

# The Telesaver Exchange

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TELESAVER PUBLISHES  
NEWSLETTER FOR AREA MANAGERS

This is the first issue of The Telesaver Exchange, an informal newsletter to keep you informed and up-to-date on company policy, people, and progress. I hope you will use it as a vehicle to communicate newsworthy items, ideas, and suggestions to other area managers and to us in Owings Mills. As of now, I'm planning to publish The Exchange every two weeks, but that schedule could change according to need. If there's something you would like to include in an upcoming issue, please call me or forward the information by mail.

## TELESAVER IS PEOPLE

It's easy to understand the reason behind Telesaver's rapid growth in the industry: its employees. I'm constantly impressed by the talent, creativity, determination, and enthusiasm of our dedicated staff. There is often a sense of urgency in the air, and always a sense of excitement and productivity. I am pleased to be a part of this dynamic company!

## BY WAY OF INTRODUCTION....

Prior to September 28th, I was the Director of Public Information for Baltimore New Directions for Women, a private, non-profit career counseling organization. I began my career with New Directions during its infancy, and enjoyed growing with them over a period of six years. Working in private industry is very different from the non-profit, social service world, and I'm enjoying the challenge. As Corporate Communications Director for Telesaver I am responsible for all public relations and marketing activities for the company.

Naturally, I welcome your input and encourage you to call me at any time with comments or suggestions. I've enjoyed meeting all area managers via the telephone and look forward to the day when I can put faces with names and voices.

## UNIVERSAL BROCHURES

Our residential brochure for universal service has been printed and is already in the hands of prospective Telesaver customers. Some of you have suggested improvements and changes which, of course, will be taken into consideration before the next printing. The business brochure is finally ready for the printer. All corrections have been made, as well as the appropriate changes for California and Hazleton. You should have the brochures in your offices, ready for your sales reps to distribute by mid-November.

## "TELESAVER.... CAN I HELP YOU?"

Anyone who has called our Owings Mills office since October 1st has noticed improvement in how quickly and efficiently the telephone is answered. Julie Whitcomb, our new switchboard operator/receptionist, does a terrific "balancing act" answering 10 lines and routing our calls.

## CUSTOMER SERVICE

Customer service is often the key to a company's success and reputation. Our national office averages 50-70 calls each day: people calling to request an application, clarify information, report a billing error or faulty connection. You're probably aware of the kinds of calls because you receive them also. Most of the calls, if handled at your end, will alleviate the burden on

our customer service staff here and, at the same time, satisfy a customer on-the-spot. For billing errors, a simple response like, "Mark the error on the call detail portion of your bill with an explanation, deduct it from your payment, and pay the undisputed amount," will usually suffice until we can correct the problem here.

#### CANCELLATIONS WILL BE FORWARDED

We will send area managers, on a regular basis, copies of any cancellations we receive from their area customers. Sometimes a customer cancels simply because of a misunderstanding that could be resolved by a personal phone call from your office.

#### NEW PROGRAMMER ... A WELCOME ADDITION

Dale Bargar started work here on October 12th. He is busily moving programs from our present micro-computer to our new DEC (Digital Equipment Corporation) computer, a process which he estimates will take anywhere from 3-6 months to complete. Dale comes to Telesaver with 7 years experience in programming DEC PDP-11 series mini-computers, 4 years of which were with a telecommunications company. He was most recently employed by the U.S. Congress as an information systems specialist responsible.

Why did Dale choose to work for Telesaver? "This is definitely a growing company," he remarked. I believe Telesaver is in the right market... and there's a lot of opportunity for employees to grow with the company... which is why I am here."

#### WHAT IS THE DEC COMPUTER?

The DEC Computer will provide

dial-up capability to access information from our switches. In addition, it will enable print-outs at six times the capability of our present system. The DEC can support up to 63 simultaneous users and has unlimited storage per user: 167 megabyte, compared to only 5 megabyte on the TRS-80.

#### A WORD ABOUT AUTO DIALERS

Advise your sales reps not to recommend the Porta-Touch auto-dialer to their customers. It is not reliable with our service. Buscom's Soft-Touch does work well with Telesaver, though, and we expect to enclose an advertisement on this dialer in our November billing.

#### PLEASE REMEMBER

We get so much mail, it's a major project just to sort through it. To make our job easier, please remember to specify on the envelope the person to whom your letter is addressed.

#### WE ARE IN THE NEWS

I have enclosed two newspaper articles for your interest and information. It's exciting to see our name in print-- we anticipate seeing it more and more often.

#### FOR YOUR INFORMATION

Effective October 15, Sprint Universal Service is available to all Sprint subscribers in Dallas and in Cleveland. Telesaver customers living in those cities and having a 6-digit discrete code (Telesaver A Business Accounts) will have access to Sprint's Universal Service; our residential accounts will not, because theirs is a national code rather than a city-based code.