

## CUSTOMER RELATIONS — INSTALLERS AND REPAIRMEN

### 1. GENERAL

**1.01** On a new installation you are frequently the first representative of the Company to have personal contact with the customer. It is, therefore, very natural that the customer should consider you as the Telephone Company and judge the Company by your conduct and work.

**1.02** On trouble cases, you are the first employee the customer sees after a report of trouble has been made. It is important that you conduct yourself in such a way that the customer is left with the feeling that his complaint is receiving proper and adequate attention.

**1.03** Our customers want to deal with a friendly company, one that is sincerely interested and sympathetic. Installers and Repairmen who deal directly with our customers have it within their power to impress them favourably with the way the job is done. The manner in which our employees approach the customer and conduct themselves with the public is an important factor in creating and maintaining the good will of the public.

**1.04** This section is reissued to add information on Gaining Access and on Customer In- ←  
struction.

### 2. APPEARANCE

**2.01** One of the biggest factors in creating a favourable first impression is your personal appearance. Your appearance should be such that you will be readily admitted into any place you are obliged to go.

**2.02** Dress neatly and be careful of your personal appearance at all times.

### 3. SPEECH

**3.01** Use a pleasant tone of voice.

**3.02** Avoid the use of technical terms where such expressions may not readily be understood.

**3.03** Speak clearly, that you may be easily understood.

**3.04** Avoid the use of expressions which are not in good taste.

**3.05** Avoid any use of profanity.

### 4. GAINING ACCESS

**4.01** Introduce yourself by name and Company to the customer in a friendly manner, observing the accepted formalities of good manners — the removal of your hat, for instance. Where possible, address the customers by name. (If you are unable to gain access, leave a Form 606, Notice to Customer of Employee's Visit.) ↴

**4.02** Explain the purpose of your visit.

**4.03** Upon request, present your identification card cheerfully. Do not resent the customer's suspicion of strangers. It is entirely natural.

**4.04** Keep all appointments and promises or explain your reasons for not doing so.

**4.05** When work cannot be completed on the day started make an appointment with the customer for re-entry.

**4.06** Only the occupant of the dwelling, or someone appointed by the occupant, has the right to give access to the dwelling. Every attempt should be made to have a responsible party remain on the premises until you have completed your work.

**4.07** If a customer wishes to observe work operations underway, no objection should be made, unless for safety reasons.

**5. CONSIDERATION OF PRIVATE PROPERTY**

**5.01** We have the right to enter private property only where an easement has been obtained. Since you will not normally know if an easement is in effect, obtain permission from the owner before entering the property. Ask if there are any hazards you should be aware of (e.g. dogs) or any gardens you should be careful of.

**5.02** Respect customers' property. Avoid cutting across garden, etc.

**5.03** Secure the consent of the owner before pruning trees or vines. Explain exactly what you intend to do and why it is necessary.

**5.04** Do not leave bits of scrap wire, or old attachments on the property. Such scraps present an untidy appearance and could cause accidents.

**6. CONDUCT IN SUBSCRIBER'S PREMISES**

**6.01** The following general principles should be observed in all contacts with customers:

- Do not partake of intoxicating beverages on the job.
- Never blame other persons or departments for errors or mistakes. Take the necessary action to have them rectified.
- Treat all customers with equal consideration. Do not discriminate.
- Avoid entering discussions of controversial subjects with customers, such as religion, politics, etc.
- Regardless of the provocation, do not retaliate to harassment. If you are the object of such harassment, remove yourself from the location, taking only those steps immediately necessary to prevent injury. Notify your supervisor of the situation or if the situation is serious enough, notify the local law enforcement agency. In most cases leaving the location will prevent the situation from becoming more serious.

**6.02** Answer the customer's questions if you can. If you are unable to answer all of them, express regret and assure the customer that he will receive the information he seeks as soon as

possible. Refer the questions to a person who will accept the responsibility for their answers.

**6.03** Place wet weather clothing so as to avoid damage to the customer's property.

**6.04** Place your tools and material in a position that is handy but where they will not cause accidents.

**6.05** Limit your use of the customer's telephone to necessary calls, and make them as brief as possible.

**6.06** Avoid using customer's washroom facilities whenever possible. If this cannot be avoided, first obtain permission and then clean up, leaving the premises as you found them.

**6.07** Obtain permission or knock before entering a private office or a closed room in a residence.

**6.08** Do not smoke unless permission is first obtained from the subscriber. Do not smoke where it may present a fire hazard.

**6.09** Use good judgment and tact in applying standard practices and recognized policies. Recognize cases requiring unusual treatment and arrange for appropriate action.

**6.10** If tools or material are to be left on customers' premises overnight, obtain permission and place them where no inconvenience will result. As the customer cannot be held responsible this practice should be avoided wherever possible.

**6.11** A job should not be left uncompleted while you attend to other work. If this is unavoidable inform the customer of your probable time of return and ensure that this commitment is met.

**6.12** Endeavour to have the customer remove breakable objects to a place of safety while work is in progress.

**6.13** Avoid damage to the customers' property but if it should occur call it to his attention and report it properly so that appropriate action may be taken.

- 6.14** Before doing work on a roof, examine it to determine if it is unsafe or likely to be damaged. Notify the property owner or tenant if either of these conditions are found.
- 6.15** Extra work or favours should not be performed for a customer on the promise of monetary reward or with the hope of receiving gratuity. A gratuity usually leaves one under an obligation and should not be accepted.
- 6.16** Clean up after the job and leave the premises as you found them.
- 7. PLANT SALES**
- 7.01** Be alert to the customer's needs for complete telephone service. Discuss the many service and equipment offerings available, make your recommendation, and present an opportunity for the customer to buy.
- 7.02** Where the customer appears annoyed, politely explain the Company's wish to ensure complete service, and apologize for any undue annoyance or bother.
- 8. JOB CONSIDERATIONS**
- 8.01** Do your work neatly, quietly and as quickly as safety and good workmanship permit. Follow methods prescribed in Bell System Practices and other Company instructions.
- 8.02** If your visit is the result of a trouble report, discuss the report with the originator and secure all necessary information.
- 8.03** Listen attentively to complaints and be helpful in the solution of the customers telephone problems. Do not engage in general conversation but show a human interest in the customer and his affairs.
- 8.04** If you find the equipment or service is not what the customer requires, give him what he wants, if possible, while on the job and if permitted by current regulations; otherwise make arrangements so that the necessary orders will be issued to furnish the service the customer desires. Satisfactory explanation should be given as to why the work cannot be done.
- 8.05** When trouble is found to be caused by the customers' misuse, explain the matter in such a way that the customer understands that interest in his service alone prompted you to call it to his attention.
- 8.06** Appreciate the fact that faulty service can be a source of real inconvenience to the customer. If he comments on this inconvenience, express your understanding of his situation, assuring him that you will clear the trouble as promptly as possible.
- 8.07** If it is necessary to interrupt service on any line, plan to do so at a time that will cause least inconvenience when possible and first notify the customer.
- 8.08** If, in process of performing work an existing service is reported in trouble to you by the customer you shall endeavour to repair it and report to the Test, Control or Assignment Centre for record purposes. If you cannot clear the trouble report it immediately for appropriate attention.
- 8.09** If a customer is not satisfied with the completed work, determine the reason and make any alterations required within the limitation of standard practices.
- 8.10** It is usually desirable to report the completion of a job in the customers presence. If on repair visits this cannot be done, call the customer or request the tester to inform him of the completion of the work.
- 9. ACCURACY OF SERVICE ORDER**
- 9.01** Since the service order provides the source of information for all company records and is used for billing purposes, directory listings, Commercial records, etc., it is essential that all the information shown on the order is correct. The installer must verify with the customer that the service order accurately reflects the customer's name, initials, address, etc. Also, the equipment installed must be the same as what is shown on the order or as shown on an order corrected in the approved manner. In all cases, the Installer must notify the control centre of the changes made to an order so that the required corrections can be issued.

**10. CUSTOMER INSTRUCTION**

**10.01** Before you leave the customer's premises, be sure the customer understands how to use his telephone equipment and directory as follows:

— On Inward Installation Visits:

- (a) Demonstrate the correct method of using the equipment installed.
- (b) Explain the need to wait for dial tone, and point out that other audible tones may be heard, e.g. busy tone, ringing tone, "Touch Tone" tones, etc.
- (c) Point out possible dialing errors such as using the numeral zero in place of the letter "O", and the numeral one in place of the letter "I".
- (d) Offer appropriate telephone directories in accordance with this table.

	Alphabetical	Yellow Pages
EAS Core	1 per tel.	1 per tel.
EAS Fringe	Local — 1 per tel.	Local — 1 per tel.
	Core — 1 per customer	Core — (on demand only) 1 per customer
All Others	Local — 1 per tel.	Local — 1 per tel.

— Where the Alphabetical and Yellow pages are included under the same cover, the Yellow pages are included only in those copies of the directory that are intended for distribution to customers at local exchange.

Example: Welland customers' copies of Directory No. 57, the Niagara - St. Catharines - Welland directory, contain only Welland Yellow pages. In Port Colborne, which is another exchange listed in the same directory, the customers receive the Niagara - St. Catharines - Welland directory with Port Colborne Yellow pages.

— The Installer shall verify that the exchange name, shown in the extreme left hand corner of the Service Order, is listed on the appropriate introductory page of the alphabetical section. Where yellow pages apply, the exchange name will be found on the first page of the yellow pages section.

(e) Show the customer the Pink (English) or Blue (French) instructional pages in the Directory and

- demonstrate how to determine free calling exchanges
- Point out the customer's Area Code and demonstrate how to determine Area Codes for other localities
- Explain the direct dialing access code and how to place a Direct Distance Dialing call.

(f) Provide the customer with a Personal Directory Form 31 and with other instructional material when provided or when required locally.

(g) If it is necessary to instruct a customer in a method of cleaning his telephone set, suggest wiping with a cloth slightly dampened in a common household detergent. The set should then be immediately dried by wiping with a clean cloth. The customer should be warned not to allow excessive moisture to penetrate the dial, receiver, transmitter and switch-hook areas. Under no circumstances should any other type of cleaning agent be used to clean a telephone set. Many wax and cleaning agents contain silicone oil which will damage plastic housings and set components.

— On Repair and Other Installation Visits:

(a) Ask the customer if he is having any difficulty in using the equipment or in placing Direct Distance Dialing calls.

(b) Where necessary:

- show the customer the Pink or Blue instructional pages in the Directory
- explain how to place a Direct Distance Dialing call

— provide a Personal Directory, Form—  
31.

**10.02** Whenever customer instructions are required for the operation of the more complex types of equipment, the Marketing Department (includes Toll Area Marketing), will notify the Traffic Service Advisor for all orders originated by the Marketing. Customer instructions, required for equipment installed on orders issued by the Business Office, will normally be given by the installer unless there are special circum-

stances which warrant a visit by a Traffic Service Advisor. In the latter case, the Plant will make special arrangements with the Traffic Department.

## **11. SAFETY**

**11.01** All prescribed safety practices should be followed while doing the work. If using a vehicle a circle check should be made before driving away.