

The Pac. Tel. & Tel. Co.  
and Subsidiary

BELL SYSTEM PRACTICES  
Station Installation  
And Maintenance

SECTION C15.952  
Issue A, 11-1-49-N

SAVING DISCONNECTS

1. GENERAL

1.01 Many customers requesting disconnection of their primary residence service still have a need for the service and are able to pay for it. Generally, these customers have failed to consider fully the value of the service and if their uses and needs are discussed in a friendly manner, an appreciable number will agree to retain the service.

1.02 This section specifies the part plant installation forces play in saving disconnects of residence primary service in instances where commercial department efforts to save such service discontinuances have been unsuccessful.

NOTE: Certain types of requests covering residence primary service discontinuances will not require "save disconnect" treatment since the reason for the disconnect request eliminates the possibility of saving the service; for example, where the customer is leaving the territory within which the business office can arrange for service, where service is furnished on a seasonal basis, etc.

1.03 While commercial department effort to save a disconnect will have preceded the installer's visit to the premises, the installer has an excellent opportunity to save the discontinuance of residential primary service because:

- (a) The customer has had an opportunity to think over the points brought out in the discussions with the commercial department.
- (b) The installer talks with the customer at a particularly favorable time; that is, when the service is about to be definitely terminated.
- (c) Ordinarily, the installer will be the only company representative visiting the customers' premises.

(d) In view of the factors set forth in (a) to (c), inclusive, it is possible that the customer may be quite receptive to the viewpoint of "the telephone man" with regard to the advantages of retaining telephone service and the disadvantages of being without it, in the event service is discontinued.

1.04 Efforts to save disconnects shall be confined to the San Francisco and East Bay divisions and to selected exchanges in the Coast and Inland divisions, as determined by interdepartmental review.

## 2. PROCEDURE

2.01 In each instance where commercial department effort to save disconnects have been unsuccessful, (see 1.02), the notation "SAVE" will be entered in the "RMKS" space of orders covering the discontinuances of residence primary service. This will serve as notification to the installer to make a final attempt to save before disconnecting the service.

2.02 The installer should exercise care in the discussion to avoid annoyance and express regret at the loss of opportunity to continue to furnish service. In developing the discussion, it should be the objective to recognize and follow up points made by the customer which are useful in convincing him (or her) that the service should be retained.

2.03 The installer should inform the customer that the order can still be cancelled. Where the customer evinces no interest in continuing service, advise him that disconnection will be made at once. If the customer's response indicates uncertainty, conversation should be continued in an endeavor to secure either (a) cancellation of the order or (b) temporary postponement of the completion of the order pending further consideration by the customer. In the latter instance, the installer shall note the order accordingly and arrange for the business office to be informed of the facts in the regular manner.

2.04 In conversing with the customer regarding the order covering the discontinuance of residence primary service, the installer should bring out the value and comparatively low cost of telephone service and mention such specific service needs as appear appropriate; such as, protection, securing employment, comfort, sickness, etc. In addition, reference might

also be made to the fact that there have been instances where customers who terminated their services subsequently found they could not get along without it and were then put to expense to get service re-established.

### 3. ADDITIONAL DETAILS WITH RESPECT TO INSTALLERS' DISCUSSIONS WITH CUSTOMERS

3.01 As indicated in Part 2, the best technique in saving disconnects of residence primary service seems to be to get the customer to talk about his problems and interests. In this connection, it has been found helpful to approach the customer in a cheerful manner and to start the conversation in such a way as to win the customer's good will, at once.

3.02 After opening conversation, the installer, in addition to expressing regret that the service is about to be terminated, should make a friendly suggestion out of his experience that the customer will miss it very much. In many cases, this will lead the customer to talk about his reasons for disconnection, which offers an opportunity to encourage the customer to talk about the use made of the service in such a way as to indicate the best line of approach.

3.03 Throughout the interview, the installer should maintain his natural individuality, be as brief as practicable in his discussion with the customer and merely call attention to the advantages of having telephone service (and the disadvantages of not having it) which are most likely to appeal to the particular customer being interviewed (see Part 4). The installer should be alert to take advantage of any leads which may be developed from the customer's remarks, observation of the premises, make-up of family, etc. Also, throughout the interview the installer should maintain an attitude of understanding toward the customer's problems and, of course, avoid argument.

3.04 When attempting to save higher grades of residence primary service ordered removed for economy reasons, as a last resort, the installer should advise the customer to take a lower grade of service as a desirable alternative to no service at all. Where the customer is agreeable to taking a lower grade of service, the details should be referred to the business office.

### 4. SALES APPEAL

4.01 The sales appeals applicable in connection with saving disconnections of residence main service are the same as those which point out the advantages of subscribing for such service. Obviously, when the service is discontinued, these advantages are lost.

4.02 The advantages, comfort and convenience of telephone service have been extensively advertised and are well known by (1) subscribers, (2) the public in general and (3) employees of the Company. Among the more important uses for residence telephone service are:

- (a) Emergencies - To protect family and property.
- (b) Family and Social Interests - To keep in touch with relatives and friends.
- (c) Business Aids - To make and receive calls regarding a need for employment, etc.
- (d) Convenience Aids - To save time, trouble, annoyance and money.