

Qwest's Spirit of Service-- Working to Serve Customers Better

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Spirit of Service

- Cultural change for the company
- Necessary in a competitive environment
- Customers are the business
- The shift in focus to the customer shows
 - The American Customer Satisfaction Index (ACSI), produced annually at the University of Michigan and viewed as one of the leading benchmarks of **customer satisfaction** in the country, ranked Qwest at the top of the industry, whereas 4 years ago, Qwest was last 5/07
 - Qwest received its sixth consecutive ranking as the **top performer** in the local telecommunications carrier segment for directory assistance services (Paisley National Directory Assistance Performance Index) 5/07
 - In Atlantic-ACM's 2006 Metro Carrier Report Card: Wholesale and Business, wholesale customers ranked Qwest first place for customer service and provisioning among all RBOCs and ILECs

It's the Little Things that Matter

- Ensure customers know products and services they buy and what options are available to them
- Implemented a voice activated voice response system, rather than just a numerical system
- Internet account options for customers to pay bills, order services, and seek assistance
- Reemergence of retail stores (over 100 across the region)
- Use customer feedback as a tool for change
- Empower employees to help customers, irrespective of whether their job is customer facing
- Have a presence in the community

“Do the Right Thing”