

Respondent #10 — Chad Chatagnier — Page 3

Ah, so, you know, I did. Um, so I was turned off, you know at that point because of their limited coverage. Ah, so I didn't think anything more about it. Then, oh, I guess about a year later, maybe not even quite a year later, ah, I happened to be walking past their retail outlet in one of the malls over here, and ah, just happened to get a glimpse of their map cause they had a large ah, you know, map showing their coverage area, and I noticed that it was considerably larger than what it was before. So I went in the store, and I knew that they were running this special offer -- 50 minutes. No, I'm sorry. 500 minutes for \$50 a month, you know, 10 cents a minute. Um, so that, you know, kind of drew me into the store. At the same time, Sprint was running the ah, the same pricing promotion, you know, \$50 for 500 minutes a month. So I walked into the ah, PrimeCo store, saw their coverage area was considerably increased than what it was previously, and so I started thinking about it. I then went to the Sprint retail outlet, and ah, discovered that as of that day, they had changed their pricing and it was no longer \$50 for 500 minutes. It was \$60 for 600 minutes, but 300 minutes were for peak time and 300 were for off peak time. And that I really did not like. Um, in addition, Sprint did not have as big of a local calling area. It was only within the 504 area code, whereas, PrimeCo is a statewide toll free calls.

(Okay.)

Um, Sprint does have more coverage throughout the country, but you do pay roaming fees. What they told me ah, you pay roaming fees when you do leave your home market. Ah, your voice mail notification may or may not follow you, and your first minute of incoming calls is not included in any other market except your home market. Whereas, PrimeCo, you basically really don't have a home market. Ah, what they told me was that if you're in any other PrimeCo service area, all your features, your minutes, your voice mail, your first minute incoming and all the toll free calls throughout that entire state, that all follows you. Um, and I have taken advantage of that, and I have to say it's, it's very, very nice. When I went to Florida I could make calls anywhere in the state, and it, you know, no toll charges. My minutes carried over with me. My voice mail worked fine. Calls went through, followed me over there, no additional costs, no strings. You know, it was very, very, it was perfect.

(Now, going back to a year and a half ago when you first started looking into it.)

Mmm mmm.

(How were you anticipating to use the service?)

Well, um, at, with only -- with the 500 minutes every month, I was thinking that I would be able to ah, with 500 minutes a month and the ah, the fact that I could call statewide toll free, um, I started thinking about how I used my phone at my house, and realized that I was paying more than 10 cents a minute for instate long distance. Um, and I still to this day have a regular analog cellular phone which I just keep turned on just in case I'm ever in area that I don't have PCS coverage. But um, that rate, the rate for that long distance is about 40 cents a minute in state, and because of where my.

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(That's with the cell phone?)

Right, that's with the regular cell phone.

(Okay.)

Um, so I pay 30 cents a minute or 35 cents a minute, plus 40 cents a minute, so that's, you know, I mean that's a considerable chunk of change -- 75 cents per minute to make an in-state long distance call on my regular cell phone.

(It sounds like everything is very pricing oriented. You're very sensitive to that.)

Yeah.

(You research it and you check it out.)

Right, right. With my home long distance, I, I did lots of research, and um, you know, I mean I knew exactly what I was paying per minute. That, that 10 cents a minute with the PrimeCo having not only just 10 cents a minute, but having the mobility was a definite plus because a lot of times I'm caught in a building, and instead of having to use a calling card or having to use my regular cell phone and paying very high per minute charges, I could use my PrimeCo phone and only pay 10 cents a minute. So that was a definite plus. The ah, the Caller ID feature I really, really liked. Um, and I was, I started thinking about how I could take some features off of my home phone and use my PrimeCo phone, you know, more at home.

(Have you done that?)

Yes, I have.

(Can you give me some examples of that?)

Okay, well, um, I no longer have call waiting on my regular phone. Um, I had call waiting and I had voice mail on my regular home phone. Ah, but what I've chosen to do is, I've gotten rid of the call waiting and I've gotten rid of the voice mail, and I use my PrimeCo phone. What I do is I have my home telephone automatically forwarded to my PrimeCo phone whenever it's busy. So what that does is it saves me about, right about \$10 a month right off, right off the bat. It only costs \$1 for the call forwarding busy line.

(Are you using your, when you're at home, are you using your regular wire line phone any less than you did before getting the ah, the PrimeCo Phone?)

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Actually, yes. Ah, when I make instate long distance. I do use it ah, I use my PrimeCo phone.

(Okay.)

It is cheaper to use that phone than it is to use my regular phone.

(Now, according to the, the -- your responses on the previous questionnaire, what I've got here is that when we had asked you -- back when you first signed up for the mobile service with PrimeCo, which of the following 5 statements best describes why you chose mobile service with PrimeCo, the answer that I've got here is that you wanted to add another line, and you decided that you wanted a mobile line instead of another wire line.)

Right.

(Okay. But you already had a cellular. You had analog cellular.)

Right.

(Um, so I'm trying to figure out, were you actually trying to replace that analog cellular, or were you actually looking for like a third line?)

Well, actually, um, ideally, I would like to one day completely replace the analog cellular, but because of PrimeCo's coverage right at this point, I can't do that um, I was looking at adding a second phone line to my house.

(Yes.)

For my computer, but when PrimeCo came out with this really great offer, you know, of only 10 cents a minute for your calls, I, I sat down and thought about it, and it, it ends up costing me less. Considering the high per minute rates I was paying on my regular cell phone and thinking about having two phones at my house, one for my computer and one for regular use, ah, when I sat down and thought it all out, I end up, I'm saving quite a bit of money by having it, you know, having the situation that I have now.

(Okay. And I don't want to put words in your mouth.)

No, no, that's fine.

(Is your home, is your wire line more of a dedicated line for your computer now than it was before, or is that not a correct statement?)

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No, actually that's, it's not totally a dedicated, but ah, for several hours a day, yes, it is, it is dedicated and I do use my PrimeCo phone while I'm sitting in my house.

(You do.)

Yes, I do.

(Okay. Okay.)

Quite often.

(Okay. So in a nutshell, can you give me a quick list of the advantages of, of the PrimeCo phone over getting an additional wire line for your home?)

Well, um, let's see -- the advantages there -- number one, the main thing is the mobility. Um, if I, I mean I can, I can walk around anywhere. I mean, I can go outside, I can you know, leave my house if I want to while I'm talking on the phone which I have done before.

(Mmm mmm.)

Um, I have the ah, the, the voice mail is included free. The call waiting is included free. The Caller ID is included free. The call waiting Caller ID is included free, and the first minute of incoming calls are free.

(Okay.)

Um, and that actually is very important to be because when I am on my computer and I'm using my phone line like I said, my calls automatically forward to my PrimeCo phone. I see the incoming call, I see the phone number of the person who's calling me, so I know right away whether I want to accept the call or not.

(Yes.)

If I do accept the call, I'm not charged for the first minute, and a lot of times I'll say you know, I'll talk for just a couple of seconds and say okay, let me call you right back. I'm going to hang up, you know, my regular phone line. I'll call you right back. So with that case, it has not costed me a single penny. Whereas, a regular wire line, of course, I don't, you know, I don't pay per minute for that.

(Right.)

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But that's an additional \$30 a month.

(Sure, sure.)

So, you know, with my PrimeCo phone, I have the advantages of mobility, but I also have, you know, the advantage of, um, my in-state long distance. So like I said, you know, it's actually saved me quite a bit of money. I mean my regular phone bill has dropped from about \$80 a month down to \$30. (Okay.) Which is a substantial, I think very substantial savings. That pays for my PrimeCo phone right there.

(Sure, sure.)

So I really, I don't view that I'm spending any more per month. Um, if I am spending any more, it's a very, very small amount.

(Okay.)

And it's definitely worth it.

(Okay. Any other final thoughts on PCS itself and why you decided to get it? And by PCS, I'm talking about the PrimeCo phone.)

Um, well, I, I decided to get it, you know, because it's a new technology and I'd like to be an early adopter, ah, if at all possible. Um, I was not one of their very, very first customers. I did wait until they got some of their bugs worked out of the system which they still have quite a few bugs that they need to work out. Um, I can say that a big disadvantage of PCS and of PrimeCo -- and as with Sprint I, you know, with any of the PCS companies is coverage right now. Your available coverage and ah, especially your in-building coverage is very, very, very limited. Ah, the -- my regular cell phone I can use in an elevator without any problem. The very second I set foot into an elevator with my PrimeCo phone, I lose coverage right away. So that, that, you know, that's a strong disadvantage. Um, of course, I'm paying a very low per minute rate so that's another good advantage that they have.

(Sure, sure.)

So it's a plus and a minus. I mean, a regular cell phone you've got great coverage, but you don't have the features. You don't have the security. You certainly don't have the clarity. You know, so it, it's sort of, you know, it's a give and take.

(Sure.)

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I think that once PCS companies ah, across the nation, you know, join up together ah, I know Sprint they have, I think they have coverage -- I think they said like in 400 or 500 cities. I know their network is very extensive. But you know, once all the companies join together and create some big nationwide network and offer the coverage that cellular does, I really think cellular is going to just, soon fade away.

(Ah huh, ah huh.)

You know, I don't see, I just can't see the advantages of cellular once PCS has gotten their coverage together. I cannot see the advantages of analog cellular. (Okay.) So, I think that you know, I think the future is definitely going to be in PCS.

(I think I could probably keep you on the phone another 5 or 10 minutes, but I do have another interview scheduled for this time.)

Okay, sure.

(So I'm going to let you go, and thank you very much.)

Alright, thank you.

(Bye.)

Bye-bye.

END OF INTERVIEW.

Respondent #11 — Bob Lewis — Page 1

Hello?

(Hi. Can I speak to Bob Lewis please?)

This is he.

(Hi, Bob. My name is Jeff Walkowski. I'm with M/A/R/C Research. I understand that you agreed to do a follow-up interview regarding the PrimeCo service interview that you did a couple days ago or late last week.)

Sure.

(Okay. I am tape-recording our interview now and when that's done, I'm going to have it transcribed, and we may or may not send you a copy of the transcript. And if we do, all we'd like you to do is read it over and make sure that we did a good job of recording and captured what it was that you really said.)

Okay, so you're a marketing research firm?

(That's correct.)

Okay.

(That's correct. Any other questions?)

No, go right ahead.

(Basically, what I want to do is take a leap from the ah, ah, interview that you went through earlier, and get you to do a little bit more talking this time. Basically, I want to find out about what led up to your selection of PrimeCo, what your anticipated use of it was and how it's actually turned out. So just a couple of things to make sure that I've got my information correct. It is PrimeCo that you're using, not Sprint PCS?)

Right, it's PrimeCo.

(Okay, and how long have you been using their service?)

I got it in February or March of last year.

(So you've had it over a year.)

Respondent #11 — Bob Lewis — Page 2

About a year, or over a year, yeah, right around there.

(And you use it for both business and personal use, but it looks like you use it more for personal use than business. Is that correct?)

Right, I got it for personal use, but it comes in very handy for business use. Sometimes I -- I repair televisions, and quite often I have to do service calls on things, so it sure makes things easier when I need to call or something like that.

(Oh, sure. Sure.)

If I can't find the house or whatever, I can just call.

(Now, according to my notes, you had told us that when you first signed up for the PrimeCo service you were getting home service for the first time and you decided on mobile service rather than wire line?)

Well, here's what happened.

(Okay, good.)

I'll lay it out to you. I was living in, I lived here, and then I had moved to Texas, and then when I came back.

(When was this?)

This was in '95 that I moved to Texas, and then I moved back here in late '97 or '96 it was, October of '96 I moved back. So it was '94 that I moved to Texas and in '96 I came back, and ah, I had um, a girlfriend I had split up with, and I had ran up a pretty good size phone bill when I had left, and so when I came back to re-establish phone service was, I'm trying to think -- around \$150 to pay my old bill, and ah, I said well, the heck with this. I can get a PrimeCo phone for \$200 and just, you know, do it that way because I was limited on cash, and I was like - - if I go spend the \$200, the \$150 and then the turn on fees and all those prices, all the things that they all hit you with to turn on.

(So the girlfriend is in Texas, correct?)

No, here. We had lived together, and then when I had split, I went to Texas.

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(So when you came back is when you got PrimeCo, and I'm trying to figure out, okay, where was the girlfriend?)

She was here. Right, we ran the bill up together, right, and then when I left ah, she continued to run it up until it, it got ridiculous and got shut off, and then when I came back, I had the bill.

(Yes, I got it.)

In my name. So ah, I said -- heck with this, you know, I'm going to end up eventually having to pay it anyway, but I need a phone and the heck with paying Ma Bell all the money. So I said ah, I saw the ad for the PrimeCo phone for \$199 at a Mobile One store down here, so I went ahead and ran down there and got it, and then I got that turned on.

(Okay, so let me just play it back to make sure I got it right. It sounds like, I mean, you didn't just, I mean you went through a separation. Is that correct?)

Yeah.

(Okay, and, and your ah, girlfriend, she ran up bills and you got stuck with them when you came back and you wanted to restore service. You were going to get wire line it sounds like, but.)

Right.

(Because of the bills that she ran up, you wanted to avoid paying that so you, you got a phone service that would keep you from having to pay that, to pay the charges that she had racked up.)

Right.

(Oh, okay. I got it now. Okay, so today, do you have wire service?)

Not yet, and I'm getting a computer, and so I'm going to have to go ahead and pay that wire service because I'm going to have a modem and you know, Internet and stuff.

(But for the past year, all of your phone service, all your voice communications have been done through PrimeCo, correct?)

Through this phone, right. And the price of it, I got the 500 minute plan when I got it -- 500 minutes for \$50, and I don't use up 500 minutes a month, so I could use it as much as I would a normal phone. I'm not normally a big phone person. You know, I don't spend 20 minutes or 30 minutes on the phone talking to people. I just get whatever I need to say over with and move on.

Respondent #11 — Bob Lewis — Page 4

(Okay. I'm curious though -- I mean if you didn't have to pay -- if your ex-girlfriend hadn't racked up those bills, it sounds like you would have just gotten wire line service from BellSouth and you might not have PCS today.)

Probably. It's hard to say, but possibly because I had contact -- I had, I said, I'm the type person who hates big utilities anyway. (Yes.) And when it ah, when it came to that and I said -- heck with this, and I contacted ah, what was it Radio Phone cellular service in town. And um, their prices were too high, and then, but it pretty much put me back in limbo of having to pay the phone bill, and then when I saw the ad for the PrimeCo phone, I went ahead and went for that.

(Okay. So how do you use the phone, the PrimeCo phone? Do you use it exclusively as a home phone or do you take it with you?)

I take it, I take it with me most often.

(Okay.)

Everywhere I go. Sometimes when I leave for work in the morning I will leave it at home, like if I've left it off the charger or something like that, I'll leave it at home.

(What percentage of the time would you say you take it with you?)

85%.

(Okay. Okay. Now, when you get the um, when you eventually get the, you said you're going to get a PC and you're going to have to pay off that, that old bill, does that mean that you're going to give up the PrimeCo phone and just move back to wire line?)

No, I'm sold.

(You're sold.)

Yeah, I think it's the greatest thing since buttermilk. You know, it's great. I love it.

(So what are the advantages of it over the wire line service?)

Well, the portability of it, um, and the fact that right now the price is pretty low. You know, I can guarantee you -- I guess until 2000, but it, it's 100% reliable. I mean I have very few dead spots. I mean, occasionally at work, when I go take it inside the building I just, that happens to be one of the spots where it doesn't work, but most of the time I don't have any failure with it working. Occasionally, I've had the system go down one time.

Respondent #11 — Bob Lewis — Page 5

(And what percentage of the time would you say you're using the phone either making calls or receiving them at home versus outside the home?)

50-50 I guess.

(50-50 okay.)

I mean that's one of the nice things about it is you don't have to call my home to see who called. You know? It's kind of a weird feeling to walk in the house and still, and not have to go check your messages, you know, or be waiting for the phone ringing while you're turning the doorknob.

(Yes, yes.)

You've got the phone in your pocket.

(Okay, so you say you're sold. So the longer you hold off in getting a PC, the longer you're going to hold off in getting a wire line phone. Is that correct?)

Yeah, I have no need for a wire line phone.

(Okay, and I assume because you're going to get the PC, you're planning on using it for Internet connections and that kind of thing?)

Yeah, that's going to be it. I mean, I'll probably since it's there, a wire line you know, for a regular on it, and I haven't even considered how I'll be using it. ... to people, it is cheaper, but I, you know, that's something I hadn't even thought about. I'll probably not even give it out, the number out.

(Okay.)

Ah, because it may be strictly the modem phone.

(Okay. Okay. Now, if PCS, if the PrimeCo service wasn't available at the time, and let's say it never became available, what changes, how would your life be different today?)

Respondent #11 — Bob Lewis — Page 6

Not a whole lot. I mean, it's not a big change in my life. It adds another convenience I guess you would say. It's pretty, and my ... is remarkable actually the technology. You know, cause I'm in electronics, and it just surprises me and basically I'm a child of radio, and ah, it surprises me that this technology that you know, I don't know how many times I look over and I see somebody else using the phone while they're driving, you know, so it's amazing to me that there's this many frequencies and just that the whole technology makes it available to everybody even exists, you know? It mind boggles me. Even though I know the technology, it still boggles me.

(When you say you're a child of the radio, what does that mean?)

Well, I started out, my electronics career started doing ham radio, two-way radio, and you know, and that's been my hobby and I taught electronics, so, and one of my things is I'm a history buff on the history of radio. And, to me, I'm still the old you know, condensers and coils, and now with this new digital technology and all this stuff, it just surprises the hell out of me that that many conversations can be carried on at one time, ah, with the technology -- cause I remember the days when you could ham radio, and if you could patch your radio into the phone lines, you could make long distance calls overseas and things like that without having to pay the overseas lines.

(Did you actually succeed at that?)

Oh yeah, that's fairly common, you know? I mean, it's not illegal, it's just that it's a hobby thing, but you have to have somebody on the other end.

(Yes.)

With a radio willing to do it for you, and it's, it's ah, one of the things that radio, radio people are real hobby ...oriented, so ah, ... I mean, not it surprises me that I can sit here and carry on a conversation with you or I can sit in a restaurant and somebody right next to me can be talking on a phone, too.

(Yes. Okay. Any other thoughts on PCS in general and why you decided to get it?)

Well, I like the idea that the price is cheaper than a cellular, and I guess with, I haven't used any cellular phones, but from what I can tell, the voice quality is so much better.

(Okay.)

I mean the voice quality is as good as land line.

(Okay. I assume I'm talking on the PrimeCo phone right now, correct?)

Respondent #11 — Bob Lewis — Page 7

Yes.

(Okay.)

Let me see, we've been talking for 11 minutes.

(Yep. And we are done unless you've got any other thoughts or questions.)

No, that's it. That's fine.

(Okay.)

I hope this is working out for you. What are you all, do you research for companies that are planning on getting into this or?

(I actually can't ah, reveal that to you. But yeah, we've got a client that just basically said ah, try to get some information from these people, and you gave me exactly the kinds of information that I'm looking for.)

Well, I think it's, as far as the technology goes, it seems unlimited. I think pretty soon phone lines are going to be strictly for computers and um, faxes and things like that. They have to be cheap, and ah, personal communication, voice stuff is going to be walking around and stuff with these I think mostly. That's my belief as to what's going to happen.

(Okay, sir.)

But it's nice talking to you.

(Same here. Take care, Bob.)

Thank you. Bye-bye.

END OF INTERVIEW.

Respondent 9 – John Ford — Page 1

Hello?

(Can I speak to John Ford please?)

Speaking.

(Hi John. My name is Jeff Walkowski. I am calling from M/A/R/C research to continue the interview that I think you had done with us either yesterday or late last week.)

Yeah, sure.

(Okay. Ah, what we want to do is just have you do a little more talking this time telling us a little bit more about your use of the mobile service.)

Okay.

(And I am tape-recording our conversation. What's going to happen after these interviews are done is I will have them transcribed, and we may be sending you a copy of the transcript of this interview. And all we'll ask you to do is just look it over to make sure it's ah, that the transcriber did a good job of, of reflecting what you said.)

Okay.

(Okay? And if we send that to you there will be a self-addressed and stamped envelope. You'd just sign it and drop it in the mail to us.)

Okay.

(Okay, ah, let me just go over a couple things from your previous interview. Um, you're signed on to PrimeCo, is that correct? Hello? Okay, I'll call you right back. {Re-dials})

Hello?

(Hi John. Somehow we got cut off.)

It dropped the signal.

(Okay.)

Alright.

Respondent 9 – John Ford — Page 2

(And when I called the first time actually, it said that the number was invalid, so I was wondering if I had the right number.)

Oh.

(But anyway, is it PrimeCo that, who is your provider?)

That's correct.

(Okay, and how long have you been using them?)

Ah, about a month and a half.

(Okay. And according to your answers, it looks like you use them for both business and personal use. It looks like it's more personal than business. Is that correct?)

That's correct, yes.

(So take me back to about a month and a half ago to maybe two months ago, whenever it was that you were thinking about getting this, and talk to me a little bit about what you were going through and why you decided to get this service.)

Ah, {Laughter} surprisingly, my friends would use my home phone for long distance calls for their business, and I got tired of getting stuck with the bill. Ah, so I decided if I had a PrimeCo phone I could put an end to that. So I got rid of my home number and got with this. Ah, I was impressed that it wasn't that expensive per minute, and ah, I just like to have the flexibility of taking the phone with me wherever I go.

(Okay. Take me back to, you know, your friends using it. Do you have a roommate situation or something where people are?)

Ah, well, I'm in New Orleans, and people would come down to visit on weekends. (Yes.) They need to download their information to ah, you know, a lot of them travel and they had to download their information, and call -- they'd call back to Baton Rouge, call their friends all over the state, and I just got tired of that.

(So if they come and visit and you happen to be home, do they use your PrimeCo phone?)

No.

(They don't?)

Respondent 9 – John Ford — Page 3

No, they were using my home phone.

(No, no, no. I mean now, now.)

No, no, they do not.

(So it's like phones are off limits.)

Exactly.

(Your phone is off limits to them now when they visit you.)

Exactly. It's locked.

(Okay.)

And also, I can tell you something else I really like is that I can call anywhere in the state of Louisiana for, you know, I don't pay long distance charges. Most of my long distance bills were within Louisiana, and with this, it's ah, same price.

(Mmm mmm. Okay. So you have gotten rid of your regular wire line telephone, correct?)

Yes.

(You don't even have that thing plugged into the wall. You don't get a bill, a bill from is it BellSouth?)

Yes.

(Okay, you don't get a bill from them anymore?)

No longer.

(Okay. What would your, what other options did you have at the time? What else were you considering doing?)

Um, I mean, I had had cellular with BellSouth, and ah, it, I don't know. It just seems like a much better deal, you know, basically.

(Did you have ah, BellSouth cellular service up to the time that you got PrimeCo, or was there a period where you didn't?)

Respondent 9 – John Ford — Page 4

There was a period in time, there was a period where I didn't have either.

(Okay. So were there, were you considering any other options ah, at the time that you ah?)

Well, I mean any PCS, but I just ended up with PrimeCo.

(Okay. Okay. So I think you gave me a quick list of some of the advantages of ah, PrimeCo service versus the alternatives, but go ahead and expand on that.)

Ah, I mean, I just, I think it's a very good, a good deal. I'm like on a 300 minute for \$49 plan, plus the weekend advantage plan, and you know, that's less than 10 cents a minute. Ah, I mean, I just, I like having the security and convenience of a PrimeCo.

(And what do you mean by the security?)

Ah, when I'm traveling, you know, in the car or just even, you know, I carry it everywhere. It's a very small phone. I mean, you know, just walking around, you know, if I should need it.

(And the whole issue of ah, friends using your phone and charging up long distance calls on it, now you don't have that problem. In a nutshell, what would we call that benefit that you have with PrimeCo?)

Well, being able to restrict the usage. They didn't offer me anything. I mean like with BellSouth it was, there's no way to lock your phone, and they put a total block on your phone for no long distance going through, but I mean, I want the availability for myself.

(Right.)

If I was going to have to buy a prepaid calling card to access that, I'd be paying 10 cents a minute or more just like through PrimeCo.

(Okay. Okay. We're actually almost done. Let me just look over my questions here to see if there's anything else that we should cover. Yeah, I'm wondering -- I know you don't have wire line service at home, but even outside of the home, ah, do you use a wire line service or is, is all your voice ah, voice communications done through the ah PrimeCo phone?)

Well, if I'm somewhere, and I mean, naturally, if I'm at a friend's house or something, I will use their phone to keep down my usage, you know, or if I'm somewhere near a phone, yeah, I will use a wire line, but you know, it's just -- you know. it's just basically to keep down my usage, keep the bill.

Respondent 9 – John Ford — Page 5

(And what kind of a plan do you have?)

I have ah, the 300 minutes \$49.99 and then the weekend advantage that's another additional 300 minutes for \$10.

(Okay. Okay. Any other thoughts on PCS in general and why you decided to go with?)

Okay, well, I have a few complaints.

(Sure.)

Um, sometimes I, when I'm sitting on it, I hear an echo of my voice which is kind of disconcerting. And ah, BellSouth is digital now but, when I had it before, it was analog. Um, I'm not real crazy about the way, with analog, you know, the signal will fade in and out, but you'll still be connected. Whereas, with digital, you're gone. It's just cut off just like what happened to us. So, that I'm not crazy about.

(Any other thoughts?)

Um, that's it.

(Okay. Okay. Well, thank you very much for your time John. We're done.)

Alright.

(Thank you very much.)

Thank you.

(Bye.)

END OF INTERVIEW.

Respondent #25 — Theron Dilbert — Page 1

Hello?

(Can I speak to Theron Dilbert please?)

He's not in. Can I take a message?

(I'm sorry he's not there. Did I just miss him? I was supposed to have a telephone interview with him at the top of the hour.)

Hold on a minute. Is Theron here?

I got it. Hello?

(Is this Theron?)

Mmm mmm.

(My name is Jeff Walkowski. I'm with M/A/R/C Research, and we were going to continue the interview that you had the other day about your wireless service.)

Mmm mmm.

(I'm assuming that now's a good time.)

I'm at home. I'm with a client, but she's -- I'm helping a client, but I can talk to you.

(Okay, this will only take about 10 minutes.)

Okay.

(Okay. Well, what we want to do in this interview is it'll be more conversational. You'll be doing a lot more talking this time, and we just want to understand what it was that made you consider getting wireless service and how you're using it and that kind of thing.)

Okay.

(I am tape recording our interview, and I will be sending it to somebody to transcribe. And we may or may not be sending you a copy of the transcript. But if we do send it to you, all we ask you to do is look it over. Sometimes the transcriber doesn't hear accurately what it was that you say that's on the tape, so if you'll make any corrections or just sign it, and sign your approval and put it in the stamped envelope and send it back to us.)

Respondent #25 — Theron Dilbert — Page 2

Okay.

(Okay. Now, which wireless service is it that you have now?)

PrimeCo.

(PrimeCo. And how long have you had it?)

I've had it a year.

(One year.)

Mmm mmm.

(And I don't have the information from the previous interview that was done. Do you use it more for business or personal or is it split?)

It's split 50-50.

(50-50.)

Mmm mmm.

(Okay. So why don't you tell me a little bit about what was going on and how you ended up getting this wireless service?)

Well, it was something new, and I had read about it, and I -- I heard people say things about it, and that's what made me really want to get it. Then PrimeCo had just started in New Orleans I think last year, '97 or '96 -- it had just opened in the area, and they had just made Louisiana one of their um, one of their satellite areas ah, for wireless communication, so I had tried them and she told me about it. And you know, there was no credit check, so no hassle, no contracts, you know? And I had a great cellular prepaid plan -- prepaid um, cellular phone plan, and it was just no hassle, and you know, I have no problem whatsoever with the phone, with the company. It's -
- PrimeCo's a good phone.

(Okay. Now, did you have wireless service before this?)

No, I didn't know about wireless service until late '96 and in '97 and '98. I didn't know nothing, anything about it before.

(When you first got it, how were you planning on using it?)

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It was, well, I was just starting out on -- in the hairstyling business. I'm a hairstylist.

(In the what business?)

In hairstyling.

(Hairstyling, yes.)

Yeah, that's what I really needed it for because sometimes I'm on the go, and I need to call clients and let them know what time to come, or they need to call me and get in contact with me if they can't get in contact with me at a regular phone or whatever, you know. That's what I really use it for -- business and personal.

(Okay, and how -- so that's how you planned on using it, correct?)

Mmm mmm.

(And how are you -- the way you're using it today is it different than the way you planned on using it?)

It's different because like some other companies offer voice mail, and I have the voice mail on it, and then plus, it holds 100 numbers, so it has Caller ID, so I already know who's calling.

(Okay.)

It has a lot of features that other cell phones don't have. They're just getting where PrimeCo, you know, I could see where it started the digital and the wireless communication, and everybody's trying to, you know, get on the bandwagon.

(Had you already started your hairstyling business before you got the PrimeCo service?)

No, I had it -- as soon as I was starting it last year, I had got it.

(Okay, and is your business -- is it in the home, or do you have a shop that you work out of?)

No, it's in my home. I run it from my home.

(In home, okay. Now, if you didn't have the PrimeCo service, what would you be doing about -- how would you be handling all your calls?)

Respondent #25 — Theron Dilbert — Page 4

It would probably be on a regular phone.

(Okay.)

And then it would probably be at a pay phone, but that's why I got the phone, you know, it was ... and not inconvenience me.

(Okay. So you have a regular phone at home also?)

Ah huh.

(Okay. Some people I hear are getting rid of -- when they get their wireless phone, they feel that they no longer need a regular phone at home. Do you see that happening with you or no?)

No, I personally keep both of them.

(Keep them.)

I have family and I have friends, and they both have both the numbers. If they can't reach me at the home, then they can reach me at the cell phone. That's why I said it's a convenience. This PrimeCo phone is a convenience.

(When you're at home, do you ever use your PrimeCo phone instead of your regular phone?)

If it's, if it's close-by my regular phone, or if a client calls the phone, any of my family or friends, or if it's personal business, then I'll use it. But if I'm at home, I'll use -- I really use both of them. It's like 50-50 with that, too.

(Okay. Well, and how do you decide if you're at home, which of the two phones you're going to use?)

Well, the PrimeCo is used at home mostly -- if I'm -- if I'm somewhere, the phone is always on my waist. I wear the phone on my waist all.

(That's when you're out of home.)

That's when I'm in home, too, and it's always by my side -- 24, 7, it's always by me. I'm -- I always answer a call.

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(Okay. Would you say that since -- I don't want you to -- I want you to only think about when you're at home. Would you say you're using your PrimeCo phone more than your regular phone at home?)

I'm using the PrimeCo phone more.

(Okay.)

It's like 75% more and 25% because the PrimeCo rings first.

(Okay.)

Before the regular phone would. The regular phone hasn't been ringing because everybody has the number, the PrimeCo phone number.

(Okay. But there are others in your home correct?)

Mmm mmm. There are others in my home.

(And if they want to reach somebody else in your home, which phone do they call?)

They'll use, they'll call from my phone, or they'll come from -- or they'll call on my phone to get in contact with me, or they'll use my phone to call somebody.

(Ah, you confused me there. I guess your other household members, if they're trying to reach another household member, do they call your PrimeCo number or your regular phone number?)

My PrimeCo number. Everybody, that's the phone. My, the regular phone, that's not in use like it would be if I didn't have -- but it's not really in use.

(It's not?)

No, it's not really in use.

(Okay, so why do you keep it?)

Hmm? Cause no -- some, it's listed in the phone book, and my calls, some of the, my business number, I put that number, too. I just put both of the numbers because I have somebody else who stays in my house, too, and they want to have access to a phone because they don't have wireless communication, and so I have it for them.

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(So it's being, it is being used less and less, but it is still being used.)

Yes, it's gradually less, less, less. Nobody's really calling that, um, calling the phone. But I also have a way where I can transfer it to my cell phone -- like your home and cell phone um, the home phone -- it can be transferred to your wireless phone.

(Okay.)

And I also have that, too.

(Do you see that as it gets less and less and less that you may eventually not have your regular phone?)

It probably, it'll probably get -- it's getting there soon, it's getting there soon. It's getting closer and closer to it.

(It is?)

Mmm mmm.

(And what will happen as it gets less and less? Will you continue to keep it?)

It'll, I'll probably -- I'll probably get the service disconnected. If I see there's not really a use for it anymore, and then the PrimeCo phone is like helping me out a lot, then I'll probably get rid of it. I'll probably have no use for it.

(And are you only saying that because I suggested that to you, or have you actually thought about that?)

No, I've thought about it. I've thought about it, too. You know, if nobody's calling and you know, I don't have any use for it, then I'll get rid of it.

(And I'm curious -- why do you -- why do you give everybody your PrimeCo phone? It seems like everybody is trying to reach you and everybody else on your PrimeCo phone. Why did you decide to do it that way?)

Well, if, ... somebody's with me, and ... they'll call the PrimeCo number before they'll call the home number.

(Okay.)

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That's what they'll do automatically. Everybody does that automatically.

(Okay, and ah, one other question -- oh, you said you were thinking that if it gets less and less, you may, you may disconnect it. If things keep on going the way they're going, when do you think that might be that you would disconnect the regular phone?)

I don't really, I don't really know because somebody else stays in the house, and they still use it, too. I might just get some of the features off the phone.

(Okay.)

Some of the features I don't really need on the phone.

(Such as?)

Um, like Call Waiting, the Caller ID, and you know, all the other features that are on the phone, like it's a deluxe package. I might just get that off the phone and just have a regular phone.

(Got it.)

You know, cause I don't really, you know, have no use for it anymore.

(Okay.)

And when I'm at home, I still, you know, hold conversations -- I don't transfer phones or anything. I still hold conversations on the PrimeCo phone.

(Very good.)

And I take care of all my business and personal.

(Okay. Well, I hope your business is going well. You've had it for about a year now, right?)

Mmm mmm.

(Is it going well?)

It's going well. It's going well.

(Well, good for you.)