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April 25, 1996

Mr. William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, N.W., Room 222
Washington, DC 20554

Re: *CS Docket No. 95-184 and MM Docket No. 92-260 -- Notice of Oral Ex Parte Presentation*

Dear Mr. Caton:

On April 23, 1996, Matthew Oristano, William Kingery, Jr., and Patrick McConnell, all members of the Board of Directors of The Wireless Cable Association International, Inc. ("WCA"), and the undersigned counsel to WCA, met with Meredith Jones, Chief of the Cable Services Bureau, and members of her staff regarding positions on the issues raised in the Commission's *Notice of Proposed Rulemaking* in CS Docket No. 95-184 and the *Further Notice of Proposed Rulemaking* in MM Docket No. 92-260. The substance of WCA's positions is contained in WCA's formal reply comments in those proceedings.

Should you have any questions regarding this presentation, please contact the undersigned.

Respectfully submitted,

Paul J. Sinderbrand

Counsel for The Wireless Cable Association International, Inc.

cc: Meredith Jones

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AT&T SPECIALIZED MARKETS REPORT

APRIL 24, 1996

AT&T SPECIALIZED MARKETS REPORT
APRIL 24, 1996

- PROVISIONING SUMMARY
- AT&T/RESALE CUSTOMER OPERATIONAL INITIATIVES
- CUSTOMER SERVICE TRANSFORMATION
- PROVISIONING PROCESS HIGHLIGHTS

AT&T PROVISIONING SUMMARY
BACKGROUND

- AT&T Initiates TRA Process Improvement Program
- Reject Rate and ROA Letter Policy Are Top Issues
- AT&T, TRA, and FCC Agree to New AT&T "No Letter" Process. Customers Still Required To Keep ROA/LOA in Their Records.
- Feedback On New Process Implementation To Be Shared With FCC and TRA
- TRA Agreed To Establish An Arbitration Forum To Respond To Disputes That May Arise From ROA Policy Change (Ethics Committee).

AT&T PROVISIONING SUMMARY

◆ **Rejected Order Rates Drop With New Processes**

• Pre-Process Change:	4Q`95 Total Overall SDN Reject Rate	-	23%
	Quality Rejects (17%)		
	On Another Network (83%)		
• Post Process Change: (1/15-3/31)	1Q`95 Total Overall SDN Reject Rate	-	4%
	Quality Rejects (4%)		
• DNS Reject Rate:	4Q`95 Total Overall Reject Rate	-	48%
	1Q`96 Total Overall Reject Rate	-	26%

AT&T PROVISIONING SUMMARY

- Order Volumes Up Due To Elimination Of One Letter Process Rule
- Overall SDN Order Volumes Increased 70% 1Q`96 over 4Q`95 (Majority Are Coordinated Orders)
  - New/Add Interval Increased From 30 to 39 Days
  - Coordinated Order Interval Increased From 60 To 66 Days
- DNS Order Volumes Held 1Q`96 over 4Q`95
  - Intervals Improved From 21 Days to 6 Days

AT&T/RESALE CUSTOMER OPERATIONAL INITIATIVES

AT&T:

- Established Coordinated Orders Allocation Process
- Express Mailed Formal Notification To All AT&T Resale Customers & TRA
- Implemented Capacity Expansion Plans
- Established Customer Advisory Council (Invited All AT&T Resale Customers And TRA Director To Participate)
- Held Meeting April 18th and 19th

AT&T And Customer Agreements:

- Maintain Allocation Through October
- Provision Only Last BTN (Jan-March)
- Clear Backlog On Coordinated Orders
- Preserve New/Add Order Interval
- Increase AT&T Capacity Through Automation and 45 Additional People

CUSTOMER SERVICE TRANSFORMATION

- **AT&T Is Investing In The Reseller Marketplace Through A Higher Level Of Customer Service/Support**

  - **End-To-End Customer Servicing Across All Products/Services**
  - **Customer Service Teams (Ordering Through Collections)**
  - **One Center = One Stop Shopping**
  - **Linkage Of All AT&T Systems**
  - **Mechanization Of Manual Processes**
  - **Completion By End Of 1Q`97 (Ahead Of Commercial Deployment)**

AT&T PROVISIONING HIGHLIGHTS

- Order Intervals Across All Services Are Comparable To AT&T's Commercial Customers And Reviewed Monthly By AT&T Senior Management

- Implementation Of New AT&T "No Letter Rule" Process (1/15) Has Driven:
  - Unprecedented Reseller Order Volumes
  - A Dramatic Shift In Order Mix
  - A Sizable Reseller To Reseller Churn
  - Tremendous Pressure On Current AT&T Capacity

- In Response AT&T:
  - Took A Proactive Approach With Resellers To Resolve The Coordinated Order Situation
  - Will Increase Capacity By 45 People
  - Invested In Streamlining Existing Manual Processes And Automate Overall Coordinated Order Process By Year-End
  - Is Working Jointly With Resale Customers To Address The Reseller To Reseller Churn

- AT&T Is Investing In Transformed Customer Service For Resale Customers