FLORIDA OSS BELLSOUTH'S RESPONSE TO OBSERVATION115

Florida OSS Test
Observation 115

September 17, 2001

OBSERVATION REPORT

An observation has been identified as a result of test activities associated with the Documentation Review of the Account Establishment and Management Process (PPR-2).

Observation:

The BellSouth Account Team does not respond to CLEC inquiries within the documented customer contact timeframes. (PPR2)

Background:

The BellSouth Account Team Procedures, Account Team Information Package states that the Account Team is required to respond to CLEC e-mail and telephone/voicemail inquiries within 24 hours [1].

Issue:

KMPG Consulting in its role as test CLEC, has relied on its assigned BellSouth Account Team to be the initial point of contact to successfully conduct business in the local service market. From March 29, 2001 to August 24, 2001, KPMG Consulting did not receive a response within 24 hours for 42% of the total inquires made to the Account Team. KPMG Consulting would expect the BellSouth Account Team to follow the documented processes to ensure consistent performance. Attached is a summary of the inquiries KPMG Consulting made to the Account Team and the time it took to receive a response.

Impact:

The inability of the Account Team to consistently respond to CLEC inquiries within the specified timeframes negatively impacts a CLEC's ability to resolve customer issues and conduct business effectively.

BellSouth Response:

BellSouth agrees with KPMG's statement, "the inability of the Account Team to consistently respond to CLEC inquiries within the specified timeframes negatively

[1] Account Team Procedures, Account Team Information Package, Version 7, Section 6.1, Page 16

impacts a CLEC's ability to resolve customer issues and conduct business effectively." Therefore, the BellSouth Account Team discusses escalation procedures during its very first meeting with the CLEC. As described in chapter 5.0 of the Account Team Procedures, the escalation process is a standard agenda item at every introductory meeting. Within two days following the meeting, the Account Team provides the CLEC with a copy of the escalation contact list. BellSouth also maintains a current Account Team contact list on its Interconnection web site for easy reference. BellSouth expects that if a CLEC is dissatisfied with any aspect of Account Team support, that it will promptly communicate that concern to any Account Team member. If this does not resolve the issue, BellSouth expects that the CLEC will promptly invoke the escalation process. During the period of March 29th through August 24, 2001, BellSouth's Account Team and Account Team management received no communication from the KPMG CLEC regarding concerns with the timeliness of responses.

In addition to the escalation process, BellSouth offers the CLEC another opportunity to provide feedback on the Account Team. Chapter 12.0 of the Account Team Procedures states, "BellSouth's tool for analyzing the Account Team's responsiveness is the Personal Report Card." The report card is a survey that allows the CLEC to rate Account Team members on overall performance and support. There is a specific category entitled "accessibility and responsiveness," along with a place for narrative comments. When this report card was sent to three representatives of the KPMG CLEC, each declined to complete and return it. To date, the BellSouth Account Team, the Sales Director in particular, has no formalized or documented communication from KPMG concerning the issue raised in this observation.

BellSouth recognizes the critical role that the Account Team plays as the "initial point of contact to successfully conduct business in the local service market." Although it appears that the KPMG CLEC has not utilized the normal processes for addressing Account Team support issues, BellSouth has followed normal process in an effort to address the issue raised in this observation. In accordance with guidelines documented in chapter 12.0 of the Account Team Procedures, the Sales Director has coached the Account Team on providing timely responses to KPMG inquiries. Specifically, the Account Team has been reminded and instructed to return a response within 24 hours after receiving an email request from the CLEC. The KPMG CLEC should notice the improvement. If not, it should initiate an escalation, or other form of direct communication with the Account Team and the Account Team management. Finally, during the fourth quarter of this year, KPMG will have another opportunity to complete the Account Team report card.