

**PUBLIC RELATIONS
PLANT PERSONNEL**

1. GENERAL

- 1.01 Public relations is defined as the art of developing goodwill and understanding between a person, firm, or institution and the public. Good customer contacts by plant personnel will contribute greatly to building and maintaining a favorable reputation in the community. Each visit to a customer's premises should be considered an opportunity to improve the customer's appreciation and understanding of the service we render.
- 1.02 Courtesy and friendliness must be shown at all times. When we perform our work efficiently and cheerfully, the customer recognizes and appreciates it.
- 1.03 Personal consideration for others is one of the most important aspects of good public relations in the plant job. We must give special attention at all times to our appearance, conduct, and actions to make the best impression for ourselves and our company. For example:
 - a. Drive company vehicles safely and courteously.
 - b. Do not park a company vehicle in the customer's driveway or anywhere that might inconvenience other drivers or pedestrians.

2. CONTACT WITH CUSTOMERS

- 2.01 A favorable first impression is an important factor in creating good customer contacts. Your appearance should be such that you will be welcomed anywhere your job takes you.
- 2.02 Always let the customer know immediately that you have arrived to start the job. Be considerate of the customer when gaining admittance. Call the customer by name and introduce yourself by name: "Mrs. _____ I am _____ with the telephone company. I have come to (install) (repair) your telephone." If the customer seems unsure of your identity, show her your I.D. card.
- 2.03 If no one is at home, leave the "no access" card in the prescribed manner.

3. GOING ABOUT THE JOB

- 3.01 While good service is important in achieving good public relations, the little things we do greatly affect our customer's reactions. Complete answers to a customer's questions, courtesy, and an eagerness to be helpful are some of the "little things" that are so important in the telephone business. Other indications of your courtesy and consideration include:
 - a. Explain and demonstrate the advantages of complete telephone service. When talking to customers, use the customer's language, not "telephone terminology."
 - b. Let the customer indicate where the telephone is to be located.
 - c. Show the customer where wiring should be placed and where it will be necessary to drill or bore holes; get consent before starting the job.
 - d. When it is necessary for you to enter a closed room, request permission.

- e. If it is necessary to move furniture or fixtures, request the customer's permission. Always return these items to their original location when the job is completed.
 - f. Let the customer know where you are, especially if you have to leave the premises before the job is complete.
 - g. Plan your work so that you do not have to make trips back and forth from your truck.
 - h. Keep tools and materials close to your work area.
 - i. Be careful of children who may want to watch or "help" you.
 - j. If you must smoke, smoke away from the customer's home.
 - k. Clean up after the job is completed.
 - l. Protect the customer's property, using care not to soil carpets or walls. Do not stand on chairs, stools, or other items that belong to the customer; use company step ladders.
 - m. If you accidentally damage any furniture or property, show the damage to the customer, apologize, and inform him that your supervisor will make proper settlement. Report the damage to your supervisor as quickly as possible.
- 3.02 Whenever a new or change of address order is completed, the customer should be offered a telephone directory. Another service our plant personnel are in a position to render our customers is assisting them in the proper use of their telephone directories. These instructions should be given in a manner that both pleases and educates our customers:
- a. Impress the customer with the time saving advantages of looking up the desired number in the directory.
 - b. Point out that information in the introductory pages explains how to make local and DDD calls, as well as emergency and telephone service calls.
 - c. If available, give the customer a copy of the "Personal Telephone Booklet" and show how convenient it is to use this handy reference for frequently called numbers or DDD calls.
- 3.03 Handling Customer Complaints—Sometimes a plant employee will encounter a situation where the customer is very critical of something that has happened between him and the company. As far as the customer is concerned, the plant employee is the telephone company and must be willing to assume responsibility for any errors, etc. Do not "pass the buck" or place the blame on a mysterious "they" which would give the customer an impression of a disorganized company. Take advantage of the situation to see what can be done to correct the misunderstanding. If you cannot correct the situation yourself, be sure that the matter is referred to someone in the company who can.
4. LEAVING THE JOB
- 4.01 Let the customer know the job has been completed. Be sure all furniture and/or fixtures are put back in place and gather up all tools and equipment.

- 4.02 A friendly "Goodbye, Mrs. _____ I hope you enjoy your telephone service, " always leaves a good impression
- 4.03 Close the door carefully and quietly. Use the walkway to your truck and be careful of shrubbery and flowers.
- 4.04 When you can, try to keep customers informed about our business and our problems; the better informed our customers are about us, the more likely are we to enjoy all the benefits of a good company reputation. Always remember that you, as an individual and a representative of the company, can best promote goodwill and understanding between our company and the public.

