 21
	24	30
Default to "Transfer to Rep" message	- 6	- 6
	18	24
"Transfer to Rep" message time	- 5	- 5
B.O. Answer Time Measurement	13	19

* Note: The 4 seconds shown above is the weighted average for the Central and South areas. The North area weighted average is 2 seconds which would make the B.O. answer time measurement 21 seconds. This weighted network travel time is from timing studies performed by our Consumer Markets Department.

Therefore, if the answer time rule cannot be eliminated at this time, then Sprint United and Sprint Centel would like to recommend that the rule be modified as follows:

That 85% of all calls be answered within 30 seconds from the time the customer selects a menu option for transfer or defaults to a live attendant. This request is based on the fact that the customer may choose to surf the IVR for several seconds before making their decision to speak with a live attendant, or may not wish to talk to a live attendant

at all. The 30 seconds will take into consideration the message advising the customer that they will be transferred to a representative. If the customer is not immediately answered by an agent, and happens to be driven to a queue, a message has been designed which indicates how long it may be before speaking to the representative. This is an added feature that we believe to be very customer focused and once again, gives the customer the option, to remain on the line or disconnect and call at a more convenient time.

Rule 25-4.074, Intercept Service.

Paragraph (2) states, "Subscriber lines which are temporarily disconnected for nonpayment of bills shall be placed on intercept (preferably operator intercept". We recommend that the language, "preferably operator intercept" be eliminated. The operator intervention provides no added value to the calling customer.

Rule 25-4.076, Pay Telephone Service Provided by Local Exchange Companies.

Pay telephone service is highly competitive in Florida and Rule 25-24.515, Pay Telephone Service, provides for nearly-identical regulation. We recommend that rule 25-4.076 (1) be modified inpart to read as follows:

> The LEC with carrier of last resort responsibilities will insure that at least one public coin telephone is available per exchange. This requirement will be considered satisfied if provided by another pay telephone provider.

Rule 25-4.0770, Customer Appointments

Sprint United's and Sprint Centel's recommendation is to eliminate this rule.

As we move into the competitive environment, it will be prudent for the company to honor all appointments. Customer satisfaction, customer retention and growth of our customer base will be determined by our ability to honor our commitments. Therefore, our first proposal is that we eliminate customer appointment measurements for both service installation and repair. The competitive environment will dictate that we no longer need this measurement.

Alternative Proposal:

However, in the short term, it may be appropriate to modify the rule for the incumbent LECs as we transition to a fully competitive environment.

In that case, we recommend that the measurement of Schedule 17, Repair Service Appointments, and Schedule 18, Service Order Appointments, of Form PSC/CMU 28, Entitled "Engineering Date Requirements," be modified to be at the company level rather than at the service center or exchange level dictated by the Form. The rule states "Each company shall keep at least 95% of all appointments each month." There is no mention of any greater reporting requirements, such as service center or exchange. Since our current number of appointments are so low, an inadvertent miss of just one or two causes us to miss the rule objective.

Q 3. Does your company recommend incorporating customer satisfaction surveys into the quality of service rules? Which rules would need to be changed, supplemented, or deleted? Provide reasons for your recommendations. If customer satisfaction surveys were so incorporated, who do you recommend conduct the surveys-FPSC, LEC, others?

RESPONSE: No. Customer satisfaction will be driven by the changes in the telecommunications industry, technology and the manner in which service will be rendered in the competitive market. The industry will police itself on customer satisfaction and quality of service levels based on customers' demands of high quality service and the LECS desire of customer retention.

Sprint United and Sprint Centel have customer satisfaction measurements in place today, which assist us in collecting customers' opinions and views regarding our quality of service. If necessary, we take appropriate corrective actions to resolve any identified customer complaints.

It would be difficult and costly to develop standard customer satisfaction survey questions to be asked to subscribers throughout the state. It is reasonable to anticipate that each LEC will want to personalize their questions and have the flexibility to change these as conditions warrant. Getting industry-wide and Commission consensus will be difficult.

With increased competition, LECs are going to continue to do everything they possibly can to keep their customers satisfied. Therefore, a Florida Public Service Commission requirement to survey customers is not necessary.

However, if customer satisfaction surveys are to be incorporated into the FPSC rules, then Sprint United and Sprint Centel recommend that the LEC conduct the surveys.

Attachment A

Customer Perception Survey (CPS) Questions

1.   Were the employees willing to help you, not too busy?
2.   Were the employees professional in behavior and appearance?
3.   Were you treated as an individual and not just a number?
4.   Did you receive individualized attention from the employee?
5.   Were the employees courteous and helpful?
6.   (PROMPT) Did the telephone company come to your home/business to
     do the work?
     if yes go to 6a; if no go to 7
6a. Were you kept informed during the visit?
7.   Were (program inputs OTC name) hours convenient for you?
     if yes go to 8; if no go to 7a
     if don't know/refused/no opinion go to 7b
7a. What hours are convenient for you?
7b. What more can you tell me about that?
8.   Did you receive prompt service?
9.   Were your needs handled within your requested time frame?
10. When you called (program inputs OTC name) were you promptly
     connected to a person who could help you?
11. Did the company keep all promises made to you, were your service
     needs satisfied?
12. Did the telephone company notify you, after completing your
     service needs?
13. Did the employees understand your specific needs?
14. Are you kept informed by (program inputs OTC name) about new
     products and services?
15. Does (program inputs OTC name) keep up-to-date with it's products
     and services?
16. Did the employee have an upbeat, positive attitude?
17. Based on your recent interaction and past experience, would you
     DEFINITELY RECOMMEND, PROBABLY RECOMMEND, PROBABLY NOT RECOMMEND,
     OR DEFINITELY NOT RECOMMEND (program inputs OTC name)?
     if definitely not recommend prompt 17A
17a. Why do you say that?
18. Those are all the questions I have. Is there anything else you
     would like to add?

RESIDENTIAL QUALITY INDICATORS

Project 5047 - November 1995

Study Code E047   Phone Code 4651

0. Hello, my name is _____ with The Lysis Group, a national marketing research company. We are conducting a study on the quality of service provided by local telephone companies. We would like to include your opinion.

1. Are you the person most responsible for making decisions concerning local telephone service for your household?

Yes	01 (GO TO 3)
No	02
DK/Refused	99 (THANK AND TERMINATE)

2. May I speak to that person?

Yes	01 (GO BACK TO INTRO.)
No	02 (SCHEDULE CALL BACK)
DK/Refused	99 (THANK AND TERMINATE)

3. Do you use this telephone primarily for personal household use, or for business purposes such as a full-time home-based business?

Residential	01 (CONTINUE)
Business	02 (THANK AND TERMINATE)
DK/Refused	99 (THANK AND TERMINATE)

4. Who is your local telephone company?

Sprint/(United/Carolina/Centel/Central)	01
Other	02 (THANK AND TERMINATE)
DK/Refused	99 (THANK AND TERMINATE)

5. Are you 18 years or age or older?

Yes	01
No	02 (THANK AND TERMINATE)
DK/Refused	99 (THANK AND TERMINATE)

I am going to read a list of statements which describe local telephone companies and the service they provide. Thinking only about Sprint/(United/Carolina/Centel/Central) Telephone, please tell me the extent to which you feel that they demonstrate each feature, using a 10-point scale where "1" means Strongly Disagree and "10" means Strongly Agree.

Strongly Disagree									Strongly Agree	DK/ Refused
1	2	3	4	5	6	7	8	9	10	99

Sprint/(United/Carolina/Centel/Central) Telephone . . .

(RANDOMIZE)

6. Provides a dial tone 100% of the time when you pick up the phone.

7. Provides clear, static-free connections 100% of the time.

8. Ensures that calls get through promptly.

9. Ensures that calls get through the first time to the number dialed.

10. Charges a reasonable rate for local telephone service.

11. Provides toll-free service to local areas customers call the most.

12. Your monthly bill itemizes extra charges for local service.

13. Provides an adequate number of directory assistance calls each month at no cost.

14. Lets customers know what they're getting and what it will cost.

15. Has operating hours convenient to all their customers.

16. Has employees who provide prompt service.

17. Has employees who are never too busy to respond to customer requests.

18. Lets customers know exactly when services will be performed.

19. Completes repairs within the customer-required time frame.

20. Completes installation of new or additional services within the customer-required time frame.

21. Has employees who treat customers as individuals, not just numbers.

22. Has employees who give customers individual attention.

23. Has employees who are consistently courteous.

24. Has employees who understand the specific needs of their customers.

25. Has employees who are upbeat and have positive attitudes.

26. Keeps up-to-date with the latest communications technology.

27. Provides a wide variety of services.

28. Informs customers about new services and changes to existing services.

29. Is innovative in the development of new telephone products and services.

30. Has bills which are easy to read and understand.

31. Has bills which are free of mistakes.

32. Provides a variety of payment plans.

[END RANDOMIZE]

33. When Sprint/(United/Carolina/Centel/Central) Telephone promises to do something by a certain date, they will do it.

34. Using a scale of 1 to 10, where "1" means Extremely Dissatisfied and "10" means Extremely Satisfied, how satisfied are you with Sprint/(United/Carolina/Centel/Central) Telephone and the services they provide?

35. Based upon your overall experience with Sprint/(United/Carolina/Centel/Central) Telephone,
   would you recommend Sprint/(United/Carolina/Centel/Central) Telephone to someone at another
   residence who has a choice between Sprint/(United/Carolina/Centel/Central) Telephone and
   another telephone company? Would you . .

   (READ)

Definitely recommend	01
Probably recommend	02
Probably not recommend	03
Definitely not recommend	04
Don't know	08
Refused	09

   [ASK QUESTION 36 ONLY IF RATING OF SPRINT/UNITED IN Q 35 IS 03, 04 or 08]

36. Why is that?

   **PROMPT IF NECESSARY: "WHY DID YOU GIVE THAT ANSWER ABOUT NOT
   RECOMMENDING SPRINT/UNITED TELEPHONE?"**

37. Now thinking about local telephone companies and the service they provide, some features are ·
   more important than others. Please tell me which of the following is the *most important* to you...

   [RANDOMIZE]

   Courteous and helpful employees
   Responsive and prompt service
   Reliable local telephone service
   Innovative services
   Billing communications

38. Which is second most important...
39. Which is third most important...
40. Which is fourth most important...

Now I would like you to think about the kind of telephone company which would provide you EXCELLENT local service - the kind of telephone company with which you would be pleased to do business.

I am going to read a list of statements, but this time please tell me the extent to which you feel an EXCELLENT local service telephone company would demonstrate each attribute. Again, use our 10-point scale where "1" means Strongly Disagree and "10" means Strongly Agree.

An EXCELLENT telephone company . . .

(RANDOMIZE)

41. Provides a dial tone 100% of the time when you pick up the phone.

42. Provides clear, static-free connections 100% of the time.

43. Ensures calls get through promptly.

44. Ensures calls get through the first time to the number dialed.

45. Charges a reasonable rate for local telephone service.

46. Provides toll-free service to local areas customers call the most.

47. Monthly bill itemizes extra charges for local service.

48. Lets customers know what they're getting and what it will cost.

49. Has operating hours convenient to their customers.

• 50. Has employees who provide prompt service.

51. Has employees who are never too busy to respond to customer requests.

52. Lets customers know exactly when services will be performed.

53. Completes repairs within the customer-required time frame.

54. Completes installation of new or additional services within the customer-required time frame.

55. Has employees who treat customers as individuals, not just numbers.

56. Has employees who give customers individual attention.

57. Has employees who are consistently courteous.

58. Has employees who understand the specific needs of their customers.

59. Has employees who are upbeat and have positive attitudes.

60. Keeps up-to-date with the latest communications technology.

61. Provides a wide variety of services.

62. Informs customers about new services and changes to existing services.

63. Is innovative in the development of new telephone products and services.

64. Has bills which are free of mistakes.

65. Has bills which are easy to read and understand.

66. Provides a variety of payment plans.

[END RANDOMIZE]

67. When an EXCELLENT telephone company promises to do something by a
     certain date, they will do it.

68. In the last six months, have you experienced a problem with your local telephone service?

       Yes   01
       No   02 (SKIP TO Q. 74)
       DK/Refused   99 (SKIP TO Q. 74)

69. What kind of problem did you have?

Bad Connection/Static	01
Billing Problem	02
Problem with Telco Personnel	03
Cost/Too Expensive	04
Repair Problem	05
Installation Problem	06
Recurring Problem	07
Outdated Equipment	08
No Local Business Office	09
Expand Local Calling Area	10
Wants Private Line	11
Repair Request Made in Error	12
Other [SPECIFY: _____]	13
No Answer/Refused	99

70. Did you report the problem to Sprint/(United/Carolina/Centel/Central) Telephone?

Yes	01 (SKIP TO Q. 72)
No	02
DK/Refused	99 (SKIP TO Q. 72)

71. Why didn't you report the problem?

[RECORD ALL THAT APPLY]

Have not had time	01
Re-occurring problem, we just have to accept it	02
Problem went away/will go away by itself	03
It is Sprint/(United/Carolina/Centel/Central) Telephone Company's responsibility to fix without me informing them	04
My problem or error	05
Fixed by someone other than Sprint/(United/Carolina/Centel/Central)	06
Why bother, Sprint/(United/Carolina/Centel/Central) won't listen	07
Phone was not working, could not report the problem	08
Other [Specify:_____]	09
DK/Refused	99

72. Was the problem resolved to your satisfaction?

Yes	01 (SKIP TO Q. 74)
No	02
DK/Refused	99 (SKIP TO Q. 74)

73. Why wasn't it resolved to your satisfaction? [RECORD ALL THAT APPLY]

Sprint/(United/Carolina/Centel/Central) doesn't take responsibility	01
Sprint/(United/Carolina/Centel/Central) didn't complete the job	02
Sprint/(United/Carolina/Centel/Central) doesn't follow up	03
Took too long	04
Slow/late responding to my call	05
Customer service problem	06
Outdated lines/equipment	07
Problem still is not fixed	08
Sprint/(United/Carolina/Centel/Central) doesn't know how to fix it	09
Billing/cost	10
Other [Specify: _____]	15
DK/Refused	99

These last few questions are for classification purposes only and will be held in strict confidence.

74. In an average month, how much does your household spend on long distance only? Is it. . .

Up to $15	01
$16 to $30	02
$31 or more	03
DK/Refused	99 [DO NOT ASK]

---

75. How long have you been a customer of Sprint/(United/Carolina/Centel/Central) Telephone?

    (READ)

    Less Than 1 Year   01
    1 - 2 Years   02
    2 - 4 Years   03
    5 - 7 Years   04
    8 - 10 Years   05
    Over 10 Years   06
    DK/Refused   99

76. Which of the following age categories best describes your current age?

    (READ)

    18 - 24   01
    25 - 34   02
    35 - 44   03
    45 - 54   04
    55 - 64   05
    65 or older   06
    No answer/Refused   99

77. Is your yearly household income, before taxes, over or under $30,000?

    < $30,000   01 (GO TO 78)
    > $30,000   02 (GO TO 79)
    No answer/Refused   99

78. Is it ....

    (READ)
    $25,000 - $30,000   05
    $20,000 - $25,000   04
    $15,000 - $20,000   03
    $10,000 - $15,000   02
    < $10,000   01
    No answer/Refused   99

79. Is it ...

>   **(READ)**
> $30,000 - $35,000   01
> $35,000 - $40,000   02
> $40,000 - $45,000   03
> $45,000 - $50,000   04
> $50,000 - $75,000   05
>   Over $75,000   06
>   No answer/Refused   99

80. Gender (DO NOT ASK)

>   Female   01
>   Male   02

THANK AND TERMINATE

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BUSINESS QUALITY INDICATORS

Project 5048 - November 1995
Study Code E048   Phone Code 4874

Quota groups

485 interviews per OTC. Unless we find that we have to change these quota groups because a small OTC does not have enough customers, the following are the quotas in each OTC:

Business size	
Simple	335
Complex	150

The definitions for Simple and Complex businesses are identified in question G. *Simple* businesses are those with regular single line service (typically 1 to 4 lines); *Complex* businesses are those with Key systems, PBX, and ABC/Centrex service.

SCREENER (A - G)

A. Hello, my name is _____ with The Lysis Group, a research firm specializing in the telecommunications industry. We are conducting a study on the quality of services provided by local telephone companies. May I please speak to *one of the people* in your organization who is responsible for making decisions concerning telephone or data communications services?

Yes	01 (Transfer to person and continue)
Speaker is respondent	02 (Go to D)
Not available	02 (Schedule callback)
No	03 (Thank and terminate)
DK/Refused	99 (Thank and terminate)

B. *[Use first paragraph below only for callbacks]*

Could I speak with *[name, if available; name will only be available on callbacks and where one person in an organization has referred the call on to another person].*

Hello, my name is _____ with The Lysis Group, a research firm specializing in telecommunications research. We are conducting a survey about telephone and data communications services. We would like to include your opinions. Are you responsible for decisions about telephone or data communications services for your organization?

Yes	01 (Go to D)
No - other person	02 (Go to C)
DK/Refused	99 (Thank and terminate)

C.   What is the name and phone number of the person who makes decisions about telephone or data communications services for your organization?

      [Get name of person, and number if different]

Would you pass me to that person?

Yes	01 (Go to B)
Not available	02 (Schedule callback)
No	03 (Thank and terminate)
Handled by corporate office	04 (Thank and terminate)
DK/Refused	99 (Thank and terminate)

D.   Who is your local telephone company?

(Probe if AT&T or MCI is mentioned: That is a provider of long distance service. Who is your local telephone company.)

Sprint/(United/Carolina/Centel/Central)	01 (Continue)
Other	02 (Thank and terminate)
DK/Refused	99 (Thank and terminate)

E.   Does your business use data products and services from (INSERT FROM Q.D), in addition to the voice phone line? (Data communications products refer to products which tie computers together and includes such things as modems, LANs (Local Area Networks), FAX modems or dedicated lines for data transmission.)

NOTE: A FAX that uses a voice line is not to be included as part of the data definition. If FAX is mentioned, please clarify if FAX is attached to a modem (and is considered "data") or is a FAX attached to a voice line (thus is considered "voice" only.)

Voice only	01 (Go to question F)
Voice & data	02 (Go to question F)
DK/Refused	99 (Thank and terminate)

F. Including yourself, how many full-time employees work at this location?

(Probe if necessary....Please give me your best estimate.)

[Exact number: ____]

G. What type of telephone equipment do you have? Do you have...

[READ]

Regular lines	01 (Continue; if quota is full thank and terminate))
Key system	02 (Continue; if quota is full thank and terminate;)
PBX	03 (Continue; if quota is full thank and terminate)
ABC/Centrex	04 (Continue; if quota is full thank and terminate)
DK/Refused	99 (Thank and terminate)

I. Thinking only about voice [and data] communications products and services provided by Sprint/(United/Carolina/Centel/Central), overall how satisfied are you with Sprint/(United/Carolina/Centel/Central) Telephone and the products and services they provide? Please use a scale of 1 to 10, where "1" means Extremely Dissatisfied and "10" means Extremely Satisfied.

Extremely Dissatisfied									Extremely Satisfied	DK/ Refused
1	2	3	4	5	6	7	8	9	10	99

Q Thinking about Sprint/(United/Carolina/Centel/Central) Telephone, please tell me the extent to which you agree or disagree with each of the following statements, using a 10-point scale where "1" means Strongly Disagree and "10" means Strongly Agree.

[If Q.E is "VOICE AND DATA" add: Please include in your responses your combined experience with both voice and data communications products and services provided your business by Sprint/(United/Carolina/Centel /Central) Telephone.]

Strongly Disagree									Strongly Agree	DK/ Refused
1	2	3	4	5	6	7	8	9	10	99

READ: Sprint/(United/Carolina/Centel/Central) Telephone . . .

[RANDOMIZE]

BASIC SERVICE & RELIABILITY

2.   Provides an immediate dial tone [and data connection] every time.

3.   Provides clear, static-free voice [and data] connections 100% of the time.

4.   Ensures that calls [and data transmissions] get through promptly.

5.   Ensures that calls [and data transmissions] get through the first time to the number dialed.

6.   Ensures privacy of voice [and data] communications.

7.   Completes installations and repairs correctly the first time.

8.   Follows up after completing installations or repairs.

9.   Has operating hours convenient to their customers.

10.   Has employees who provide prompt service.

11.   Has employees who are never too busy to respond to customer requests.

12.   Lets customers know exactly when services will be performed.

13.   Completes installations and repairs within customer-required time frame.

14.   Employees are professional.

15.   Employees treat customers as individuals, not just numbers.

16. Employees give customers individualized attention.

17. Employees are consistently courteous.

18. Understands customers' voice [and data] communications needs.

19. Provides cost-effective solutions for business voice [and data] communications needs.

20. Service technicians keep customers informed about what they are doing and how long it will take.

21. When customers call Sprint/(United/Carolina/Centel/Central), they are transferred immediately to the appropriate person.

22. Keeps up-to-date with the latest voice [and data] communications technology.

23. Provides a wide variety of voice [and data] communications products and services.

24. Keeps customers informed about available voice [and data] communications products and services.

25. Cost of local telephone service is competitively priced ᵐᵘᵗᵘᵃˢ.

26. Provides toll-free service to local areas you call the most.

27. Has bills which are easy to read and understand.

28. Has bills which are free of mistakes.

29. Provides customized billing formats to meet customers' needs.

30. Corrects billing errors promptly.

[End randomize]

31. When Sprint/(United/Carolina/Centel/Central) Telephone promises to do something by a certain date, they do it.

32. Based upon your overall experience with Sprint/(United/Carolina/Centel/Central)
     Telephone, would you recommend Sprint/(United/Carolina/Centel/Central) Telephone to
     someone at another business, who has a choice between
     Sprint/(United/Carolina/Centel/Central) Telephone and another telephone company? Would
     you ...

     (READ)

Definitely recommend	01
Probably recommend	02
Probably not recommend	03
Definitely not recommend	04
Don't Know	08
Refused	99

[Ask question 32A only if response to question 32 is 03, 04 or 08]

32a. Why do you give that rating? [Specify:_____]

33. Now thinking about local service telephone companies and the service they provide, some
     features are more important than others. Please tell me which of the following is the *most*
     important to you...

          Courteous and helpful employees
          Responsive and prompt service
          Reliable local telephone service
          Innovative services
          Billing communications

34. Which is second most important...
35. Which is third most important...
36. Which is fourth most important...

Q: Now I would like you to think about the kind of local service telephone company which
     would provide your business with EXCELLENT service (for both your voice and data
     needs) - the kind of telephone company with which you would be pleased to do business.
     I am going to read a list of statements and please tell me the extent to which you feel each
     one describes an EXCELLENT local service telephone company. Again, use our 10-point
     scale where "1" means Strongly Disagree and "10" means Strongly Agree.

Strongly Disagree									Strongly Agree	DK/ Refused
1	2	3	4	5	6	7	8	9	10	99

READ: An EXCELLENT telephone company . . .

(RANDOMIZE)

BASIC SERVICE & RELIABILITY

37. Provides an immediate dial tone [and data connection] every time.

38. Provides clear, static-free voice [and data] connections 100% of the time.

39. Ensures that calls [and data transmissions] get through promptly.

40. Ensures that calls [and data transmissions] get through the first time to the number dialed.

41. Ensures privacy of voice [and data] communications.

42. Completes installations and repairs correctly the first time.

43. Follows up after completing installations or repairs.

44. Has operating hours convenient to their customers.

45. Has employees who provide prompt service.

46. Has employees who are never too busy to respond to customer requests.

47. Lets customers know exactly when services will be performed.

48. Completes installations and repairs within customer-required time frame.

49. Employees are professional [in appearance, behavior or communications skills].

50. Employees treat customers as individuals, not just numbers.

51. Employees give customers individualized attention.

52. Employees are consistently courteous.

53. Understands customers' voice [and data] communications needs.

54. Provides cost-effective solutions for business voice [and data] communications needs.

55. Service technicians keep customers informed about what they are doing and how long it will take.

56. When customers call an EXCELLENT telephone company, they are transferred immediately to the appropriate person.

57. Keeps up-to-date with the latest voice [and data] communications technology.

58. Provides a wide variety of voice [and data] communications products and services.

59. Keeps customers informed about available voice [and data] communications products and services.

60. Cost of local telephone service is competitively priced ⁱⁿⁱᵛᵐ⁴.

61. Provides toll-free service to local areas you call the most.

62. Has bills which are easy to read and understand.

63. Has bills which are free of mistakes.

64. Provides customized billing formats to meet customers' needs.

65. Corrects billing errors promptly.

[End randomize]

66. When an EXCELLENT telephone company promises to do something by a certain date, they do it.

67. In the last six months, have you experienced a **problem** with your local telephone service at your location ᵛⁱᵛᵐ⁴?

        Yes   01
        No   02 (SKIP TO 71)
        DK/Refused   99 (SKIP TO 71)

68.   What kind of problem did you have?

Bad Connection/Static/ Calls do not go through	01
Billing Problem, Non-payment discrepancy or error, Deposit	02
Problem with Telco Personnel	03
Cost/Too Expensive	04
Problems with repair	05
Problems with installation Cable not burined, etc.	06
Recurring Problem (weather, etc.)	07
Outdated Equipment	08
No Local Business Office	09
Expand Local Calling Area	10
Party line/Wants Private Line	11
Repair Request Made in Error Phone off the hook	12
Customer premises equipment	13
Lines not working	14
Other [SPECIFY: _____]	88
No Answer/Refused	99

69.   Did you report the problem to Sprint/(United/Carolina/Centel/Centra;) Telephone?

Yes	01 (SKIP TO 70)
No	02
DK/Refused	99.

69a. Why didn't you report the problem? [RECORD ONE RESPONSE ONLY]

Have not had time	01
Re-occurring problem, we just have to accept it	02
Problem went away/will go away by itself	03
I shouldn't have to tell them, It is Sprint/(United/Carolina/Centel/Central's) responsibility to fix without me informing them	04
My problem or error	05
Fixed by someone other than Sprint/(United/Carolina/Centel/Central)	06

Why bother, they won't listen	07
Phone was not working, could not report the problem	08
Other [Specify:_____]	09
DK/Refused	99

70. Was the problem resolved to your satisfaction?

Yes	01	(SKIP TO 71)
No	02	
DK/Refused	99	

70a. Why wasn't it resolved to your satisfaction? [RECORD ONE RESPONSE ONLY]

Sprint/(United/Carolina/Centel/Central) doesn't take responsibility	01
Sprint/(United/Carolina/Centel/Central) didn't complete the job	02
Sprint/(United/Carolina/Centel/Central) doesn't follow up	03
Took too long	04
Slow/late responding to my call	05
Customer service problem	06
Outdated lines/equipment	07
Problem still is not fixed	08
Sprint/United/Carolina/Centel/Central) doesn't know how to fix it	09
Billing/cost	10
Other [Specify: _____]	88
DK/Refused	99

71. Does your local telephone company maintain your on-premises telecommunications equipment? That is, do you have a maintenance contract or agreement with your local telephone company^{noms}?

Yes	01
No	02
DK/Refused	99

72. What is your primary line of business?

        [Read only if necessary]
        [Record one response only]

        Agriculture   01
        Mining/Forestry/Fishing/Hunting   02
        Construction   03
        Manufacturing   04
        Transportation   05
        Communications/Utilities   06
        Wholesale sales/Distribution   07
        Retail sales   08
        Finance/Insurance/Real estate   09
        Services (Personal/Business/Health/
        Entertainment/Education/Legal/Social)   10
        Government   11
        Other [SPECIFY:_____]   12
        DK/Ref   99

73. What is your company's annual revenue at your location?

        [RECORD EXACT RESPONSE - no commas or decimal points]
        Annual revenue $_____

        [PROMPT ONLY IF THERE IS HESITATION]
        Would it be...

        less than $1 million   01
        $1 million to $10 million   02
        more than $10 million   03
        DK/Refused   99

THANK AND TERMINATE

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