

USE OF "THANK YOU" CARDS ON PLANT PREMISE VISITS

1. GENERAL

1.01 This section is being reissued to convert B.S.P. Cl6.911, Issue A, dated 11-1-60, to the new 9 digit numbering plan. There has been no change in the text

1.02 Plant installers and repairmen each year make several million visits to the homes and offices of customers in our Company's territory. For many of these customers this may be the only personal contact with a telephone company employee. We should, therefore, be anxious to make the best possible impression on customers during these visits.

1.03 One good way to make such a favorable impression is to express our Company's appreciation to the customer for the business given us. Every installation, every new customer -- means more business for our Company, which in turn means greater job security and more benefits for us as employees.

2. NEW CARD INTRODUCED

2.01 A new calling card is now being made available for use by Plant contact people to help express appreciation and thanks to our customers. (See Exhibit 1.)

2.02 The new card gives the name of the company, the company's seal, and a blank line on which the workman can sign his name. The card also includes the statement, "We appreciate your business."

2.03 One advantage of the new card is that the signature makes the card more personal.

3. USE OF THE CARD

3.01 The card can be used at the end of a Plant premise visit to express the Company's appreciation for the customer's

patronage or business. For this reason, the card is appropriate primarily on installation and equipment-change visits.

3.02 When used in this way, the card can be left alongside of the telephone instrument (See Exhibit 2) with one corner of the card under the base of the telephone so that the card will not blow away.

3.03 Use of the card to express appreciation is particularly helpful if the installation is made when the head of the household is not present. In this way the customer can see and read the card when he returns home and uses the telephone.

4. CARE OF THE CARDS

4.01 Cards can be kept clean by keeping them in the handy card envelope.

4.02 Cards can be signed in advance and kept in the envelope until used.

4.03 In signing the cards, try to use an ink pen or ball-point pen.

4.04 When signing cards, use your first name, or initials, and your last name. Avoid, if possible, using a nickname.

5. ORDERING CARDS

5.01 Supplies of these cards can be obtained on Stationery requisition.

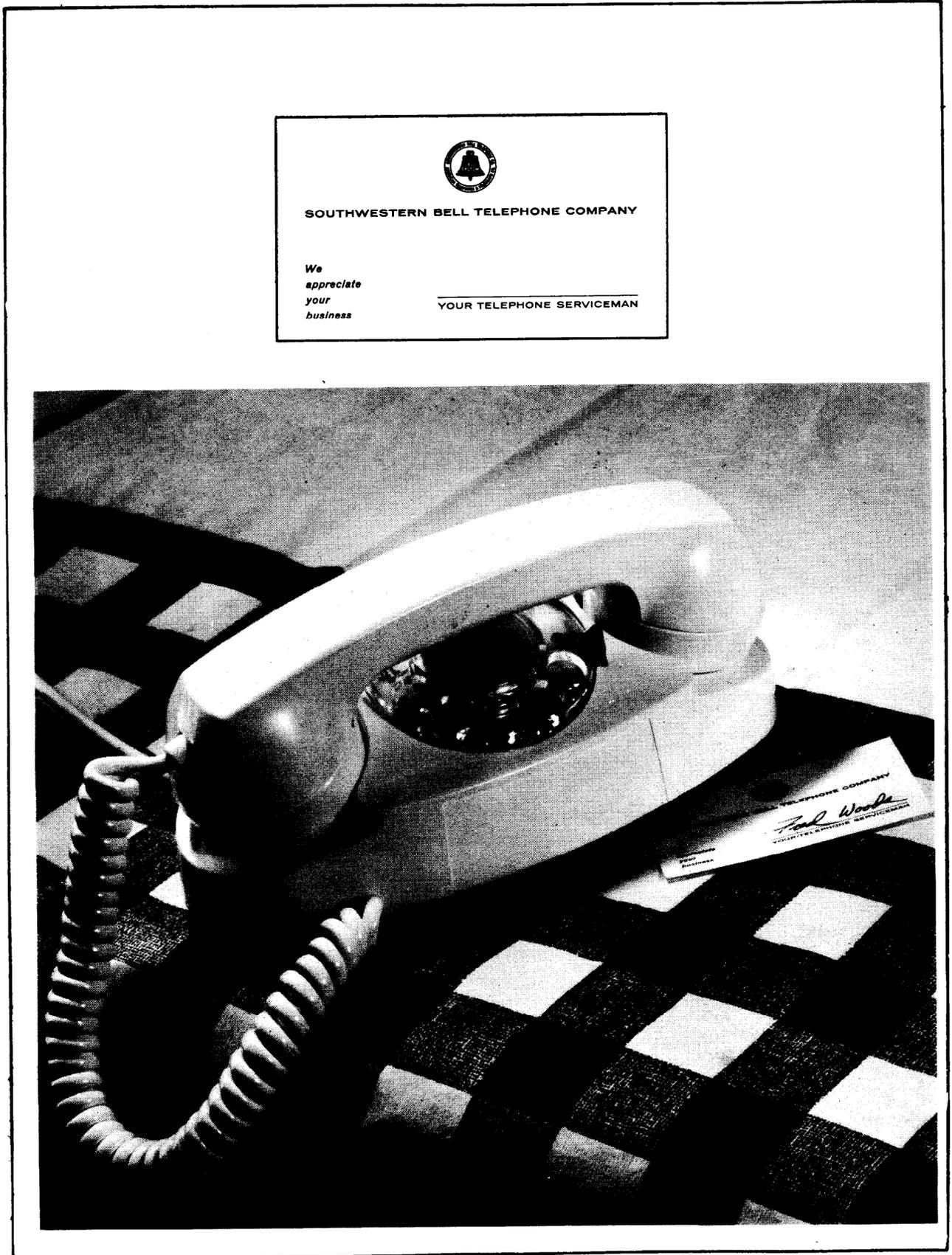
Example:

(Card Calling Service Man)

Order units of 500

Attached: Exhibits 1 and 2

EXHIBIT 1



SOUTHWESTERN BELL TELEPHONE COMPANY

*We
appreciate
your
business*

YOUR TELEPHONE SERVICEMAN

EXHIBIT 2

