

CELLULAR**ONE**[®]



western wireless[®]

South Dakota Public Utilities

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Consumer Issues

Presented by

Rae Ann Kelsch

Manager—Government Compliance
& External Affairs



Cellular One— Premier Rural Wireless Carrier

- 170 employees in South Dakota
- 24 company-owned retail locations throughout the state and reservations
- Designated as an ETC in September of 2001 and September of 2004



Why Choose Cellular One?

- More stores in your neighborhood
- Personalized customer service
- Network quality and coverage commitment
- Best pricing value
- Latest products and services



Methods of Customer Contact to Issue Complaints

- Customer goes to a sales office
- Contact by phone
- Contact online
- Direct mail
- Through a government agency



Process to Resolve Customer Issues

- Introduction
- Identify and verify customer
- Determine reason for call
- Listen and probe for all details
- Partner with customer to obtain resolution
- Resolve situation



Process to Resolve Customer Issues cont.

- If unable to resolve issue with customer, utilize additional resources: Technical Support, Specialty Services, Support Operations, Sales Office, Dealer Sales Office, Field Technicians, Supervisor/Manager, Billing Account Research, Fraud, Corporate Sales, Payments, Customer Relations, and Technical Support.



Escalation of Earlier Customer Contact

- Identify and verify customer
- Check for understanding of situation
- Review earlier contact
- Determine possibility of mutually satisfactory resolution
- Educate and explain, using as many resources as possible



Escalation of Earlier Customer Contact cont.

- Recap resolution and or offer with customer



Formal Complaints

- Method of contact: direct mail, electronic mail, fax
- Sources of contact: State Agencies, State Attorney Generals, FCC, Better Business Bureau, Congressional Delegation, Customer Retained Attorneys, Small Claims Court, and Arbitration



Process for Formal Complaints

- Identify and verify complainant
- Review complainants written concerns
- Review billing and account history
- Research concerns
- Modify the account as appropriate
- Submit written response with resolution to the source of contact



Additional Resources for Formal Complaints

- Legal
- Regulatory
- Marketing
- Accounting
- Revenue Assurance
- Sale Operations
- Executives



What are we doing to improve Customer Service?

- Signatory on the CTIA Consumer Code for Wireless Service
- Allow customers 14 day trial period for new service
- Provide ready access to customer service support
- Respond in writing to state or federal agencies within 30 days of receiving complaints from such agencies