

Technology Policy Organizations

Session 6:

CustomerFirst Challenge

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Strategic Alliance Agreement

Strategy 1: A joint venture focused on commercial customers would require a total of **20 staff** from Commercial Sales and Regional Operations

Strategy 2: A joint venture focuses on residential customers would require a total of **30 staff** from Residential Sales and Regional Operations

Strategy 3: A joint venture focused on both residential and commercial customers, would require a total of **40 staff** from all three organizations – Commercial Sales, Residential Sales and Regional Operations

Strategy 4: Other: Hybrid

(5) Commercial: 8
Residential: 6
Operations: 8

(1) Commercial: 14
Residential: 20
Operations: 6

(4) Commercial: 12
Residential: 21
Operations: 7

(2) Commercial: 10
Residential: 25
Operations: 5

(6) Commercial: 5
Residential: 26
Operations: 9

(3) Commercial: 12
Residential: 19
Operations: 9

Pay for Performance Agreement

Group	Pay for Performance	Other
1	10/40/40/10 plus sales commission on same scale	
2	Current plan, tighten time between review and raise	
3	Current plan, spot bonus	
4	10/80/10	
5	Res/Com 5/10/70/10/5 (75% ind./25% BU); RO 10/80/10	
6	Region based	

Pay for Performance Agreement (cont.)

1	2	3	4	5	6		
						Residential Sales (42% of total CustomerFirst revenues)	
X			X	X	X	Wireless Retail Stores *	400 employees
X			X	X	X	Residential New Business and Customer Retention *	82 employees
X			X	X	X	Residential Service Call Centers (including 411 information)	175 employees
X			X		X	Central Residential Sales Staff and Executive Leadership	45 employees
X			X		X	Support Functions (HR, Finance, Quality, Purchasing)	20 employees
						Commercial Sales (51% of total CustomerFirst revenues)	
X			X	X	X	Yellow Pages Sales Representatives *	32 employees
X			X	X	X	Commercial Network Solutions Customer Representatives *	83 employees
X				X	X	Commercial Service Call Centers	122 employees
X					X	Central Commercial Sales Staff and Executive Leadership	40 employees
X			X		X	Support Functions (HR, Finance, Quality, Purchasing)	18 employees
						Regional Operations (7% of total CustomerFirst revenues)	
X				X	X	Line, Pole and Box Installation and Repair **	160 employees
X				X	X	Switching Operations **	89 employees
X					X	Central Operations Staff and Executive Leadership	29 employees
X			X		X	Support Functions (HR, Finance, Quality, Purchasing)	24 employees

Three Perspectives on Organizations

