

Respondent #25 — Theron Dilbert — Page 8

Thank you.

(Okay, well, thank you. We're about done with our interview.)

Okay.

(Thanks again for your time.)

You're welcome.

(Bye.)

Bye.

END OF INTERVIEW.

Respondent #13 — Doyle Philmon — Page 1

*[Note from transcriber: This respondent was hard to hear. Gaps in text are noted by "..."
Thank you.]*

Hello, this is Trey.

(Hi, I'm looking for Doyle Philmon.)

Yes, this is he.

(This is he?)

Trey's a nickname.

(Hi, my name is Jeff Walkowski. I'm calling from M/A/R/C Research. We have a follow-up interview about PrimeCo service at this time.)

Okay. Yes, could you call me right back on my office number?

(The 488-3186?)

Yes.

(Okay, I will do that. When should I call back, right now?)

Yes.

(I will do that. Thank you.)

Alright.

(Bye.)

{Redials}

Hello?

(Doyle?)

Yes.

Respondent #13 — Doyle Philmon — Page 2

(Very good. Yeah, so all we're really looking to do is add to the information that we got from the interview that you did with us. I believe it was last week. Is that correct?)

Right.

(Yes, and you're going to be doing more of the talking this time. This is going to be more conversational than the last interview.)

Okay.

(And basically, we're just looking for your experiences with PrimeCo, why you decided to get it and that kind of thing.)

Okay.

(Before we get started, I do need to tell you that I am tape recording our conversation. As I'm doing with every interview, they will be transcribed, and we may or may not send you a copy of the transcript to your address. And if you do receive it, all we ask you to do is give it a look over and make sure that our transcriber understood that it was that you said and typed it accurately.)

Okay.

(And as long as it looks okay, then we ask you to sign it and drop it in the stamped envelope and send it back to us.)

Okay.

(Okay? So you've got PrimeCo service. How long have you been using it?)

Since October of '97.

(So it sounds like it's been about 5, 6 months so far?)

Mmm mmm.

(Okay, and according to my records, you use it for both business and personal use, but it looks like it's primarily business. Is that correct?)

Primarily business.

(And can you tell me a little bit about your business?)

Respondent #13 — Doyle Philmon — Page 3

Um, I'm an insurance agent.

(Okay. And do you have a separate office, or is your office in the home?)

Ah, separate office.

(Okay. And why don't you go ahead and tell me a little bit about what led you to get the PrimeCo service?)

I needed a mobile phone really bad.

(Okay.)

You know, I'd get out in the field, they'd be paging me, you know, I need a way to call them back. And ah, PrimeCo at the time, you know, had the best price, so that's who we went with.

(Okay. What kept you from getting some kind of mobile service prior to this?)

Well, I had a mobile service prior, and ... like 32 cents a minute, 28 cents a minute.

(Who was that with?)

That was with Radio Phone.

(Okay, and how long had you had that service?)

I had it about a year.

(And did you have it up until the time that you got the PrimeCo service?)

I had it up to about a month before I got the PrimeCo.

(So you got rid of the Radio Phone?)

Yes.

(Okay, what was life like without any kind of wireless service at that time?)

Kind of difficult.

(Okay.)

Respondent #13 — Doyle Philmon — Page 4

Much easier with the...

(Okay. So tell me a little bit about how exactly you're using the PrimeCo phone.)

Ah, basically, you know, I have to go out and see people, and so I call to make sure they're there when I'm on the road. I answer pages. I have a lot, a lot of people page me. So that's primarily what I do with it.

(Okay.)

I set up appointments, answer messages.

(Okay. Do you, when do you tend to use it? Only when you're away from the office, or do you also use it when you're in the office?)

Primarily when I'm away from the office.

(Okay. But do you use it at all when you are in the office?)

Yes.

(Okay. And what will get you to use the PrimeCo phone versus your regular office phone?)

Well, if all the other lines are tied up, then I use it.

(Okay. And can you give me an idea of how often that happens?)

In the mornings, I don't know -- probably 3 out of every 10 calls I try to do in the office...

(Okay. And how does that -- let's just think about when you're in the office. What advantages dose the PrimeCo phone offer over if you had an extra wire line in the office?)

I don't really think there would be any advantage. It's just convenient. Instead of waiting.

(Okay. Are you using the phone in any ways differently than you anticipated when you first got it?)

I'm probably using it a lot more than I thought I would.

(And why do you think that is?)

Respondent #13 — Doyle Philmon — Page 5

Well, when I was with Radio Phone, I put maybe 100 minutes a month, and with this, you know, I can put shoot, 1200 minutes a month.

(And what's driving that?)

Probably it's a lot less expensive.

(Okay.)

...

(And if the, if the PrimeCo service wasn't available, I'm curious -- where would you be at today?)

Probably ...

(Okay, so you would have gotten some other kind of wire line service?)

Mmm mmm. Yeah, Radio -- I mean Sprint and PrimeCo you know, have the two best rates, and PrimeCo at the time had a little bit better.

(So you had been considering Sprint at the time?)

Mmm mmm.

(Okay. Were you considering another office line, a regular line at the office?)

No.

(That was not an option.)

No.

(Okay. Just out of curiosity, how many others are in your office?)

We have I believe 42.

(So that's a large office. Does anybody else in the office have a PrimeCo phone?)

Yes.

Respondent #13 — Doyle Philmon — Page 6

(Okay, is anybody else thinking of getting one?)

That I don't know. The other one that's got one, I referred him.

(And these are all agents?)

Yes.

(And they're all out on the road just like you are?)

Yes.

(Okay. Anybody who's more -- who spends more time in the office, are any of those people also thinking about getting a PrimeCo phone or even a Sprint?)

Not that I'm aware of. We've got a couple ... but ...

(Okay. Okay, any other thoughts on the PrimeCo service and why you decided to get it?)

I reckon price was the driving factor. That was the biggest thing, and I like the talk time, too. You know, I like the ... I don't have to charge it all the time or keep it on the charger and let it charge all day. I've never run down the battery on it.

(Okay. Okay. I think that's it Doyle.)

Alright.

(I want to thank you very much for your time.)

Alright.

(Have a good evening.)

You, too.

(Bye.)

Goodbye.

END OF INTERVIEW.

AD COPY

Attachment

**ATTENTION
SPRINT PCS AND PRIMECO
MOBILE TELEPHONE CUSTOMERS!**

If you are a customer of Sprint PCS or PrimeCo and use their new digital mobile phone services, we want to hear from you!

M/A/R/C Research invites Sprint and PrimeCo customers to participate in a 5-minute market research telephone survey. There is no selling involved. And, as a thank you for completing the survey, M/A/R/C will give you a cash gift.

Please call 1-800-810-6229 to speak with one of our interviewers. You can call weekdays 7:30 am - 11:00 pm, Saturday 8:00 am - 8:30 pm, or Sunday 9:00 am - 10:30 pm.

Thank you! And remember, YOUR OPINION COUNTS!

Only one caller per household please.

Attachment

**ATTENTION ALL
PERSONAL COMMUNICATIONS SERVICES
(PCS) USERS!**

If you are a PCS customer using the new type of wireless phone service that is completely digital, we want to hear from you!

PCS customers are invited to participate in a 5-minute market research telephone survey. There is no selling involved. And, as a thank you for completing the survey, you will receive a cash gift.

Please call 1-800-810-6229 to speak with one of our interviewers. You can call weekdays 7:30 am - 11:00 pm, Saturday 8:00 am - 8:30 pm, or Sunday 9:00 am - 10:30 pm.

Thank you! And remember, YOUR OPINION COUNTS!

Only one caller per household please.

QUESTIONNAIRE



PCS Newspaper Ad Study - Louisiana
 Matter: 9800952
Draft #4

RESPONDENT'S NAME: _____

MARKET NAME: _____

ADDRESS: _____ SITE/MALL: _____

APPOINTMENT DATE: _____ TIME: _____

RESPONDENT NO: _____

TELEPHONE NUMBER									Interviewer					
Area Code			Prefix			Suffix			Number					

FOR FIELD USE:	
Monitored/Validated by:	_____
Edited by:	_____
Completed:	()
Terminated:	()

DATE: ___/___/___ TIME ENDED: ___:___ am pm TIME STARTED: ___:___ am pm NO. OF MINUTES: _____

MARKET QUOTA	
I. Louisiana call-ins.....	amap

BD/mw 3/16/98 7:00 pm

]

1) Hello, I'm *01 with M/A/R/C Opinion Research. Thank you for responding to our ad. We are conducting an important study among mobile telephone users. First, I need to ask you just a few questions to see if you qualify for our survey.

Do you or anyone in your household currently have mobile service?

- Yes [IF ANOTHER HH MEMBER HAS THE SERVICE, ASK TO SPEAK TO THAT PERSON AND REPEAT INTRO]..... 1
 - Yes, but not available [SCHEDULE CALLBACK]..... 2
 - No such person[TALLY & TERMINATE: NER-USAGE] 3
- [1 2 3 4 5 6 7 8 9]

Questionnaire — Page 2

- # 1a) And, where did you see our ad?
- The Times-Picayune..... 1
 - Gambit..... 2
 - Other..... 3
 - Don't know / Don't remember..... 4
- # 2) Just to check, do you or does any member of your family work in the mobile telephone industry? This would include service providers, equipment manufacturers, or an agent or dealer of mobile telephones?
- Yes [TALLY & TERMINATE: FAILED SECURITY SCREENER]..... 1
[1 2 3 4 5 6 7 8 9]
 - No..... 2
- # 2a) Do you, anyone in your household, or anyone in your family work for Sprint PCS or PrimeCo?
- Yes [TALLY & TERMINATE: FAILED SECURITY SCREENER]..... 1
[1 2 3 4 5 6 7 8 9]
 - No..... 2
- # 3) My questions today are about Personal Communication Services, or PCS. PCS is a new type of mobile phone service using digital technology which is different from traditional cellular phone service. Do you currently subscribe to personal communication services with any PCS provider?
- Yes..... 1
 - No [TALLY & TERMINATE: NER-USAGE] 2
[1 2 3 4 5 6 7 8 9]
- # 4) Who is your current PCS provider? [S]
- Aerial..... 1
 - AT&T Wireless Services (PCS only) 2
 - BellSouth Mobility DCS 3
 - Powertel..... 4
 - PrimeCo [CONTINUE]..... 5
 - Sprint PCS [CONTINUE]..... 6
 - Voicestream..... 7
 - Western Wireless (PCS only) 8
 - Other..... 9

[BUILDER NOTE:

IF Q.4 = CODES 1, 2, 3, 4, 7, 8, OR 9, TALLY & TERMINATE: NER-USAGE]

Questionnaire — Page 3

4a) And, just for verification purposes only, may I have the prefix, that is, the first three digits of your seven digit mobile number. I do not need the area code at this time?

[_____]
 (ENTER THREE-DIGIT NUMBER. DO NOT ENTER AREA CODE
 DO NOT USE COMMAS, COLONS, DASHES, SPACES, OR PARENTHESES

[BUILDER NOTE: VALID EXCHANGES ARE:

669, 236, 723 (SPRINT PCS)

258, 259, 788, 789 (PRIMECO).

OTHERWISE, TALLY & TERMINATE: NER-DEMO] [1 2 3 4 5 6 7 8 9]

[4b) END OF SCREENER]

5) For how long have you been a customer with [INSERT CARRIER FROM Q.4]?

- One month or less..... 1
- Over one month but less than 3 months..... 2
- Three months but less than 6 months..... 3
- Six months but less than 9 months..... 4
- Nine months but less than 1 year..... 5
- One year but less than 3 years..... 6
- Three years or more..... 7

6) Approximately what percent of the time do you use your mobile phone for business reasons and for personal reasons. Your responses need to total 100%.

Business Reasons []
 Personal Reasons..... []
[MUST TOTAL 100%]

7) Who pays your monthly mobile bill, you, your company, or both?

- Customer pays..... 1
- Company pays..... 2
- Both..... 3

7a) My next few questions will be about your mobile service with [INSERT CARRIER FROM Q.4]. Keep in mind we are not talking about other phones you may have in your home or business.

Questionnaire — Page 4

- # 8) [IF PERSONAL REASONS > 50%, IN Q.6 ASK Q.8/9. OTHERWISE, SKIP TO Q.10]

Think back to when you first signed up for mobile service with [INSERT CARRIER FROM Q.4]. Which one of the following five statements BEST describes why you chose mobile service with [INSERT CARRIER FROM Q.4]? (READ LIST) [ROTATE ANSWERS]

[S]

- I wanted to replace my residential wireline phone with mobile service for all voice communications..... 1
- I wanted to add another line at home and decided to add mobile service instead of another wireline 2
- I was getting phone service for the first time for my residence and decided to use mobile service instead of wireline service 3
- I wanted a mobile option in addition to my residential wireline phone, and decided to add mobile service 4
- I wanted to replace my current cellular service with this mobile service..... 5
- (DO NOT READ) None of the above 6

- # 9) Now, I'm going to read six statements that may or may not describe how you use your [INSERT CARRIER FROM Q.4] service for reasons other than business. As I read each statement, please tell me if that statement describes you or not. (READ LIST. PAUSE AFTER EACH. ENTER CORRECT CODE FOR EACH "YES" RESPONSE).

[M]

- I use the mobile service as the primary telephone in my home..... 1
- I use the mobile service to make calls when I am at home, in addition to using a regular wireline telephone..... 2
- I use the mobile service to receive calls at home, instead of having callers dial my wireline telephone..... 3
- I use the mobile service to make calls when I am away from home, instead of using a payphone or calling card..... 4
- I use the mobile service to make calls when I am away from home, instead of using the wireline phone of a friend, business associate, or another individual or business..... 5
- I use the mobile service to receive calls when I am away from home 6
- (DO NOT READ) None of the above 7

Questionnaire — Page 5

- # 10) [IF BUSINESS REASONS > 50%, OR IF PERSONAL = 50% AND BUSINESS=50% IN Q.6, ASK Q.10/11. OTHERWISE, SKIP TO Q.13]

Think back to when you first signed up for mobile service with [INERT CARRIER]. Which one of the following five statements BEST describes why you chose mobile service with [INSERT CARRIER FROM Q.4]? (READ LIST) [ROTATE ANSWERS]

[S]

- I wanted to replace my business wireline phone with mobile service for all voice communications 1
- I wanted to add another line at work and decided to add mobile service instead of another wireline 2
- I was getting phone service for the first time for my work and decided to use mobile service instead of wireline service 3
- I wanted a mobile option in addition to my business wireline phone, and decided to add mobile service 4
- I wanted to replace my current cellular service with this mobile service..... 5
- (DO NOT READ) None of the above 6

- # 11) Now, I'm going to read five statements that may or may not describe how you use your [INSERT CARRIER FROM Q.4] service for business reasons. As I read each statement, please tell me if that statement describes you or not. (READ LIST. PAUSE AFTER EACH. ENTER CORRECT CODE FOR EACH "YES" RESPONSE).

[M]

- I use the mobile service as my primary business telephone 1
- I use the mobile service as a second telephone at work, in addition to a wireline phone 2
- I use the mobile service to receive calls when I am away from my workplace 3
- I use the mobile service to make calls when I am away from my workplace instead of using a payphone or calling card 4
- I use the mobile service to make calls when I am away from my workplace, instead of using the wireline phone of a friend, business associate, or another individual or business 5
- (DO NOT READ) None of the above 6

- # [12) OMIT]

 USAGE/DEMOGRAPHICS

- # 13) These last few questions are just to divide our interviews into groups.

Into which of the following categories does your age fall? Are you (READ LIST)?

Under 18.....	1
18 to 24.....	2
25 to 34.....	3
35 to 44.....	4
45 to 54.....	5
55 to 64.....	6
or, 65 and over.....	7
(DO NOT READ) Refused.....	8

- # [14) OMIT]

- # 15) What is your occupation?

Professional.....	1
Engineer.....	2
Technical.....	3
Managerial/Officials.....	4
Outside/Professional.....	5
Salesman/Inside salesman.....	6
Semi-professional.....	7
Clerical.....	8
Craftsman/Foreman.....	9
Semi-skilled.....	10
Laborer.....	11
Service Worker.....	12
Farm.....	13
Military.....	14
Retired.....	15
Unemployed.....	16
Student.....	17
Housewife.....	18
Other (SPECIFY).....	19
<input type="text"/>	
Don't know/no answer.....	20

- # 15a) OMIT]

- # 15b) OMIT]

Questionnaire — Page 7

- # 16) As a token of our appreciation for participating in this study, we would like to send you a \$5 check. I just need to collect some additional information from you so that we can process the check. You should receive the check within the next couple of weeks.

First, may I have your first and last name?

[_____
(VERIFY SPELLING AND ENTER)

- # 16a) What is your street address?
[_____
(VERIFY SPELLING AND ENTER)

- # 16b) City?
[_____
(VERIFY SPELLING AND ENTER)

- # 16c) State?
[_____
(ENTER 2 STATE ABBREVIATION)

- # 16d) Zip Code?
[_____
(ENTER 5 DIGIT ZIP CODE
DO NOT USE COMMAS, COLONS, DASHES, SPACES, OR PARENTHESES)

- # 16e) What is your mobile phone number?

(IF RESPONDENT IS HESITANT, SAY:) In order to process the \$5 cash gift, we need to have your mobile number for verification.

[_____
(ENTER AREA CODE AND SEVEN-DIGIT NUMBER.
DO NOT USE COMMAS, COLONS, DASHES, SPACES, OR PARENTHESES)

- # 17) At what telephone number can you be contacted most easily?

[_____
(ENTER AREA CODE AND SEVEN-DIGIT NUMBER.
DO NOT USE COMMAS, COLONS, DASHES, SPACES, OR PARENTHESES)

Questionnaire — Page 8

- # 18) (ENTER SEX)
- Male..... 1
- Female..... 2

18a) [POINT OF COMPLETE]

[ASK Q.19, IF Q.8=CODES 1, 2, OR 3 OR IF Q.10 =CODES 1, 2, OR 3. OTHERWISE, SKIP TO 999]

- # 19) And, finally, you are one of just a few PCS customers we'd like to invite to participate in a brief follow-up interview to this one. We know that your time is valuable, so for participating, you would receive \$30, in addition to the \$5 you are receiving for doing this interview. We will not be selling anything; we are only interested in your opinions.

The follow-up interview would also be by telephone, but in a conversational format rather than a structured survey like this was. We'd like to hear more background about the reasons you chose PCS over wireline and how you have been using PCS.

If you are willing to help us, someone will call you back at an agreed-upon time and ask you a few simple open-ended questions. The interview should last about 15 or 20 minutes. After the conversation, we may mail you a transcript of the interview and ask you to confirm that the transcript is a true and accurate reflection of the statements you made. After we receive the materials back from you, we will mail you the check for \$30.

(IF RESPONDENT WANTS TO KNOW WHAT THIS IS ABOUT, SAY:) This research is being conducted in your region to better understand why consumers choose PCS service and how they use it. Your responses will be combined with many others and sent to the FCC in an effort to accelerate competition and lower prices for telecommunications services.

Would you be willing to do the follow-up interview?

- Yes..... 1
- No [SKIP TO Q.999]..... 2

Questionnaire — Page 9

20) Thank you. While I have you on the phone, I want to go ahead and schedule the time for the follow-up interview. Is there a better day of the week for you? Is a day time or an evening (INTERVIEWER: REFER TO SCHEDULE. SCHEDULE THE FOLLOW-UP INTERVIEW TO BE AS SOON AS POSSIBLE IN THE NEXT DAY OR TWO. ONCE RESPONDENT IS SCHEDULED, LET SUPERVISOR KNOW IMMEDIATELY AFTER YOU HANG-UP, SO THAT NO ONE ELSE IS SCHEDULED FOR THAT TIME TOO.)

Scheduled 1
 Unable to schedule [SKIP TO Q.999]..... 2

21) What phone number should we call to do the follow-up interview?

[_____]
 (ENTER AREA CODE AND SEVEN-DIGIT NUMBER.
 DO NOT USE COMMAS, COLONS, DASHES, SPACES, OR PARENTHESES)

22) Just in case we can't reach you at this number, is there another phone number that we could try to reach you? (IF RESPONDENT SAYS "NO" OR REFUSES, ENTER ALL ZEROS.)

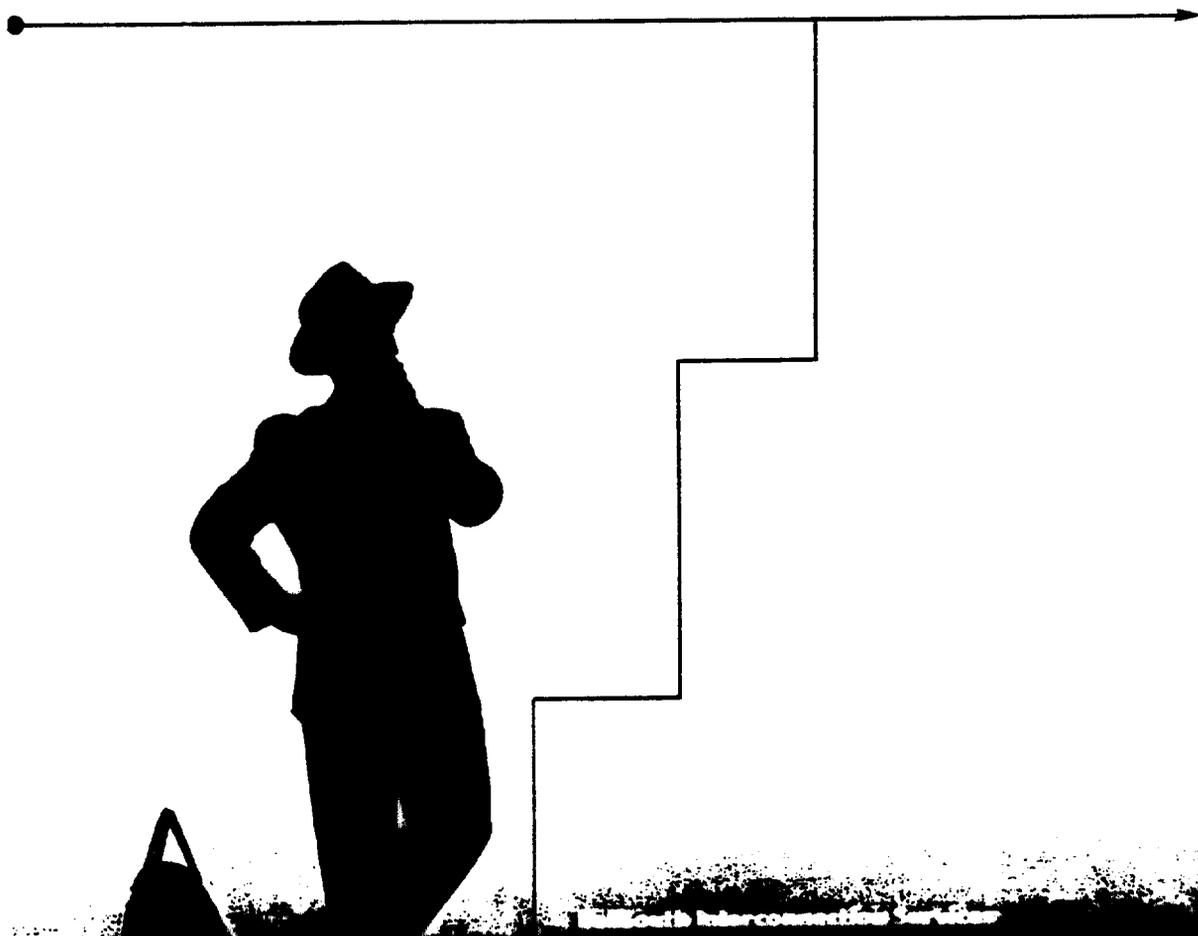
[_____]
 (ENTER AREA CODE AND SEVEN-DIGIT NUMBER.
 DO NOT USE COMMAS, COLONS, DASHES, SPACES, OR PARENTHESES)

23) Someone will call you back in the next day or so to remind you of your appointment time. If you know in advance that you will be unable to make the appointment, please call us back at this same 800 number and we will reschedule the interview for another time. That 800 number is: 1-800-810-6229. We're only doing the follow-up interview with a very small number of people, so we're really counting on your participation.

999) [Thank you for your cooperation and remember, your opinion counts! Have a nice day/evening.]

Appendix A, Tab 7
Funderburg Affidavit, Exhibit JF 19-3
Substitute entire exhibit.

TURN-UP PROCESS FOR FACILITY BASED CLECs



• HOW TO USE THIS MANUAL

The "Turn-Up Process for Facility Based CLECs— Job Aid" was utilized as the basis for this manual. Just as in the Job Aid, you will find this manual divided into seven phases, but here, each phase outline is followed by a tab with the forms and documents required by that phase.

Each subsequent phase begins with a checklist of all of the actions necessary from the previous phase. This checklist should be used to insure that all of the previously detailed requirements have been completed before proceeding.

References to departments, individuals, and other resources have been included; telephone numbers have been included wherever possible.

The following descriptive contents sheet is designed to help you in the Turn-Up process— you will find an outline of each phase, along with page numbers, and the names of the forms used to complete that phase.

Turn-Up Process for Facility Based CLECs
Contents
Contents
Phase I. INITIAL CONTACT AND NEGOTIATIONS

How CLECs move from first contact to signed contract.

Outline of Steps— Phase I

Establish Expectations	4
Provide Detailed Information to CLEC	5

Forms— Phase I
Phase II. PLANNING

Initial welcome and business meeting, and introduction and initial discussion of Turn-Up Process requirements.

Outline of Steps— Phase II

• Before Beginning Phase II	6
STEP 1. Communicate BST and CLEC Responsibilities	7
STEP 2. Review Contract Summary	8
STEP 3. Plan Follow Up Meeting(s) and/or Calls	9

Forms— Phase II
Phase III. TECHNICAL IMPLEMENTATION

Activation of billing options and other pre-testing requirements.

Outline of Steps— Phase III

• Before Beginning Phase III	10
STEP 1. Activate LIDB and/or ODUF	11
STEP 2. Meet with BAPCO and Confirm Contract	12
STEP 3. Switch Deployment Planning	13
STEP 4. Complete Billing Set-Up Process	14
STEP 5. Initial Training	15
STEP 6. Reciprocal Compensation	16
STEP 7. Operations Support Systems Connectivity	17

Forms— Phase III
Phase IV. TECHNICAL IMPLEMENTATION/END-TO-END TESTING

Testing the CLEC's ability to issue Local Service Requests.

Outline of Steps— Phase IV

• Before Beginning Phase IV	26
STEP 1. Complete LENS Profile from CLEC LOA	27
STEP 2. End-to-End Testing	28

Forms— Phase IV