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Telephone book not a good product

Ukiah Daily Journal Staff

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To the Editor:

Dear Chairman Stephenson and Members of the Board of Directors of AT&T:

When I tried your 1-800 numbers in the AT&T Telephone Book I was not transferred to the Dallas Corporate Headquarters as no one could give me that information. When I went to your website for your corporate headquarters online at: www.att.com/gen/investor-relations?pid=5598, the above telephone number was given as the corporate headquarters number. It is not the number for your corporate offices.

The number on your website only provides offshore AT&T services and will not give me the corporate headquarters number or connect me with corporate headquarters-see the statement on your website below:

"Our headquarters mailing address is: 208 S. Akard St., Dallas, TX, 75202. Our main telephone number is (210) 821-4105." (Please note that while AT&T's corporate headquarters are in Dallas, the main telephone number uses a San Antonio area code.)

The best that your offshore offices could do is connect me with another number which only stated that a complaint should only be sent in writing to corporate headquarters. This entire process took almost 40 minutes to complete with wait states, recalling numbers, visiting several websites which are not helpful but look like yours, etc.

I think that your image needs a little polishing along with giving the public the ability to contact your corporate headquarters if they have other than a billing or technical problem. If you didn't

wish to be contacted by telephone don't give your corporate number out-just state that any public contact should be by mail. It would simplify getting in touch with your company.

I have enclosed my copy of your new telephone book I received from AT&T for November 2011-November 2012. This phone book and its delivery is the worst public relations product I have ever seen. I have kept your phone books for the last two years just because each new edition has been getting worse as far as finding numbers and ease in using it.

Your telephone books are thrown out at the bottom of mailboxes along our mail route. They are not covered or improperly covered with one end open if in plastic so they get wet, before we get home from work, if the grass is wet or if the ground is dirty and wet, or if it is raining. Anyone can take them even people who don't have AT&T telephone service. Thus, getting one is difficult each year without going through a special process of calling and ordering them to be sent. (Your company does charge for this service.)

I have listed below the current problems with your AT&T telephone book:

1) The print has been getting smaller each year and the spaces between the lines have been getting smaller, as well, making it hard to find numbers. This is only good if you have 20-20 vision and proper lighting. I challenge anyone on your board to read this print and tell me that you find it comfortable to read and find or read numbers easily. The next time the print is reduced next year it will be as small as the small print on your contracts that you don't want the public to read.

2) When the print was larger and highlighted in



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bold in the residential sections it was easy to find last names and telephone numbers.

3) The Yellow Pages had an index at one time and now that is missing.

4) The general print is so small in the beginning of the book it is hard to find certain items easily and emergency numbers which were more prominent in older versions.

5) Government Offices were once highlighted by individual towns and spaces. Now with the small print and lack of highlighting and spacing between each city or county the numbers and local sections are harder to find.

A. County Offices (There are several counties represented in our telephone book.)

B. City Offices (There are several cities represented in our telephone book area.)

C. State Offices (These are hard to find for California as the print is so small.)

6) The same problem exists with businesses. In addition, the border for Businesses is no longer highlighted in red which makes this section harder to find as well when thumbing through to find a section.

There are other problems as well, but suffice it to say that you have a problem which many people expect that you would immediately correct. My guess is that anyone trying to complain about this issue runs into your telephone system, offshore telephone services, or website problems causing them to give up prior to contacting you. Your corporate headquarters and other numbers do not make it easy to complain about these issues.

I have enclosed a few pages from past telephone books so that you can compare the differences between even last year and the new one for 2012. I can read the older phone books easily today without a magnifying glass and find what I am looking for quickly. Also note that the phone books for this area are not that large.

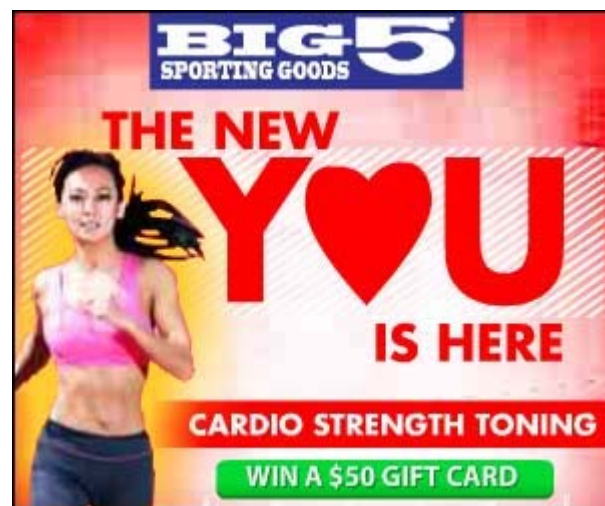
The final issue is that we have to pay for number information when we can't find or read the numbers in our own telephone book as some seniors, like my mother, are doing. This is another expense for the

customer and entire unnecessary if your telephone books had larger print.

I look forward to hearing from you in writing in the near future about your efforts to resolve this issue for your customers.

Rosalind Peterson

Redwood Valley



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