

2010 CUSTOMER SERVICE SEMINAR

AUGUST 10-11, 2010

POTS TO PIPES: FRONT OFFICE, BY ANDY WALDING

Event Summary: WSTA Customer Service Seminar
Location: Lemonweir Valley Telcom, Camp Douglas, WI
Dates: TUESDAY, August 10, 2010 or WEDNESDAY, August 11, 2010
Time: 8:00am to 4:30pm (lunch will be provided)
Registration Fee: \$130 per employee (Check to be mailed or Bill me)

The content (details below) is relevant for all of your employees, not just your Customer Service Representatives. We will offer this seminar on **BOTH** August 10 and 11, 2010. The same content will be offered on both days.

COURSE DESCRIPTION: This one-day course focuses on the knowledge and understanding needed by the Customer Service and Marketing staff of the Independent Telephone company as the network services migrate from Plain Old Telephone Serve (POTS) to broadband and IP-based services (pipes). The course is jammed with information, experiences and learning. This course helps the "front office" personnel to understand the more competitive environment, helps to answer the question "why do I need services from the phone company", and supports the notion that by selling high bandwidth services, we are selling what the phone company provides.

All the subjects are presented in clear reference to the TDM and Voice switching world, contrasting and explaining the IP services approach, and the convergence of voice, video, and data to what most service providers have mastered already. This is the fastest and most dense way to come up the learning curve on the impact IP is having on Marketing and Customer Service. It is also filled with discussion of the challenges of these services and will be informative to technical and non-technical people alike.

COURSE LENGTH: 1-DAY

8am-4:30pm (Course offered either August 10th or the 11th).

COURSE OUTLINE:

PART 1: THE GROUNDWORK

- . Overview and Introductions
- . Introduction to IP & the Internet
- . Access and Applications of IP

PART 2: THE IP BUSINESS PROPOSITION

- . The Competitive Landscape
- . The Attraction of High Bandwidth Services
- . Up-selling Current Services
- . Differentiating Home/Home Office/Business Services

PART 3: USING IP TO GENERATE SERVICES REVENUE

- . What VoIP is and How It Works
- . What IPTV is and How It Works
- . Emerging/Other Applications

PART 4: SERVICES "IN THE WIRE"

- . Security and Virtual Private Networks
- . Domain Name Services
- . Dynamic Addressing vs. Static Addressing
- . ROW - the Rest of the World
- . Handling the challenges of Skype and Google Voice

**PLEASE RSVP TO MARIANNE MULLIS AT WSTA (mmullis@wsta.info)
FOR THIS SEMINAR BY FRIDAY, AUGUST 6, 2010:**