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November 7, 2000

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FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Ms. Magalie Roman Salas  
Office of the Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., Room TW A325  
Washington, D.C. 20554

**Ex-Parte**

*Re: Application by SBC Communications Inc. for authorization under section 271 of The Communications Act to provide in-region, Interlata service in the states of Kansas and Oklahoma. Docket No. 00-217 /*

Dear Ms. Salas:

At the request of the Common Carrier Bureau, On November 6<sup>th</sup>, SBC conducted an overview of Southwestern Bell's OSS and Wholesale Operations in Ft. Worth, Texas. A tour of the Local Service Center and Local Number Portability Center were also part of the overview. In attendance from the FCC were Ben Childers, Tony Dale, Trent Harkrader, Tom Navin, and John Stanley. In attendance from SBC were Candy Conway, Charles Cooper, Maria Dillard, Liz Ham, Kim Hamm, Terry Hoeven, Beth Lawson, J. D. McFarland, Kelly Murray, Brian Noland, Eddie Rodriguez, Carla Rowland, and David Ross Smith. The materials used during the overview are attached.

Sincerely,

A handwritten signature in cursive script that reads "Eduardo Rodriguez".

Edwardo (Eddie) Rodriguez

Attachment

Classified by [redacted] O  
on [redacted]

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# **Industry Markets Operations**

*Maria Dillard*

*Vice President - Local Service Center Operations  
Southwestern Bell Region*

**Overview**

**November 6, 2000**

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# Local Service Center (LSC)

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## **MISSION**

**Provide the service the customer wants**

**Deliver service on time**

**Do it right the first time**

**If it breaks - fix it**

**Deliver an accurate bill**

## **GOALS**

**Provide Quality Customer Service**

**Improve Operating Efficiencies**

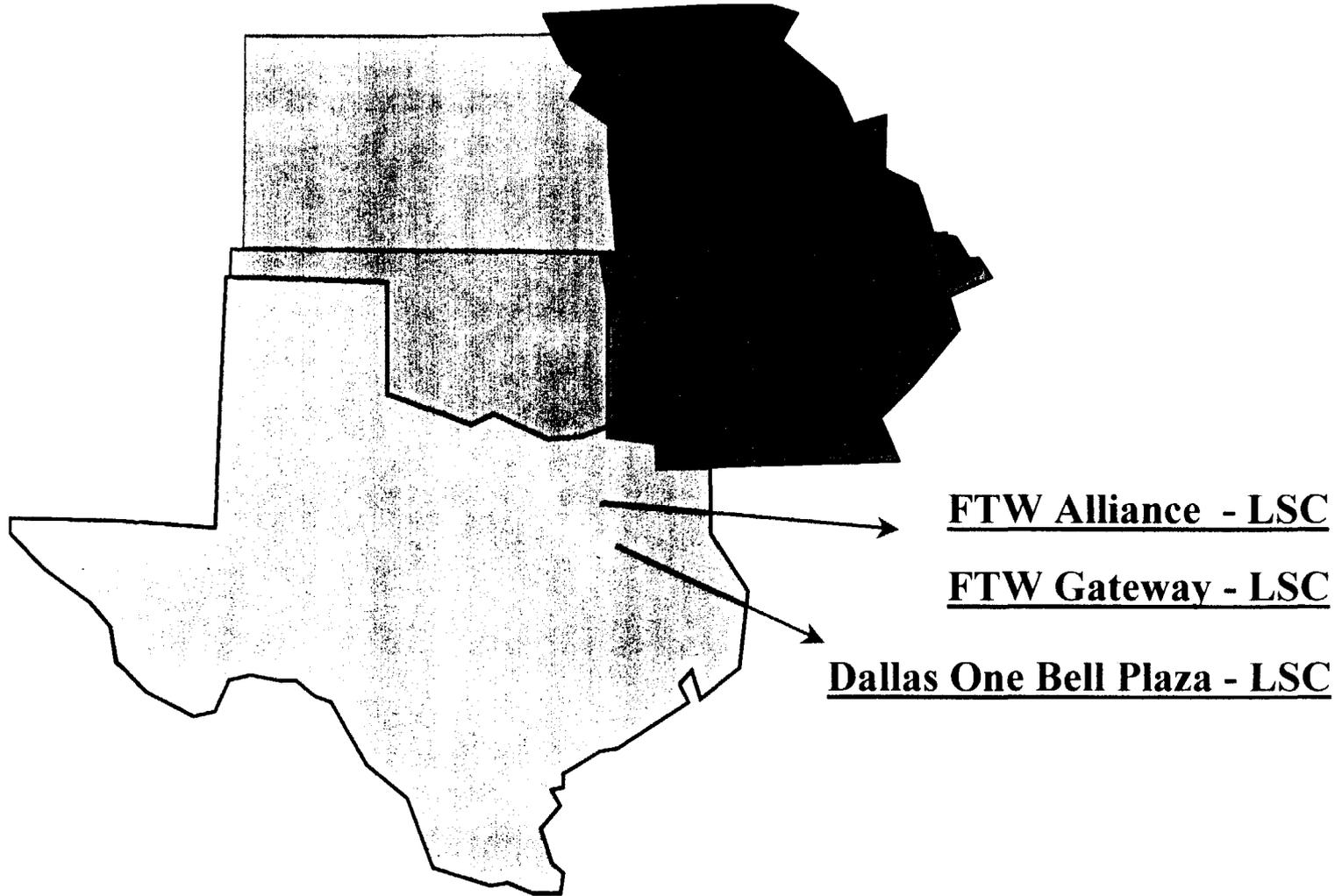
**Provide Parity with Retail**

**Maximize Human Resources**

01/27/2011

# LSC Locations

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# Alliance Facilities

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October 15, 2000

Management 63

Non-Management 684

Square Footage 217,000

Functions:

*Resale*

*UNE*

*UNE P*

*LNP*



# Gateway Facilities

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October 15, 2000

Management 26

Non-Management 248

Square Footage 47,000

Functions:

*DSL*

*Line Share*

*Interconnection*



# One Bell Plaza Facilities

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October 15, 2000

Management 31

Non-Management 286

7th and 9th Floor

Functions:

*Resale*

*UNE*

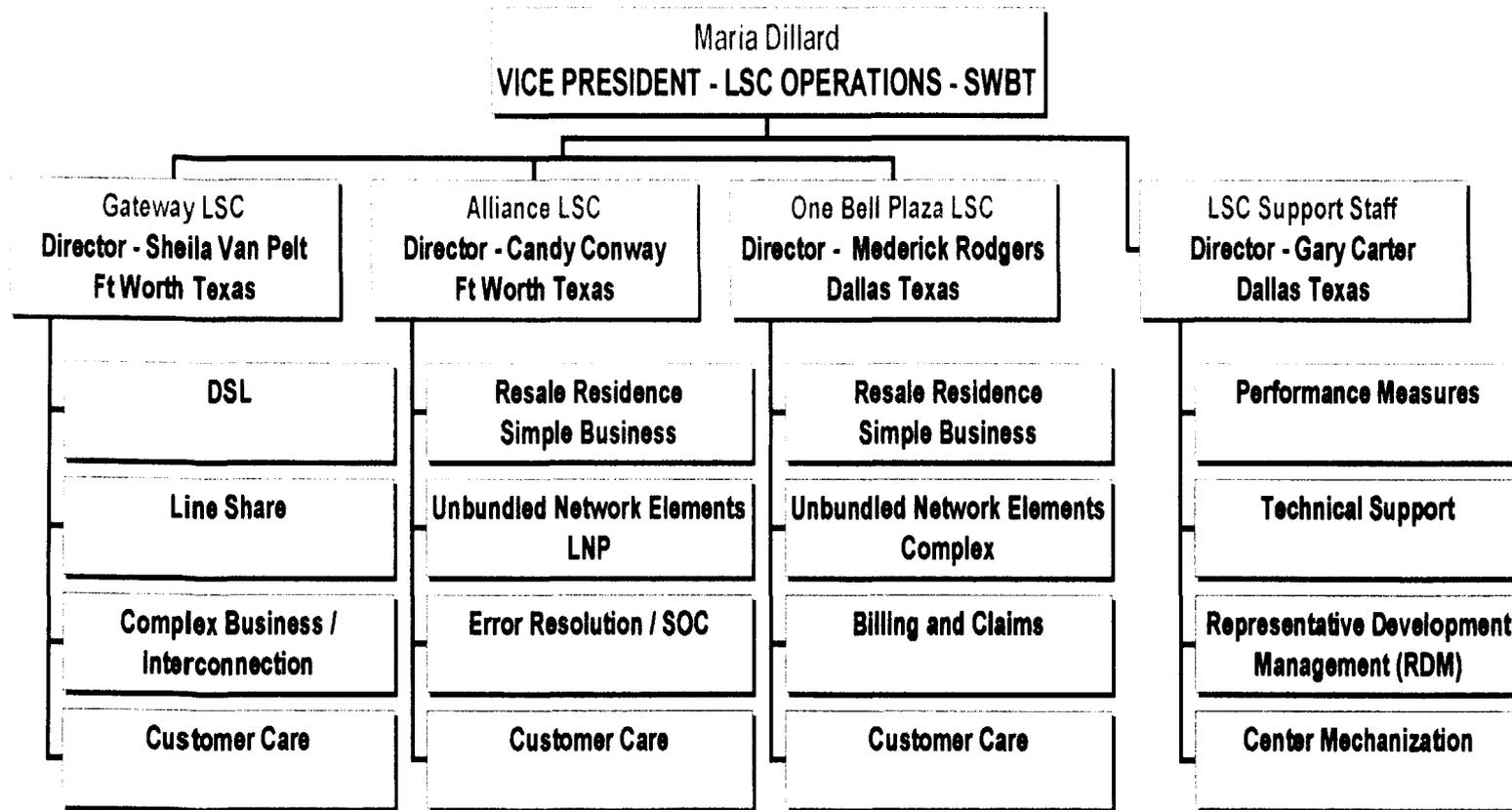
*UNE-P*

*LNP*

*BILLING*



# Local Service Center Structure



**Total LSC Force as of October 15, 2000**

<b>Management</b>	<b>159</b>
<b>Non-Management</b>	<b>1221</b>
<b>TOTAL</b>	<b>1380</b>

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# Local Service Center

*Candy Conway*

*Director*

*Alliance Local Service Center*

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# LSC Responsibilities & Products

## Local Service Centers (LSCs)

8:00 a.m.-5:30 p.m. (Monday - Friday)

### SPOC - 5 States

#### Manual Order Receipt

- Fax
- Courier

#### Mechanized Order Receipt

- Consumer EASE
- Business EASE
- LEX
- EDI
- EXACT

#### Customer Care

#### Customer Service Requests (CSRs)

#### Billing & Collections

#### Error Resolution

#### Expedites/Escalations

#### CLEC Issue Resolution

## Products

### Resale

- Residence
- Simple Business
- Complex Business
- Coin

### Facility-Based

#### •Interconnection

- Facilities (DS1/DS3)
- Trunks

#### •Unbundled Network Elements (UNE)

- Loop
- Rebundled (loop w/Port)
- DSL Capable Loop
- Transport (UDT)
- Switching
- LNP / INP

# LSC - CLEC Assignments

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## **Each CLEC is assigned a primary Area Manager and Manager**

For CLECs passing more than one product, (i.e. Resale and Unbundled) they also have a manager assigned under that product.

Customer Care handles escalations, negotiations, scheduled weekly calls and daily contact to resolve potential problems.

## **Load Balance**

Mechanized work may easily be passed between Centers as necessary.

Manual work is consistently handled in both Centers.

Complete back-up capabilities exist between Centers.

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# SWBT Local Operations Additional Customer Support

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## **Operational Forums**

- Weekly conference calls
- Daily contact on order status and inquiries
- Customer premise visits
- Local wholesale customer tours of LSC
- Participate in Account Team meetings and forums

## **Customer *CARE* Team**

- Escalation management
- Scheduled weekly calls to discuss outstanding issues
- Daily contact to resolve potential problems
- Follow-up analysis and customer feedback
- Identification of improvement areas

## **Screening**

- Efficient process for reviewing orders prior to system input
- Dedicated team of screening reps in each unit
- Focus on improving timeliness in notification of order errors

## **Error Resolution Teams**

- Posted Service Order Team, (POST)
- Service Order Completion Team, (SOC)
- Specialized teams proficient in completing & posting CRIS and CABS service orders
- Provides detail feedback to line units and downstream departments for personnel development

# LSC - Quality

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## Identified Quality Improvements Through Collaborative Efforts With CLECs

### **Refined Appraisal Development Scorecard**

Emphasis on eliminating service affecting errors  
Error results documented on appraisal

### **Service Representative Development Managers**

Full staff is in place - September 2000  
Individual product improvement focus at service representative level  
Documentation of results per manager unit  
Training and performance feedback  
Observing and quality reviews

### **Tracking and Analysis**

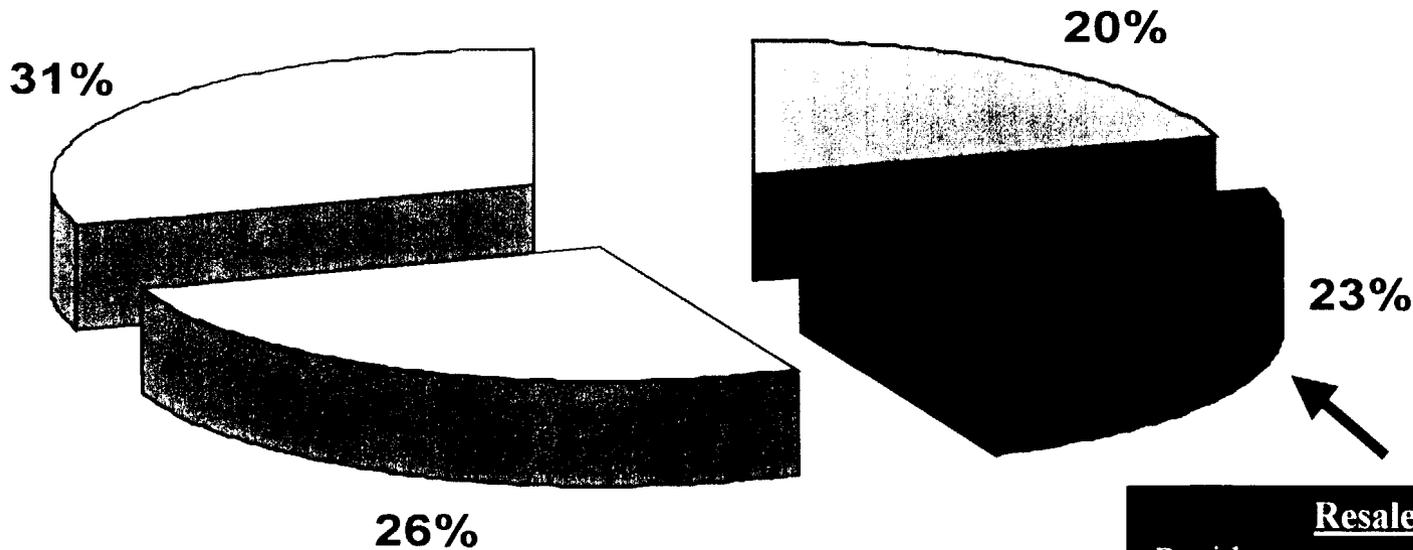
Tracking and trending of most prevalent service order errors  
Identify training and development needs of CLECs and internal personnel

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# Wholesale Product Volume ( In Service )

<u>UNE/DSL:</u>	
UNEs and DSL	147,084
UNE Combos	<u>700,802</u>
Total	847,886

<u>LNP:</u>	
LNP Ported Out	57,787
LNP Ported In	6,588
INP	<u>9,284</u>
Total	573,659



<u>Interconnection:</u>	
IC Trunks	693,450
IC Facilities	<u>46,807</u>
Total	740,257

<u>Resale:</u>	
Residence	340,380
Business	217,356
PBX	26,876
Centrex	7,449
COPT	26,798
ISDN	<u>26,285</u>
Total	645,144

## LSC - Order Volumes

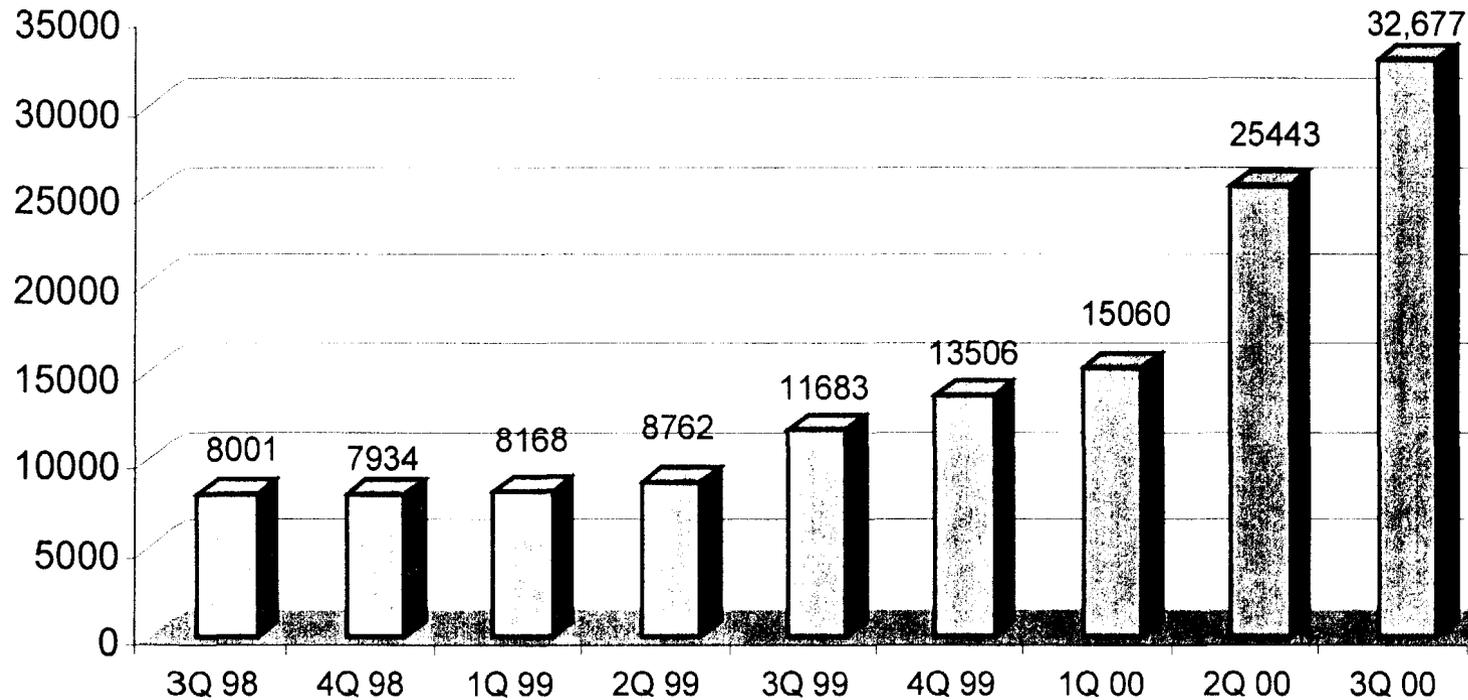
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<b>1997</b>	<b>Jan-Dec</b>	<b>730,837</b>
<b>1998</b>	<b>Jan-Dec</b>	<b>1,934,899</b>
<b>1999</b>	<b>Jan-Dec</b>	<b>2,660,062</b>
<b>2000</b>	<b>Jan-Sept</b>	<b>4,592,933</b>

*152% increase in 2000 over 1999 (Jan-Sept)*

# Average Daily Service Order Volume

**AVERAGE ORDERS PER WORK DAY (Tot. Orders, less MOG)**



	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000 YTD</u>
Total Orders Processed	730,837	1,934,899	2,660,062	4,592,933



# SWBT Local Operations Local Service Center Force Model Summary

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## **Product Based**

Residence, Simple Business, Complex Business, Interconnect Facility, Interconnect Trunks, Rebundled Elements, Number Portability, DSL/Line Share, Call Volumes

## **Assumptions**

Manual/Mechanized  
Forecast/Actuals/Historical Data  
Work Time Studies  
Reviewed and Updated Quarterly

## **Resources Allocated by Product**

Training Profiles  
Capacity/Volume  
Reviewed and Updated Monthly

## **Force Adjustments**

3 Months Advancement  
Product Mix  
Validated Assumptions/Data

# LSC - Manual Processing

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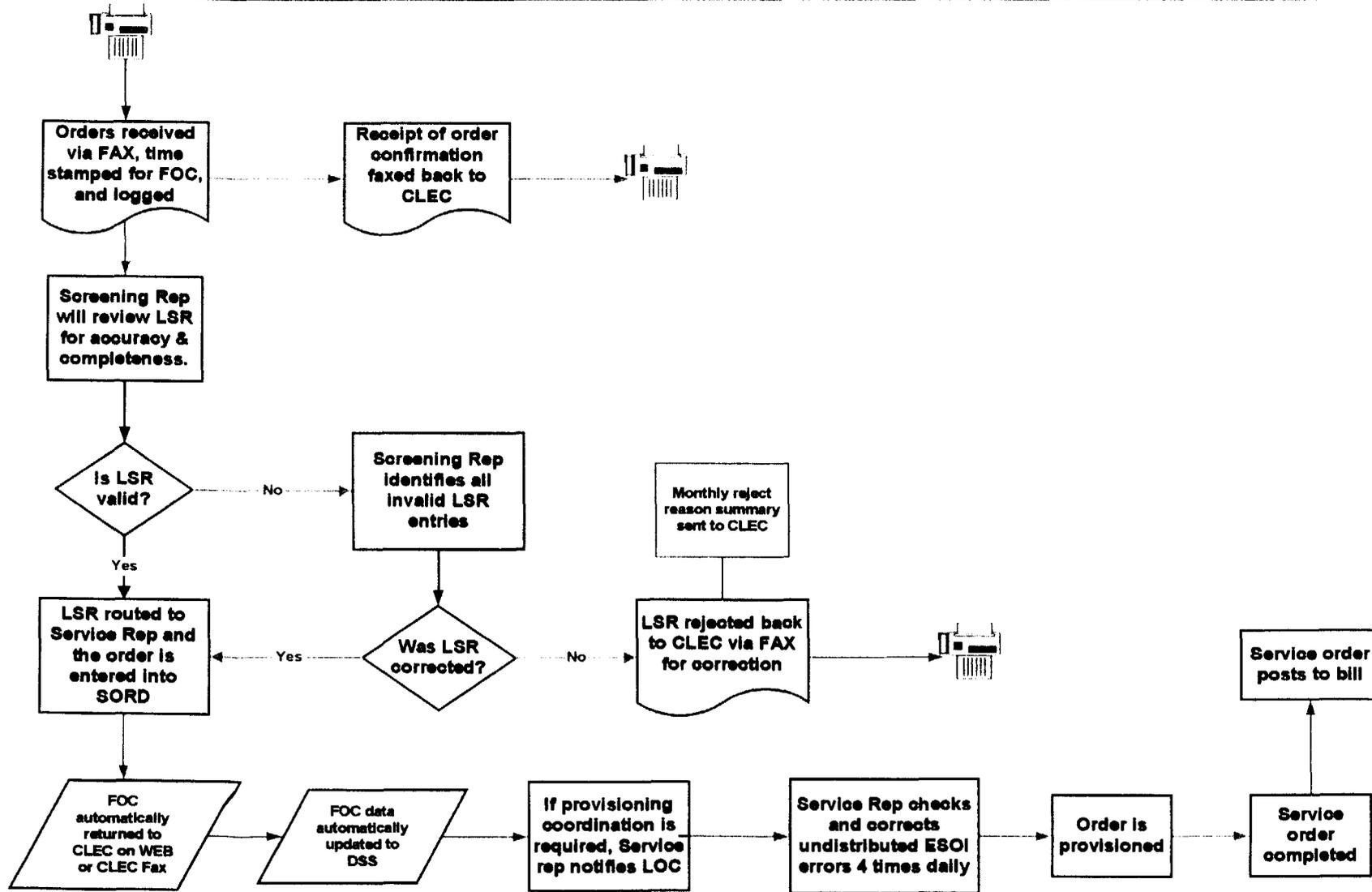
## TOTAL MANUAL Orders Received

YTD 1,796,032

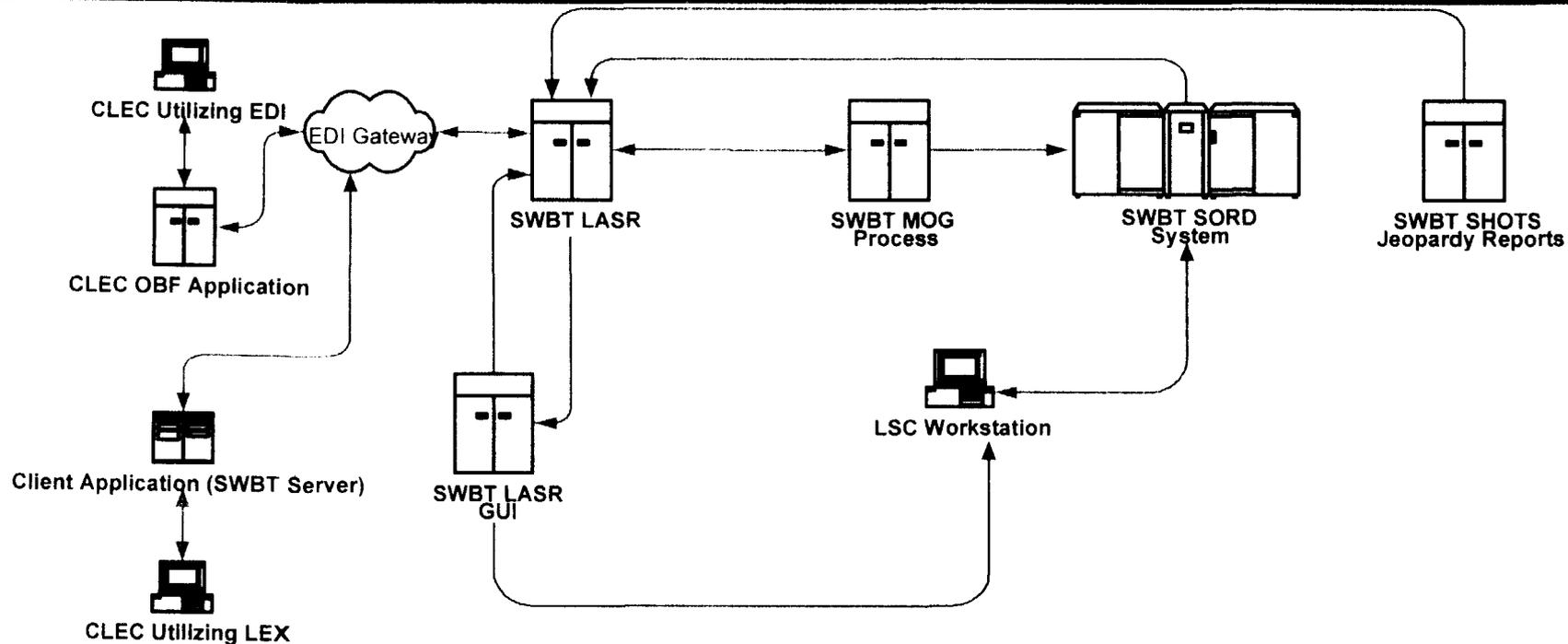
### MANUAL PROCESSES

Stamp & Log all Incoming Faxes  
Fax Receipt of Order Confirmation (ROC)  
Screen Orders  
Fax Rejects  
Fax Jeopardies  
Fax FOC  
Enter FOC End time in Database  
FOC/SOC Web site

# LSC - Manual Order Flow



# LSC - Mechanized Order Flow



- CLEC issues Local Service Request (LSR) into OBF compliant application, i.e. EDI or LEX.
- CLEC's passes LSR order to SWBT where LASR edits the LSR for appropriate data conditions. If LASR identifies invalid data, a fatal error is returned to the CLEC
- If the LSR passes the edits, LASR determines if the LSR is a candidate for Mechanical Order Generation(MOG). LSR's that are not MOG candidates are sent to LASR GUI for LSC processing.
- If the LSR is a candidate, MOG performs additional edits that could also create fatal rejects back to the CLEC via LASR. For LSR's that pass, the appropriate service order is created in SORD and distributed.
- The LSC Dispatcher identifies mechanical workload via LASR GUI system designed to perform work flow management within the LSC for all mechanized orders that are sent to the LSC for handling. LSR workload is routed to Service Reps that pull copies of the LSR from LASR GUI. The Service Reps generates the orders into SORD. Manual rejects identified during the order processing are returned to the CLEC via LASR GUI.
- Upon service order distribution and service order completion, LASR receives notification from SORD and a FOC or SOC is returned to the CLEC via the electronic medium utilized by the CLEC. The SWBT SHOTS system also notifies LASR of all Cable and Facility order jeopardy situations which are then returned electronically to the CLEC.

# **LSC - Key Messages**

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**Excellence in Customer Service**

**Continual Process Improvement through Quality**

**Parity with SWBT customers**

**Employee Involvement**

**Improved Productivity and Mechanization**

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# Local Service Center

*Thank you*

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# Local Operations Center

*Charles Cooper*

*General Manager*

*Local Operations Center*

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# **LOC - Agenda**

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**LOC Responsibilities**

**Specials Provisioning and Maintenance**

**Call Center**

**Coordination**

**Projects**

**Service Management**

**Cast**

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# **LOC - Areas of Responsibility**

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**All CLEC Activity within the 5-State Area**

**Call Center that Receives all CLEC Trouble Reports**

**Special Services**

**Provisioning**

**Maintenance**

**Interconnection**