

### 2.3.5 Customer Support [L.34.2.3.5], [C.3.4.1]

*GSA and the Customer Agencies receive the finest customer support in the industry with AT&T's Customer Support Office (CSO) as a focal point for their telecommunications support needs.*

#### 2.3.5.1 Overview

The offeror shall describe how it proposes to meet Government requirements specified in Section C.3.4.1, Customer Support. The contractor shall identify the structure of the CSO to the Government in the contract. [C.3.4.1.2.1]

In accordance with GSA requirements a highly qualified, centralized, Customer Support Office (CSO), is established to serve as the primary point for all Networx sales, services, product inquiries, and implementation activities. The CSO is an integral part of AT&T's Contractor's Program Organization (CPO) and acts as an overseer of all Networx Customer Support requirements throughout AT&T and with our subcontractors. The

FEATURES	BENEFITS
Highly skilled, well trained, certified and experienced personnel	Effective communications, knowledge of customer platforms and challenges, responsive
Established and tested processes and procedures	Efficient day-to-day operations, reduced risk, rapid response to issues
Experienced CSO, National Project Management (NPM) with prior Government contracts	Agency service implementation through existing processes, minimal mission interruptions, effective program and project management, on-time, on-budget delivery
One call – does it all!	Faster procurement and delivery, rapid resolution improved operating efficiency access to a wide range of service expertise, time management

**Table 2.3.5.1-1: Features and Benefits.** *GSA and the subscribing Agencies receive dedicated support from a well trained, highly skilled, and experienced CSO.*

Networx CSO delivers the dedicated and superior level of customer service that Government clients require and expect. GSA and the Agencies benefit from the many advantages the CSO offers, as highlighted in **Table 2.3.5.1-1, Features and Benefits.**

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] (Figure 2.3.5.1-1).

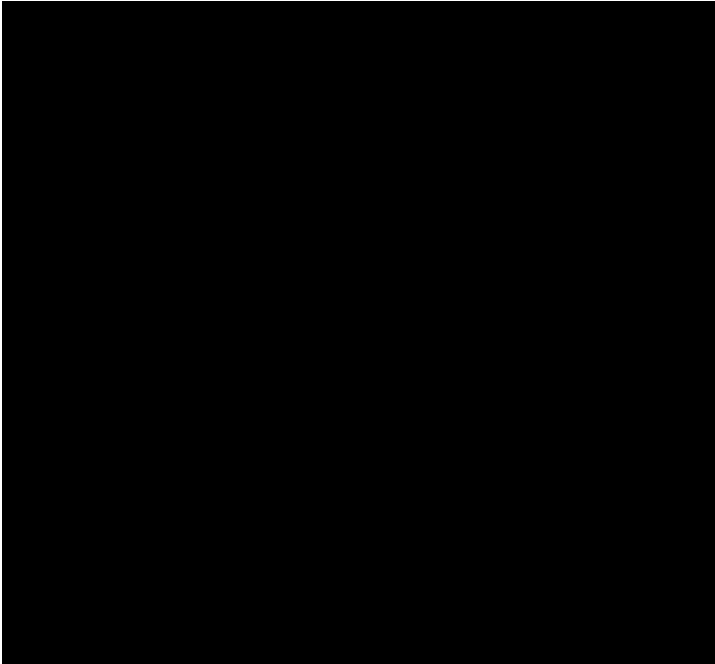


Figure 2.3.5.1-1:

[Redacted]

service for the Government. With 44 services, the Networx contract will be supported by numerous provisioning and maintenance centers throughout AT&T and with our sub-contractors.

The Networx CSO will serve as the primary interface point for all Agency Customer Support needs regardless of where or who performs the underlying support functions. The Networx CSO is located in [Redacted]

[Redacted] providing easy accessibility for the Federal Government. Agencies easily obtain CSO support from anywhere in the world through [Redacted]

[Redacted], the AT&T **BusinessDirect**<sup>®</sup> secure web based access portal, or the toll-free Networx telephone number as displayed in **Figure 2.3.5.1-2**.

The Networx CSO uses proven processes, robust systems and efficient tools dedicated to support the requirements listed in **Table 2.3.5.1-2**.

GSA and the Agencies have direct access to Networx CSO trained personnel. This single point of contact, with sole focus of addressing Networx-specific needs, provides superior customer

**THE NETWORX CSO WILL:**

- ✓ Respond to general service inquiries
- ✓ Provide technical support and information on products and services
- ✓ Accept orders and provide order status
- ✓ Accept billing inquiries and provide billing status
- ✓ Provide training registration and schedule information

**Table 2.3.5.1-2 Networx CSO Responsibilities.** *The Networx CSO stands ready to deliver and exceed Government expectations by providing outstanding dedicated Customer Support.*

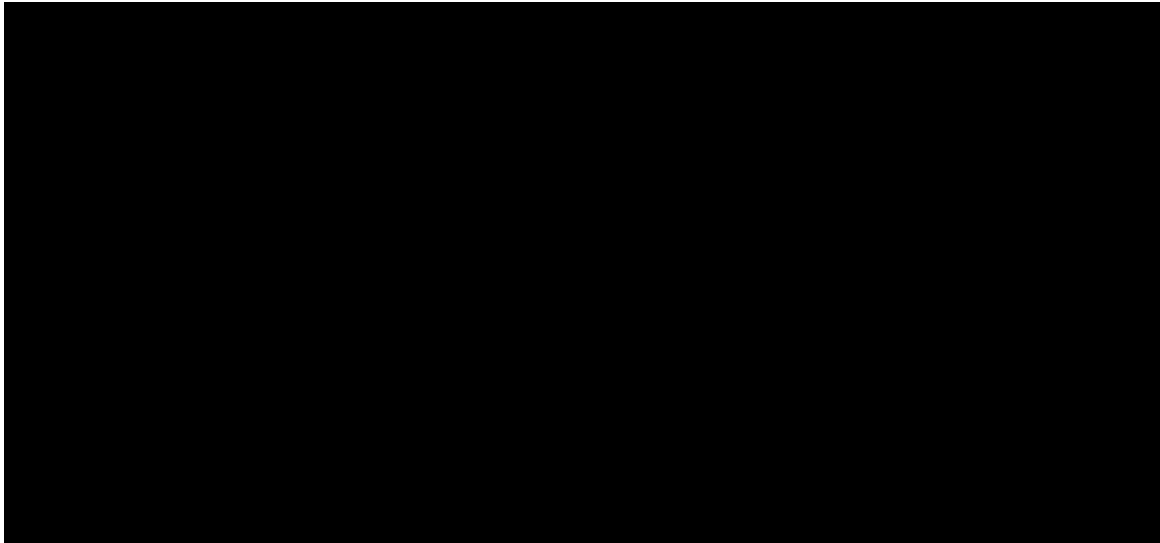


Figure 2.3.5.1-2

The CSO can be contacted by the following means of communications, and is available 24X7 to the GSA, regardless of Agency location:

- Telephone @ **1-877-GET-NTWX** (Note: The alternate telephone number that non-domestic users can use to place collect calls to AT&T to reach all CSO functional areas will be posted on the Networx public web-site and it will be listed on the notices and the Networx invoice.)
- Fax
- Email
- Postal Service
- Public/Private Websites

This CSO team of customer-support professionals guides Agencies by providing assistance and service through the Networx contract lifecycle.

### **2.3.5.2 Government Customer Support Capabilities**

The offeror shall describe its organization, resources, strategies, practices, policies, processes, procedures, tools, systems, reports, staffing and any other relevant capabilities to provide the Government with a high degree of confidence that the offeror has sound, effective and adequate management, technical, and operational capabilities that meet Government customer support requirements. [L.34.2.3.5]

AT&T's commitment and investment in deploying a full service customer support office helps GSA and Agencies achieve mission success. The Networkx CSO provides high-quality service and seamless

transition throughout the Network lifecycle. AT&T has built, and continues to build, enduring relationships by understanding and anticipating customers' needs. AT&T is revamping all aspects of the customer experience in the telecommunications industry by simplifying Service Level Agreements (SLA), slashing cycle time, improving accuracy, and rolling out powerful electronic servicing capabilities. These enhancements create benefits to the Government for trouble and complaint handling, queries, technical support, revenue forecasts, service optimization, billing, training, ordering, provisioning and seminar support for the Network contract.

### ***Management Capabilities***

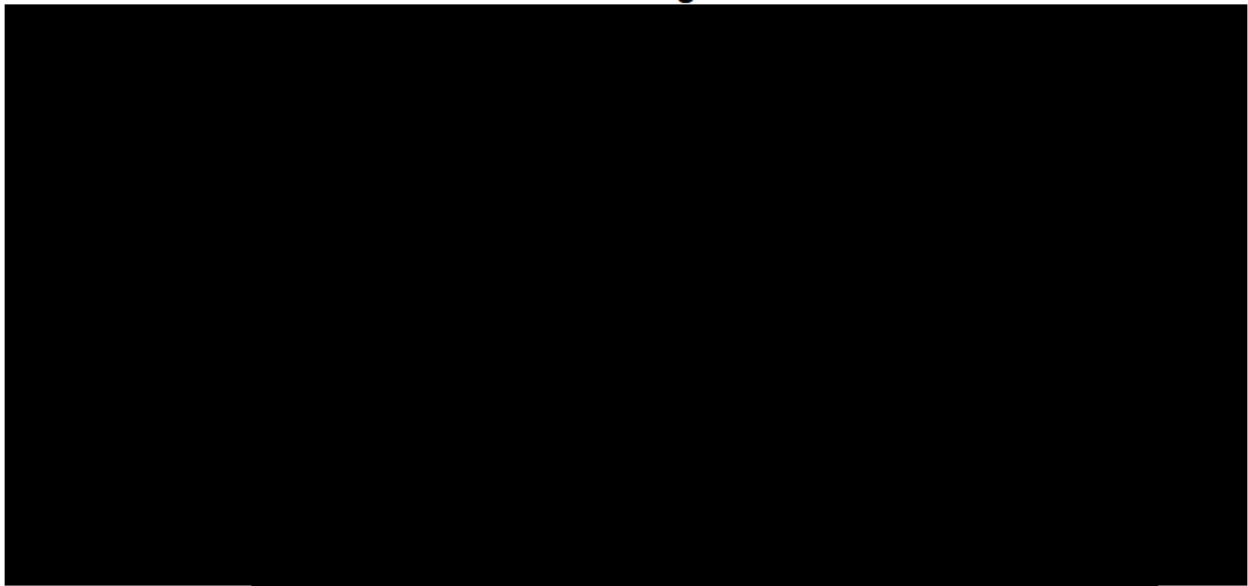
The GSA and Agencies have direct access to a dedicated Network CSO Management Team inside the CPO. In relation to the size and scope of the Network contract and AT&T's commitment to exceed the Government's expectations, the CSO team has been specially selected based on Government expertise and individual strengths. This team of skilled industry professionals has a broad range of knowledge pertaining specifically to Government programs, such as FTS2000, FTS2001 and Crossover, and a strong reputation for providing exceptional customer service.

The CSO, led by [REDACTED], the Network Customer Service Manager, includes the following functions for consistent execution across the entire Network program. They provide day-to-day operational and functional support for the Agencies as depicted in **Figure 2.3.5.2-1** and more detail is described in **Table 2.3.5.2-1**.



With operation and functional support teams established in the CSO, the Government has direct access to the personnel and tools needed to see how we consistently exceed customer satisfaction.

The Networkx CSO serves as a focal point for all Networkx ordering and billing. Many services are provisioned and maintained in this center. Other services are provisioned and maintained in other [REDACTED] under the guidance of the Networkx CSO. These [REDACTED] fall under the [REDACTED] [REDACTED] provides additional dedicated corporate-wide resources delivering exceptional service benefits to the Government for all proposed services, domestic and international as shown in **Figure 2.3.5.2-2**.



The Networkx CSO, regardless of the specific provisioning or maintenance center, is also the single focal point for all interactions with our sub-contractors. The Networkx CSO tracks and monitors all Agency activities within the company and with our subcontractors. Customers can quickly

reach the appropriate maintenance centers via easy-to-navigate prompts on **1-877-GET-NTWX**.

**Technical Capabilities**

Government Customer Service requirements are met or exceeded by our technical support capabilities. The systems and tools used to support Networx include:

- A core set of Operational Support Systems (OSS) with adjunct Government enhancements developed specifically to meet the Government requirements.
- AT&T **BusinessDirect** hosting all the applications GSA and the Agencies need to manage their telecommunications solutions.

*The **Concept of One** is a powerful philosophy and reengineering approach for reducing costs and creating efficiency by consolidating multiple organizations, networks, systems, platforms and processes into one.*

GSA and the Agencies benefit from AT&T’s continuing investment in core network technology and systems. Unlike our competitors, AT&T has invested [REDACTED] in our core network infrastructure and systems and is improving customer service

through the transformation of our business.

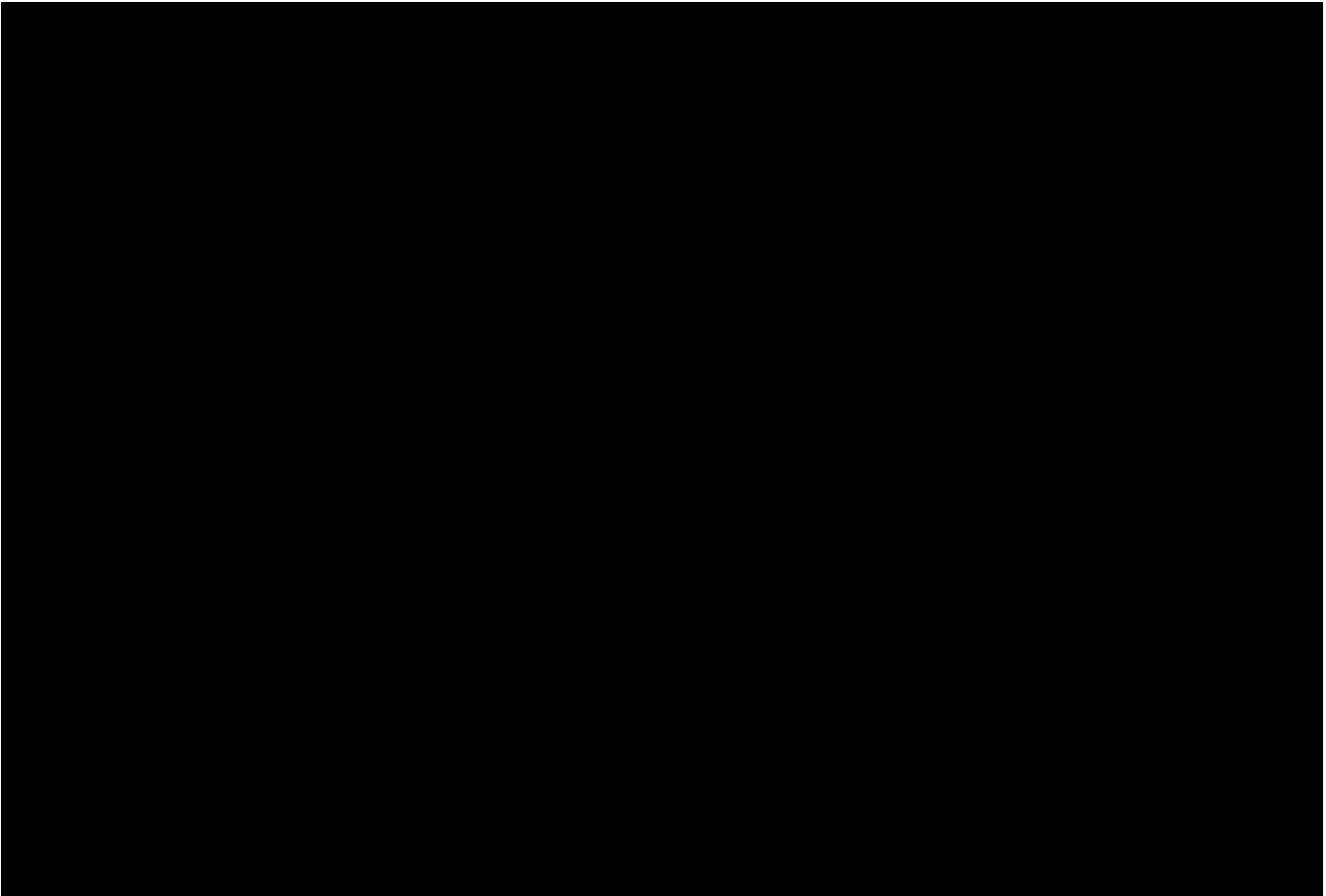


*AT&T was recognized for significantly improving the customer experience through AT&T **BusinessDirect**®; AT&T won CIO Magazine’s 2005 CIO Enterprise Value Award in the High Tech, Telecom, and Utilities category.*

This transformation moves away from separate systems and processes towards a single unified platform. This philosophy, referred to as “Concept of One”, is a powerful reengineering approach for reducing costs and creating efficiencies by consolidating multiple organizations, networks, systems, platforms, and processes into one. Concept of One is not only streamlining systems into a common Target Architecture but is also enhancing processes and procedures to



reduce cycle time. This is achieved by eliminating human touch points. A common database of record has been established to eliminate errors due to data mismatches in systems. Concept of One allows maximum use of commercially available service offerings and support tools, including the award-winning AT&T **BusinessDirect** portal. Networkx Subscribers have easy access to all support systems in one common area, under the web-based client support tool AT&T **BusinessDirect** (for additional information please reference Appendix R). All of the applications available to a fully authorized Networkx user are illustrated in **Figure 2.3.5.2-3**.



**Figure 2.3.5.2-3** [Redacted]

The overall Networkx CSO addresses and satisfies all of the technical support requirements, required by the GSA and Agencies, as depicted in **Figure 2.3.5.2-4**.

To address issues resulting from rapidly advancing technologies, the AT&T CSO is supported by the [REDACTED] in the CPO along with [REDACTED] from the AT&T Government Solutions Sales

organization.

Agencies will have access to an experienced and professional technical support team to provide the most optimized service configuration. The [REDACTED] is also responsible for product integration and interfaces with the [REDACTED] product support team to provide Agencies with the best performing and most efficient technical solutions.

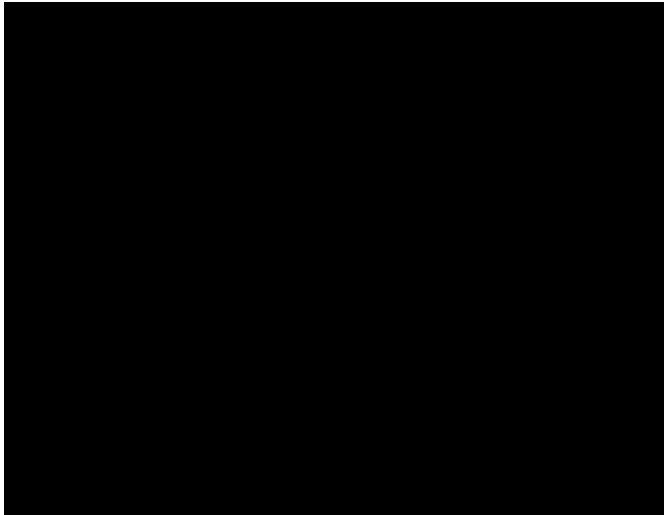


Figure 2.3.5.2-4:

Given the potential complexity and scope of the Service Enabling Devices (SED) available to GSA and the Agencies on this contract, the CSO relies on the [REDACTED]

[REDACTED] within the [REDACTED] of the CPO to simplify

SED procurement. The [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**Operational Capabilities**

Our Networx CSO is an extremely client-centric organization prioritizing work and adapting structure based on the Government’s needs. The OSS Development process team represents Government customer requirements on all initiatives that impact systems and processes. [REDACTED] on this team develop unique government solutions and the most efficient service delivery models for all services offered on the Networx contract. To make sure industry leading practices are utilized for the Government, our [REDACTED]

[REDACTED] implemented many new policies and procedures in 2005 and 2006, including aligning functions with our internal [REDACTED]. This resulted in streamlining work activity, implementing internal controls, leveraging industry standardization, and protecting financial integrity as displayed in **Figure 2.3.5.2-5**.

On-going process improvements have been applied to the front-end (ordering) and back-end (billing) processes, through the use of

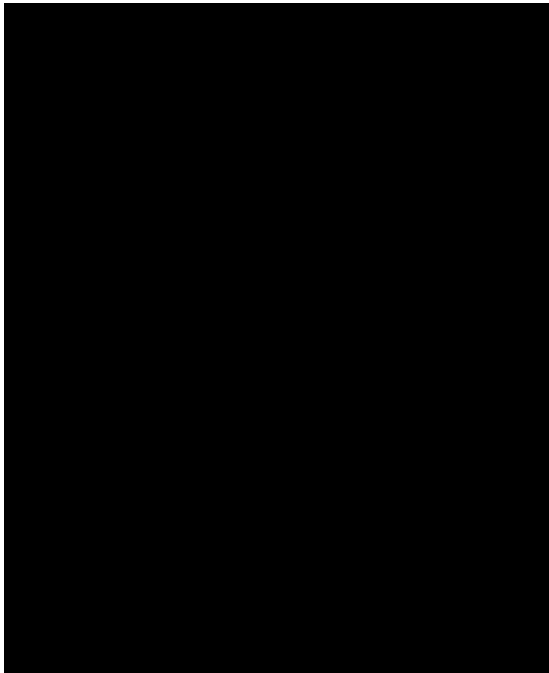


Figure 2.3.5.2-5:

[REDACTED]

root cause analysis to resolve issues including an audit trail of activities and dates. To support proactive planning, the [REDACTED] procedures now include pre-release meetings on a bi-monthly basis to enhance coordination of all team members, make sure they are on-board with project deliverables and are fully empowered to consistently exceed the Government requirements. The GSA and its Agencies benefit from our recently enhanced [REDACTED], implemented by the [REDACTED], to deliver services in shorter than normal intervals, when required. In our joint monthly Networx Program Management Reviews, the teams review current Program Management and SLA reports, issues, trouble and complaints summary reports, surveys and other challenges that the Government would like the Networx team's expertise to resolve. The Networx CSO's mission is to exceed the Governments' client expectations, and assure a successful implementation through planning, coordination and control of scope, schedule, and resources.

### **2.3.5.3 Customer Interface Capabilities**

The offeror shall describe its customer support capabilities and approach to provide the Government a high degree of confidence that the offeror will be a strong partner that understands the challenges that the Government faces in:

(a) Ensuring Networx services support globally to a large and diverse user community

The contractor shall provide the capability for non-domestic users to contact the CSO without incurring international charges. [C.3.4.1.2.1]

The contractor shall minimize, to the extent possible, the different CSO contact numbers that will be required to support non-domestic users. [C.3.4.1.2.1]

The contractor's CSO shall be structured to deal effectively with the geographical distribution of Networx subscribing Agencies and the GSA Program Management Office taking into account GSA Program Management Office activities in the GSA regions and GSA international activities in Germany and elsewhere. [C.3.4.1.2.1]

The Government benefits from AT&T's ease of global availability, minimum contact numbers and multiple communications modes; all displayed in

**Table 2.3.5.3-1.**

NETWORX CUSTOMER SUPPORT OFFICE – 24x7 – AVAILABLE WITHIN 30 DAYS OF CONTRACT AWARD	
<b>Accessibility – all means of communications</b>	<ul style="list-style-type: none"> <li>• Telephone – <b>877-GET-NTWX</b> (for both Domestic and International, where available – a collect # is available for other International caller locations)                             <ul style="list-style-type: none"> <li>• Telecommunications Device for the Deaf (TDD) available</li> </ul> </li> <li>• Fax</li> <li>• E-mail</li> <li>• Postal Service</li> <li>• Website                             <ul style="list-style-type: none"> <li>• Public – <a href="http://www.AT&amp;T.gov/networx">www.AT&amp;T.gov/networx</a></li> <li>• Private –links to authenticated site from above, authorized users only.</li> </ul> </li> </ul>
<b>Responsive via the Government requested telecommunications preference, or by telephone</b>	<ul style="list-style-type: none"> <li>• Answer the toll free line within 60 seconds (80% of calls received)</li> <li>• Reply to email, fax, postal inquires all within 24 hours</li> <li>• TDD inquiries within 60 seconds (80% of calls received)</li> </ul>

**Table 2.3.5.3-1: AT&T CSO Team Responds Quickly to All Means of Communications.** *The CSO is accessible and in compliance with response intervals requested by the Government.*

GSA and the Agencies Networkx telecommunication needs are provided and supported worldwide 24x7. Where services are available, customers residing in non-domestic locations are able to obtain services just as easily as their domestic counterparts. AT&T continues to maintain the largest international footprint, reinforcing our reputation as “The World’s Networking Company”. We connect virtually every country and territory around the world, with remote access from approximately [REDACTED]

[REDACTED] To support this global coverage, our Networkx CSO has access to AT&T service centers worldwide, staffed with in-country personnel who will quickly address troubles, provide maintenance, and answer service questions in the native language and English. The CSO is structured to deal effectively with the geographical distribution of Networkx-subscribing Agencies and the GSA Program Management Office (PMO). To promote continuous, smooth interactions for all Agencies, the CSO takes into account the GSA PMO activities in the 11 GSA regions and GSA international activities in Germany and elsewhere, including the international reach of all agencies purchasing Networkx products and services.

The CSO has access to our [REDACTED]  
which serves consumers in up to [REDACTED]  
[REDACTED]

[REDACTED] At a time when few companies are offering very limited, [REDACTED]  
[REDACTED] AT&T recognizes how important this service is to our  
customers, and we continue to enrich their experience when they visit our  
Web site or call centers.

(b) Maintaining high customer satisfaction and ensuring the performance and quality of Networx customer support



AT&T is committed to providing a high performing  
CSO Team, including a [REDACTED]  
[REDACTED]  
[REDACTED]. To deliver  
on our broad range of capabilities to the Government  
and to continue to deliver superior performance and  
quality service, AT&T's practices include:

- The goal of our dedicated Networx customer support team is to exceed Government requirements. To monitor this, we gather your input and feedback. AT&T asks that the DARs participate in a customer satisfaction survey to make sure we are delivering beyond GSA and Agency expectations. At a minimum, we request quarterly assessments, but the schedule is agreed upon. Our AT&T **BusinessDirect** Link, [REDACTED] [REDACTED] is always available to provide instant input to our CSO on any issues. We act upon all suggestions and provide action (in writing) at the following monthly Program Management Review meeting.
- Our employees receive mid-year and annual performance reviews and, if necessary, a corporate disciplinary process exists.

- AT&T places staff on-site at large Agency locations for easy access and quick resolution as necessary.
- Our CPO Team provides the Government with an escalation list, including personal direct numbers to make sure that a sales or program management member of the Networx Team can *always* be reached.

(c) Ensuring that Networx customer support capabilities are maintained up to current standards and practices

We are committed to on-going process improvement and continual alignment of the Networx operational model to current standards and practices. To keep current, the Networx team makes sure of the following:

- All of our employees are regularly briefed on how to interact with the Government and protect the privacy of information through our Corporate/Personal Integrity Program (C/PIP) certification process, which is renewed on an annual basis.
- The CSO Team members are Networx trained and continue to take courses to enhance their expertise in ensuring solutions meet the Governments needs in all core care competencies and emerging products and services.
- AT&T implements a [REDACTED] program into our internal work stations that is upgraded every two years to provide our people with the latest and greatest tools to serve our Government customers.
- Our Project Management team is made up of Project Management Institute (PMI) Masters-Certified professionals to support the installation and conversion of the Government's services.
- Our [REDACTED] team experienced an internal audit to assess whether latest practices and policies were in place (or made plans for implementation) to meet Sarbanes-Oxley standards.
- Continual alignment of the Networx operating model to the AT&T target architecture, and supporting systems and processes.

- Capitalize on AT&T quality and metric initiatives that drive down cycle times and introduce internal controls.

### **Summary**

With an Agency-focused team of operations support professionals, the Networkx CSO leads Government customers through beneficial interactions, technical expertise, virtually seamless transition processes and continuous lifecycle support for mission success. AT&T is committed to delivering outstanding customer service worldwide. We are ready to respond to all inquiries and monitor our performance to make sure that the appropriate data is available to support all service needs and methods of communication anytime, anywhere, 24x7. Our CSO rapidly responds to the GSA's needs and requirements; AT&T is committed to being compliant and consistently exceeding expectations in all aspects of Networkx Customer Support.