

Telesaver Exchange

TO KEEP YOU INFORMED...

The Telesaver Exchange is an informal newsletter for area managers, sales representatives, and employees of Telesaver. Its purpose is to keep everyone informed and up-to-date on company policy, people, and progress; to report on new developments in the telecommunications industry; and to serve as a communications vehicle for all of you. I urge you to share your ideas, suggestions, and any newsworthy items with our extensive network of Telesaver personnel. You can either call or write to me, Debbie Baylin, at the Owings Mills Office.

The Exchange is going through an experimental stage right now. The first issue was sent to area managers only and distributed in-house at the national office. Since response to the newsletter has been so positive, we decided to expand the mailing list to include our sales reps. We know that if you have a better understanding of the company you're selling for, your job of selling becomes that much easier. I hope you enjoy this issue of The Exchange. I look forward to hearing from many of you in the coming months.

TELESAVER EXPANDS ITS UNIVERSAL SERVICE

Manufacturing and installation of TELCRO II, Telesaver's Universal switch, has been prolific. In just a few short weeks, Philadelphia has been expanded to 36 paths and Hazleton, PA. has had their first 24 path switch installed. Scheduled for delivery are San Francisco (November 12) and Rochester (November 22). Baltimore, the first city that offered Telesaver Universal will be expanded to a 72 path switch on December 1st to accommodate Washington area customers too. Baltimore/Washington Area Manager Marshall Sapperstein reports that the switch is "working beautifully" and that it handles over 2,000 calls a day from the Baltimore area.

A FAMILY BUSINESS

Telesaver is a "family business." Not family-owned; and not family-run. But there are husbands and wives, brothers, sisters, mothers and daughters and even a three-generation family working under the same roof. There is Bill Berg, manager of Data Processing, and his wife Claudia, who works in accounting; Mike Senate, director of manufacturing, his wife Brenda, who works in billing, and his brother Clyde, who oversees the warehouse operation; Mike Metzger, comptroller, and his sister Hope Metzger, mail clerk; twin sisters Jody and Ellen Schoolnick; Andrea Broumberg, executive administrative assistant, and mom Linda Scheer in collections; Marshall Sapperstein,

Baltimore/Washington area Manager, his sister, Rose Salzman, who works in billing, and Rose's 15 year-old son Greg, stock clerk. And not every company can boast of grandmother, mother, and granddaughter working together. Mrs. Ethel Koons, mail clerk, her daughter Mary Ellen Robinson, data entry clerk, and her daughter Julie Hensley are all employees of Telesaver. When we say "we're all "one big happy family," we mean it!

IN THE NEWS

Soon Telesaver could be a household word - just like Sprint and MCI. Last month there were two newspaper accounts on Telesaver: USA Today published a story on Danksjold-Reed, our network management company, and The Maryland Business Observer published a story on OCC's, featuring Telesaver as a reseller of OCC service. Telesaver will be featured this month in the financial section of The Baltimore Sun, complete with story and photographs.

TELESAVER IS PEOPLE

It's easy to understand the reason behind Telesaver's rapid growth in the industry: the quality of its employees. I'm constantly impressed by the talent, creativity, determination, and enthusiasm of our dedicated staff. We have a team of people with clarity of goals, pulling in the same direction and enjoying the results of their efforts. There is often a sense of urgency in the air and always a sense of excitement and productivity. Our successes seem to justify the pace we're keeping. We can all be proud to be a part of this dynamic company.

TELESAVER COMES TO HAZLETON!

Thanks to TELCRO II, Hazleton, PA. residents and businesses can now save money on their long-distance phone calls. The 24 path switch was delivered to the Telesaver offices of Lynn and Elliot Greif on Friday, November 5th. For the Greifs, who have planned for this day for over a year, this is like a dream-come-true. For Hazleton residents, it is a real boon, because no other service is available to their small town.

Lynn Greif reports that in the first week she has received 70 telephone requests for the residential brochure and has opened 20 business accounts. "The response is unbelievable," she said. "There is such a demand for the service. People want appointments tomorrow; they don't want to wait." Hazleton's 8 sales reps can enjoy their field day!

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The U.S. market for communications equipment and services is a \$75 billion annual business and is expected to double in size over the next five years.

Indications are fairly certain that antitrust regulators and the Federal Communications Commission will approve GTE Corporation's proposed planned takeover of Sprint. Sprint, which began service in 1978, handles about 1% of the nation's \$40 billion long-distance market; AT&T currently handles 96% and MCI, 2%.

In Congressional testimony last February, an American Telephone and Telegraph Company official reported that, in five years, AT&T could have less than 50% of the long-distance telephone market that it has dominated for so long. Realistically speaking, it will be a long time before AT&T loses its dominance in the long-distance market, but statistics show that since 1981 it is losing its share of the market with increasing speed. That trend is expected to continue because of two factors: the strength and variety of long-distance competitors; and the divestiture of the local operating companies.

RESPONDING TO THE NEEDS OF OUR CUSTOMERS

Customer service is often the key to a company's success and reputation. Many a ruffled feather has been smoothed by our extremely effective core of customer service reps. They display quick response, flexibility, and the ability to communicate and build rapport with customers. Our customer service department averages 50-70 calls each day. After a billing period, the calls can increase five to six times that number. Supervisor Jan Adkins states, "The one thing I want to make clear is that no problem is impossible to solve. Every call having to do with serving a customer should be directed to us first. If we can't handle the problem, we can refer it to the person who can. If a person hasn't received a response to an application they've sent in, if an account receives a bill that isn't his, if a person has a question about where he can call with Telesaver... all of these questions should come to customer service." The bottom line is that a problem can be resolved most expediently if you inform the right people. Start with customer service!

WELCOME ABOARD

Our newest addition to the customer service department is Randi Waskow. She began working here on November 10th. Randi replaces Sheila Lemel, who is no longer with the company. Have a question or problem? Ask for Randi or any one of our other capable customer service representatives.

Anyone who can write a book on how to eliminate income taxes must surely have some good advice on how to save money on your phone bill. Howy Murzin, co-author of *How Anyone Can Stop Paying Income Taxes*, is author and publisher of *The Other Phone Companies*. This soon-to-be published book gives money-saving tips for consumers and lists 42 major long-distance phone companies in the U.S. Telesaver, of course, is highlighted. Look for *The Other Phone Companies* in your local bookstore next month. It probably won't make the bestseller list, but Murzin is planning a full schedule of personal appearances and TV interviews in January to promote his new book.

SHOULD WE SELL TO COLLEGE STUDENTS?

The question of selling Telesaver on the college campus needs to be addressed. The answer is not always easy, because it is unfair to generalize about a particular market. However, experience has shown us that college students tend to share codes and, often, no one individual accepts responsibility for payment. Naturally, we are looking for dependable customers. Our policy, therefore, must state that student applications will not be accepted without a home address and the co-signature of a responsible adult who will accept financial liability for the service.

GET THE MESSAGE ACROSS

Let the world know you're proud to be a Telesaver representative. Our Telesaver T-shirt is a smart addition to your T-shirt collection and a unique way to promote our service. It can generate interest and increase your opportunities to sell. The T-shirts will go into production as soon as we know how many to order. Allow about 4-6 weeks delivery.

A REQUEST FROM ACCOUNTING

Make certain that your new customers provide us with a work number in addition to their home phone number. Very often we need to confirm an application or get further information, and it makes our job easier if we can reach a prospective customer during the daytime hours.

ABOUT SERVICE CHARGES...

Consistent with Telesaver's policy of fairness to our customers, the first month's service charge will be pro-rated according to the time of the month a customer begins service.