

*Auth Cross Ex. 5*

CUB's First Set of Data Requests

OFFICIAL FILE

Docket 00-0043

I.C.C. DOCKET NO. 00-0043

Data Request 17

*Auth Ex* Exhibit No. 5

REQUEST 17

Witness \_\_\_\_\_  
Date 9/1/2000 Reporter JW

- A. Has Ameritech used any outside contractors to solicit customers to subscribe to the SimpliFive rate? If so, please
  1. Identify each and every outside contractor used,
  2. Identify the dates the outside contractor was used,
  3. Identify the services for which the outside contractor was used,
  4. State what customer information was made available to the outside contractor,
  5. Provide a copy of the script used by the outside contractor to solicit customers to subscribe to the SimpliFive rate, and
  6. Provide each and every contract, agreement, memorandum, analysis, notes or other document produced by or for the outside contractor.
  
- B. Has Ameritech used any outside contractors to solicit customers to subscribe to the CallPack rates? If so, please
  1. Identify each and every outside contractor used,
  2. Identify the dates the outside contractor was used,
  3. Identify the services for which the outside contractor was used,
  4. State what customer information was made available to the outside contractor,
  5. Provide a copy of the script used by the outside contractor to solicit customers to subscribe to the CallPack rate, and
  6. Provide each and every contract, agreement, memorandum, analysis, notes or other document produced by or for the outside contractor.

RESPONSE:

Yes, Ameritech has used outside contractors to solicit customers to subscribe to the both the SimpliFive and CallPack plans. Contractors that Ameritech has used include Sannuiel, Dakotah, Affina and Convergys. Engagement of their services was handled via master contracts for outbound telemarketing services.

Convergys is the vendor currently used for Ameritech Illinois' 2-PIC winback program. See the Communications Plan attached as Exhibit 21 for the winback contact procedures and how the outbound telemarketers are utilized in this program. If a customer has been slammed, the telemarketer tries to bring the customer back on standard tariffed rates. If the customer refuses or wants a better rate, the SimpliFive plan is typically offered. If the customer previously had an OCP and was slammed, and it is within 90 days of the switch, they are returned to Ameritech Illinois on the best possible optional calling plan. If the customer has not been slammed, the normal call flow procedures noted in the Communications Plan (Exhibit 21) are followed. Outbound telemarketing representatives do not discuss billing with the customer. If the customer wants billing information, they are referred to the Ameritech Customer Care Center. Leads triggered to the outbound telemarketers are for customers who have discontinued their intraLATA toll service with Ameritech. The only information provided to the telemarketers is the customer name and telephone number.