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## SURVEY OVERVIEW

In September of 2004, PSC contracted with SDS to conduct a Customer Satisfaction Survey, consisting of 373 completed surveys with PSC customers.

### ***Research Objectives***

- Determine the overall level of satisfaction of PSC customers
- Evaluate which PSC services the customers subscribe to, including:
  - Local telephone service
  - Dial-up Internet service
  - DSL High Speed Internet service
  - Wireless High Speed Internet service
  - Long distance telephone service
- Gauge the level of loyalty and the quality of PSC's service delivery for each of the above services
- Determine the level of satisfaction and effectiveness of PSC's customer communication
- Evaluate the effectiveness of PSC employees in the following categories:
  - Business office
  - Tech support
  - Installation and repair
- Discover customer perceptions regarding the value of PSC services and PSC as a company
- Assess the level of interest customers have in additional PSC services

### ***Administration***

In consultation with PSC management, SDS developed the questionnaire based on previous PSC customer surveys. To meet the research objectives, SDS completed surveys with 373 PSC customers from a database of all PSC customers. SDS Tele-Service Agents conducted the surveys by telephone during October and November of 2004. To ensure representation from all areas of PSC operations, simple random sampling was used.

## ***Sampling***


For this project, SDS used simple random sampling, providing each PSC customer in the database an equal opportunity to be selected for the survey.

The confidence level for this survey is 95%, with a margin of error of  $\pm 4.8\%$  for the combined data. In other words, the results presented here from the sample of 373 PSC customers can be applied to the entire group from which the names were randomly selected (PSC customer database), with confidence that the results would be the same if all of those in the group had answered the survey questions. Please note that this margin of error is only applicable to aggregate results, and that the margin of error for subgroups is higher.

## ***Alerts***

To promote PSC's commitment to customer service, SDS provided the "Alert Program" in connection with this survey. When the SDS agent conducting the survey sensed a legitimate, unanswered complaint or sales need, with the customer's permission, the agent immediately communicated the concern to Colleen Smith via fax. In the verbatim comments (found in Appendix A), the agent placed the symbol [A] after comments that required an alert response. If customers did not desire contact from PSC, the symbol [AN] was placed after the remark.

## ***Analysis***

SDS used Sawtooth and SPSS (Statistical Package for Social Sciences) software to collect and analyze the data for the survey. Each question has a response distribution by percentage, presented in a pie chart. Certain questions also contain a series of cross-tabulations where requested. These cross-tabulations organize responses by demographic groupings (age, income level), and provide opportunities for statistical tests to detect differences that may exist between subgroups. Any statistically significant difference between the subgroup and the total data is indicated in the body of this report by using the following symbol: 

## Report Format

The Executive Summary provides an overview of the results of the survey by survey category. It includes a brief overview of the findings for each research question. Frequency tables are included for each question, and all frequency tables contain a Positive Index (combination of *Excellent* and *Good* responses) for each variable.

Following the Executive Summary is a question-by-question analysis of the survey results, including a pie chart and a frequency table for each question. The frequency tables are arranged in four columns, which are described in the following paragraph. Any statistical differences between demographic categories are also included.

**Frequency** is the number of times that response was selected by the survey participants. **Percent** tracks the total number of respondents, regardless of whether they answered the question. **Valid Percent** is a percentage calculated on the number who actually answered the particular question, and is the column to which close attention should be paid. Each pie chart is a representation of the valid percent number. **Cumulative Percent** is a running percentage, which is useful when determining the Positive Index (*Excellent* and *Good* combined). If a respondent chose not to answer the question, or did not complete the survey, that response appears in the **Missing** row located near the bottom of the table.

Following the question-by-question analysis is the Appendix, which contains the following information:

- **Appendix A** contains a list of all verbatim comments received. A customer ID number accompanies each comment. This “tagging” method allows readers to identify a single customer’s remarks throughout the survey, retaining customer anonymity when it is requested.

## EXECUTIVE SUMMARY

The following is a summary of the results of the 2004 PSC Customer Satisfaction Survey. Results are presented by survey section. Within each section are the results of each question related to the title of the section. For more in-depth data, see the question-by-question results and Appendices of this report.

### **Overall Satisfaction**

The Positive Index, or PI, (combination of *Good* and *Excellent* responses) for the overall rating question (Question 1) is 98, with 46% of respondents selecting *Excellent* and 52% selecting *Good*. This Positive Index remains consistent with previous years. There was a slight decrease in *Excellent* ratings, the third year in a row this rating has decreased. Overall *Excellent* ratings trended upward in 1999, 2000 and 2001. The *Excellent* overall rating for this year is 46%, down 10% from the high of 56% *Excellent* in 2001.

### **Customer Subscribership to PSC Services**

Survey participants were asked to which of PSC’s services they subscribe. The responses are found in the following table (all numbers are percentages):

Category	Percent of Respondents Using PSC
Local Phone service	99.2
Dial-Up Internet service	39.0
DSL High-Speed Internet service	14.2
Wireless High-Speed Internet service	0.0
Long Distance Phone service	75.9

## ***Customer Subscribership to PSC Services (continued)***

As shown in the table above, nearly all (99%) of the survey participants use PSC for their **Local telephone service**, followed by 76% for **Long distance phone service**. More than half (53.%) use PSC for Internet service – 39% for **Dial-up** and 14% for **DSL**. None of the 373 respondents to the survey currently use PSC for **Wireless high-speed Internet service**.

## ***PSC's Service Delivery & Customer Loyalty***

For each PSC service listed above, respondents were asked about problems with service delivery within the past six months, how the problems were resolved, and how likely the respondent is to keep PSC as their provider.

For **Local telephone service**, 3% of customers reported a problem within the last six months. Among those who had experienced a problem, 75% reported that the problem was resolved in a timely manner. Ninety-three percent of PSC **Local telephone** customers said they are *Very Likely* to keep PSC as a provider.

Seventy-one percent of PSC **Dial-up Internet** customers chose PSC for their service because it is a *Local company*, while 8% chose PSC due to *Ease of purchase*, and 6% due to *Price*. In the last six months, 17% of **Dial-up** customers have experienced a problem with their service, and 58% of those report that the problem was resolved in a timely manner. Regarding loyalty to PSC, 82% of **Dial-up Internet** customers said they are *Very Likely* to keep PSC as their provider, while 7% are *Somewhat Likely*, 8% are *Not Sure*, and 3% are *Not Likely*.

The majority of **DSL High-Speed Internet Service** customers chose PSC because it is a *Local Company* (74%), while 8% chose PSC due to the *Ease of Purchase*. Seventeen percent of PSC **DSL** customers have experienced a problem with their service in the past six months, and 67% of the problems were resolved in a timely manner. Nearly nine of ten (89%) of **DSL** customers say they are *Very Likely* to keep PSC as their provider, while 9% are *Somewhat Likely* and 2% are *Not Likely*.

None of the survey participants received **Wireless High Speed Internet Service** through PSC.

## ***PSC's Service Delivery & Customer Loyalty (continued)***

Among PSC **Long distance** customers, 61% chose PSC because it is a *Local Company*, while 17% chose PSC for *Price* and 11% chose PSC for *Ease of purchase*. None of the **Long distance** customers who participated in the survey had experienced a problem with their service in the past six months, and 93% said they are *Very Likely* to keep PSC as their provider.

Forty-three percent of those who have switched from PSC to another provider are **Local telephone** customers, while another 50% chose another provider for their **Long distance** service. Five percent selected a new **DSL** provider, and 3% chose another **Dial-up Internet** provider.

## ***Communication***

Thirty-nine percent of survey participants say that *Word of mouth* most influences their decision to buy telecommunications products and services, while 18% cite *Newspaper* and 16% rely on *TV*.

The PI for the overall communication question (Question 9) is 96, with 47% selecting *Excellent* and 49% selecting *Good*. Regarding **Quantity of communication**, more than one-half (57%) of respondents select 3 on a scale of 1-5, where 1 is *too much information* and 5 is *not enough information*. In addition, 21% select 2 and 10% select 4.

Respondents were also asked to rate PSC's **Quality of communication** on a scale of 1-5 where 1 is *very hard to understand* and 5 is *very easy to understand*. On this scale, 39% of customers selected 5, while 24% selected 4 and 26% selected 3. Approximately 10% of customers selected either 2 or 1 for **Quality of communication**.

Eighty-one percent of PSC customers read **Sales messages** printed on their bill, and 85% of co-op members read the **Quarterly newsletter**. In addition, 33% of PSC customers read the **Monthly online newsletter**, while 25% do not and 43% are not Internet users.

### ***Business Office Employees***

PSC customers who participated in the survey were asked to rate Business office employees in a number of categories. The following table contains each category, together with a Positive Index (PI) and frequency table (*Excellent, Good, Fair, Poor,*) for each item. All values in this table are percentages:

	<b>PI</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Friendliness</b>	98.7	59.2	39.5	1.3	0
<b>Reliability</b>	99.0	56.6	42.4	1.0	0
<b>Promptness</b>	98.3	55.8	42.5	1.7	0
<b>Knowledge</b>	97.7	54.6	43.0	2.0	.3
<b>Problem solving</b>	98.0	54.7	43.3	1.7	.3

### ***Tech Support Employees***

Respondents then rated PSC Tech Support employees on the same five categories. The following table shows the ratings for each category, including a Positive Index. Again, all values are percentages:

	<b>PI</b>	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Friendliness</b>	96.4	56.2	40.1	3.6	0
<b>Reliability</b>	94.8	54.1	40.7	3.7	1.5
<b>Promptness</b>	94.8	55.6	39.3	4.4	.7
<b>Knowledge</b>	94.0	53.0	41.0	4.5	1.5
<b>Problem solving</b>	93.3	53.7	39.6	6.0	.7

### **Installation and Repair Employees**

In addition to Business Office and Tech Support employees, respondents were asked to rate PSC Installation and Repair employees on the same five categories, plus **Clean-up**. The following table shows the responses with the PI for each category. Again, all values are percentages:

	PI	Excellent	Good	Fair	Poor
<b>Friendliness</b>	100.0	65.6	34.4	0	0
<b>Reliability</b>	100.0	64.3	35.7	0	0
<b>Promptness</b>	98.4	64.3	34.1	.8	.8
<b>Knowledge</b>	99.2	65.7	34.1	.8	0
<b>Problem solving</b>	99.2	62.8	36.4	.8	0
<b>Clean-Up</b>	97.7	65.1	32.6	1.6	.8

### **Value & View of PSC**

The Positive Index for the Value question (Question 18) is 84, with 27% of respondents selecting *Excellent Value*, 57% selecting *Good Value*, 14% selecting *Fair Value*, and 2% selecting *Poor Value*.

In order to gauge the perceptions of PSC customers regarding PSC as a company, respondents were asked to rate their level of agreement with six statements. These statements are included in the following chart, along with a PI and a frequency table (*Strongly Agree, Agree, Somewhat Agree, Disagree*) for each statement. Again, all values in the following chart are percentages:

PSC Is:	PI	Strongly Agree	Agree	Somewhat Agree	Disagree
<b>A reliable company</b>	97.8	35.0	62.8	1.9	.3
<b>A progressive, up-to-date communications business</b>	96.4	28.9	67.5	2.5	1.1
<b>A company that cares about my opinions</b>	93.3	26.1	67.2	6.1	.6
<b>A company that goes the extra mile to meet my communication needs</b>	93.1	27.2	65.8	6.1	.8
<b>A company looking to the future by being on the leading edge of technology</b>	91.7	25.0	66.7	7.2	1.1
<b>A company committed to the betterment of our communities</b>	94.4	29.2	65.3	5.0	.6

### ***Interest in Additional PSC Services***

At the end of the survey, respondents were asked to rate their awareness of and interest in additional PSC services. The following tables show the awareness ratings and the interest ratings for each service rated. Again, the ratings include a PI and a frequency table for each service.

<b>AWARENESS</b>	<b>PI</b>	<b>Very Aware</b>	<b>Somewhat Aware</b>	<b>Not Aware</b>
<b>Long Distance</b>	99.4	96.7	2.8	.6
<b>Calling Cards</b>	88.6	80.6	8.1	11.4
<b>PrePaid Calling Cards</b>	80.8	73.9	6.9	19.2
<b>Internet Service</b>	95.8	91.7	4.2	4.2
<b>High-Speed Internet</b>	95.0	90.6	4.4	5.0

<b>INTEREST</b>	<b>PI</b>	<b>Very Interested</b>	<b>Somewhat Interested</b>	<b>Not Interested</b>
<b>Cable Television</b>	47.6	20.1	27.6	52.4
<b>Cellular Phone Service</b>	55.7	19.2	36.5	44.3
<b>Security Systems</b>	25.3	6.7	18.7	74.7
<b>Data Network Installation</b>	12.5	2.2	10.3	87.5
<b>Home Networking</b>	13.6	3.9	9.7	86.4

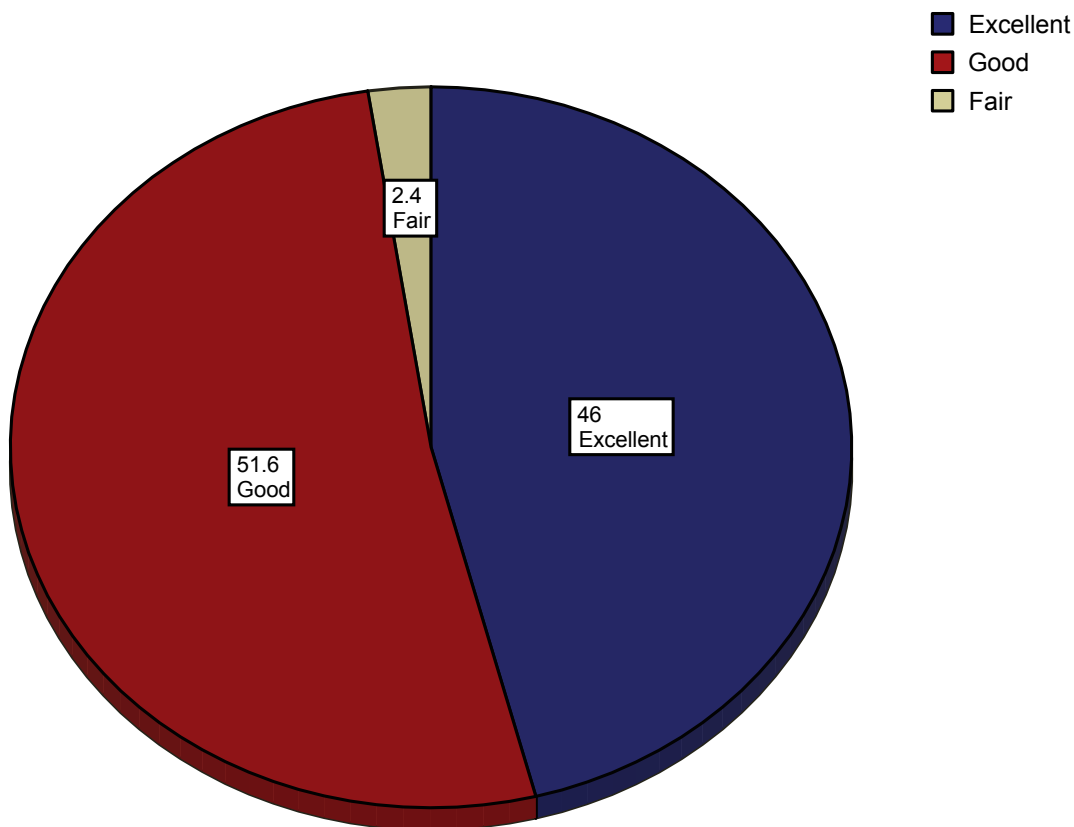
## Satisfaction Correlations

To determine which variables are most closely tied to the overall satisfaction of PSC customers, SDS analyzed the relationship between each variable with Question 1, which reads, “Overall, how do you rate the service provided by PSC?”

Based on this analysis, the following variables are most closely tied to overall satisfaction – meaning that, by improving the ratings for these variables in the future, PSC’s overall customer satisfaction ratings will improve. The following areas are listed by question number:

Question Number	Description of Variable
<b>2b</b>	Was the (local telephone) problem resolved in a timely manner?
<b>2c</b>	If given the choice, how likely are you to keep PSC as your local phone service provider?
<b>16a</b>	How do you rate PSC’s Tech Support employees on the following? A. Friendliness
<b>16b</b>	How do you rate PSC’s Tech Support employees on the following? B. Reliability
<b>17d</b>	How do you rate PSC’s Installation and Repair employees on the following? D. Knowledge
<b>20a</b>	How aware are you of the following services offered by PSC? A. Long Distance
<b>20b</b>	How aware are you of the following services offered by PSC? D. Internet Service

**Q1. Overall, how do you rate the service provided by PSC?**



**Q1. Overall, how do you rate the service provided by PSC?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	172	45.7	46.0	46.0
	Good	193	51.3	51.6	97.6
	Fair	9	2.4	2.4	100.0
	Total	374	99.5	100.0	
Missing	System	2	.5		
Total		376	100.0		

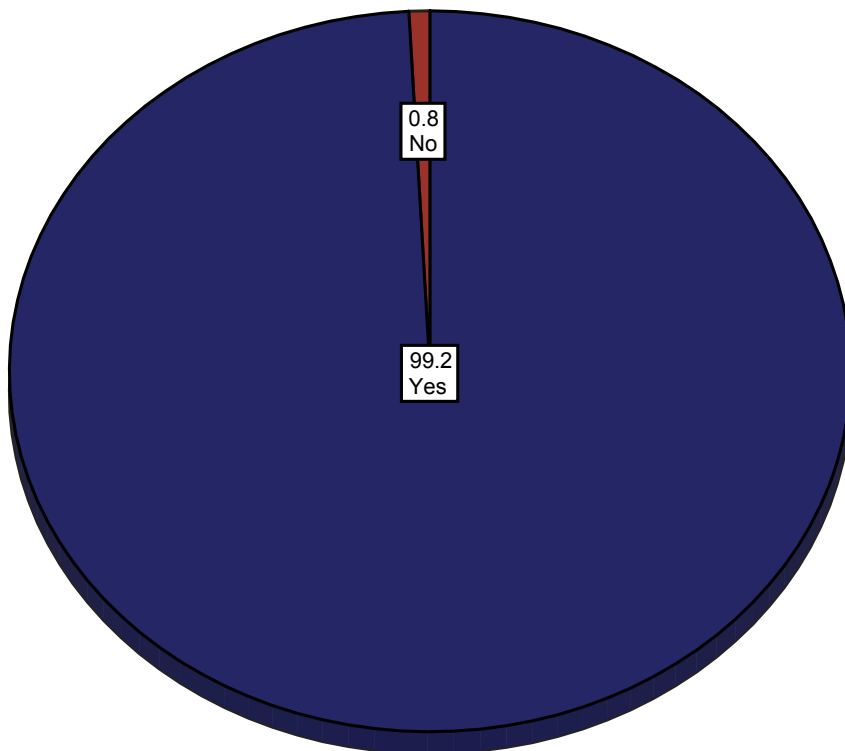
Please see Appendix A for a complete list of verbatim comments.



There are no statistically significant differences between demographic groups.

**Q2a. Is PSC your local phone service provider?**

■ Yes  
■ No



**Q2a. Is PSC your local phone service provider?**

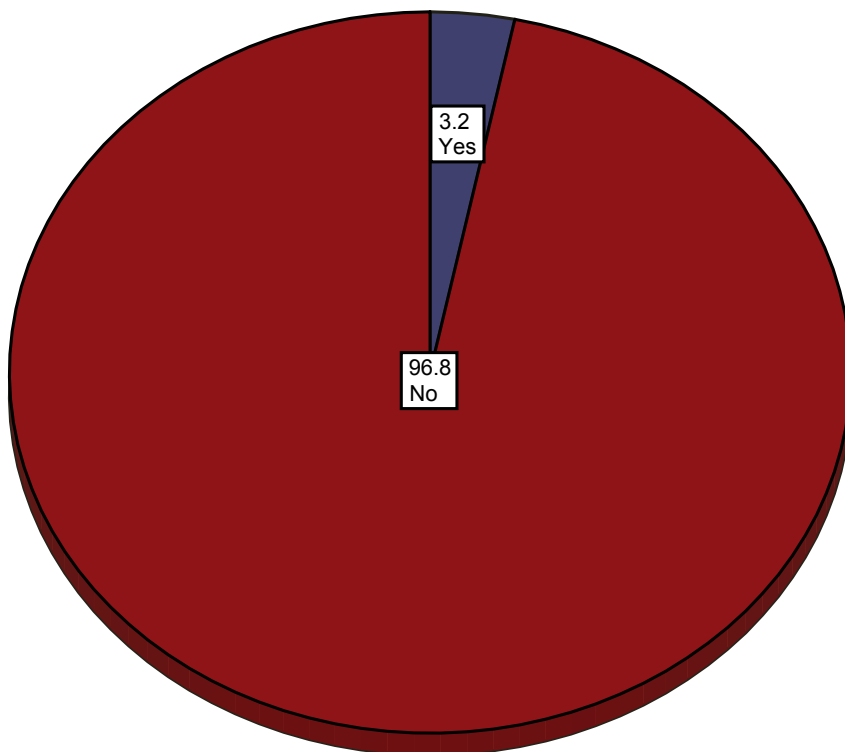
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	371	98.7	99.2	99.2
	No	3	.8	.8	100.0
	Total	374	99.5	100.0	
Missing	System	2	.5		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

**Q2b1. In the last six months, have you experienced any problem with your local phone service?**

■ Yes  
■ No



**Q2b1. In the last six months, have you experienced any problem with your local phone service?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12	3.2	3.2	3.2
	No	359	95.5	96.8	100.0
	Total	371	98.7	100.0	
Missing	System	5	1.3		
Total		376	100.0		

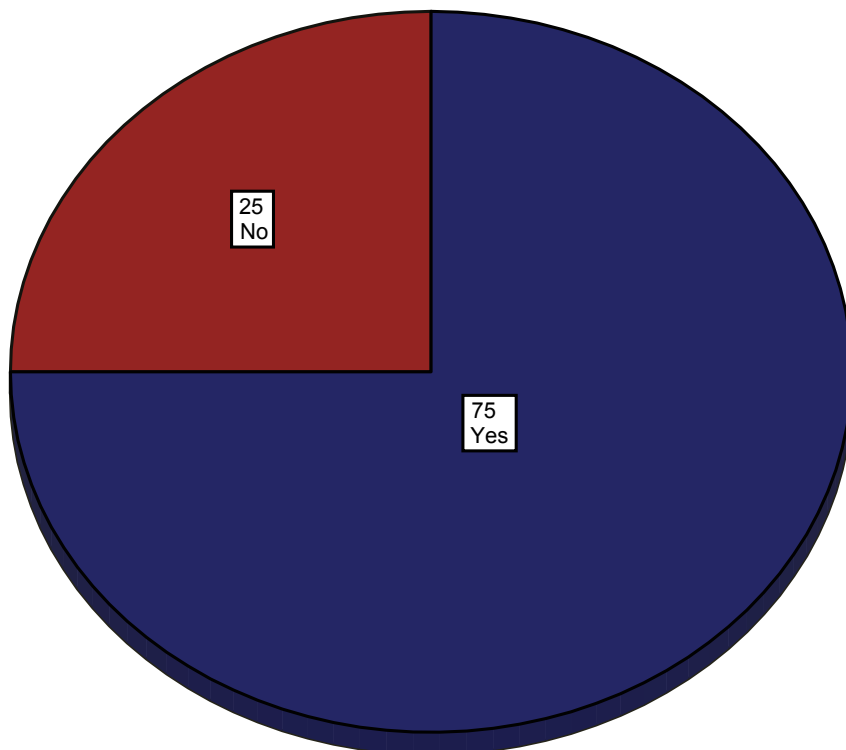
Please see Appendix A for a complete list of verbatim comments.



There are no statistically significant differences between demographic groups.

### Q2b2. Was the problem resolved in a timely manner?

■ Yes  
■ No



Q2b2. Was the problem resolved in a timely manner?

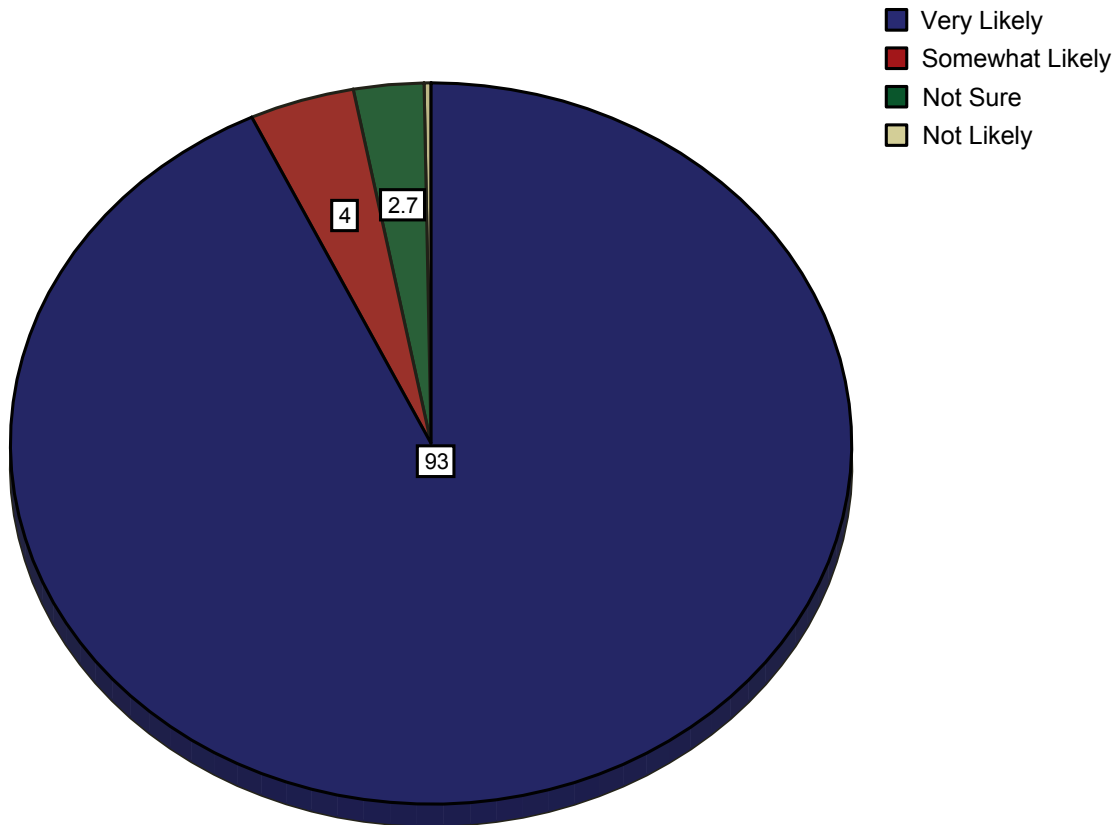
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	9	2.4	75.0	75.0
	No	3	.8	25.0	100.0
	Total	12	3.2	100.0	
Missing	System	364	96.8		
Total		376	100.0		

Please see Appendix A for a complete list of verbatim comments.



There are no statistically significant differences between demographic groups.

**Q2c. If given the choice, how likely are you to keep PSC as your local phone service provider?**



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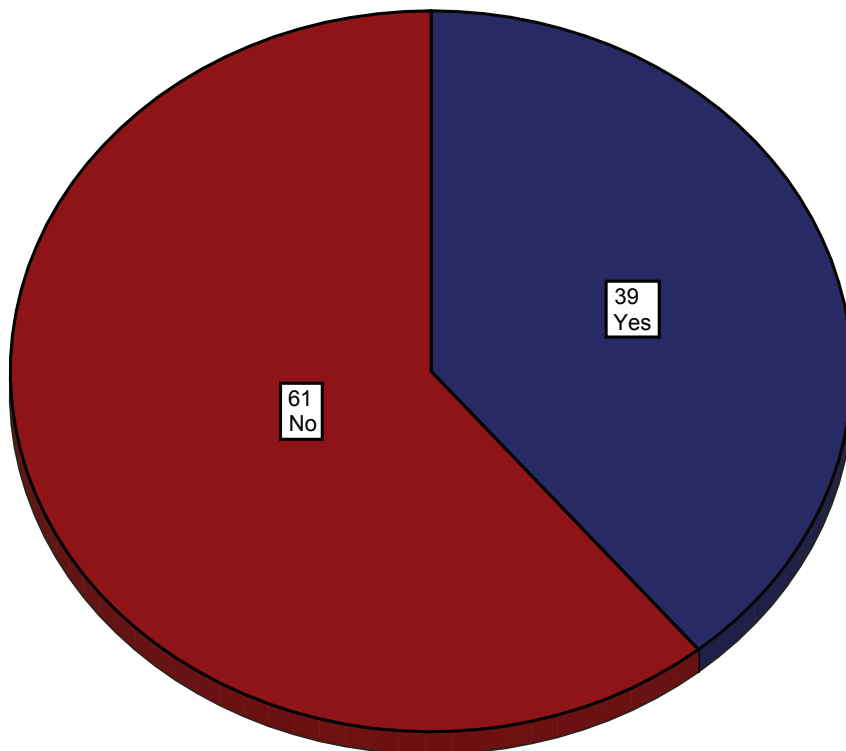
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	345	91.8	93.0	93.0
	Somewhat Likely	15	4.0	4.0	97.0
	Not Likely	1	.3	.3	97.3
	Not Sure	10	2.7	2.7	100.0
	Total	371	98.7	100.0	
Missing	System	5	1.3		
Total		376	100.0		



PSC customers who make more money are more likely to keep PSC as their local phone provider.

**Q3a. Do you have Dial-Up Internet service through PSC?**

■ Yes  
■ No



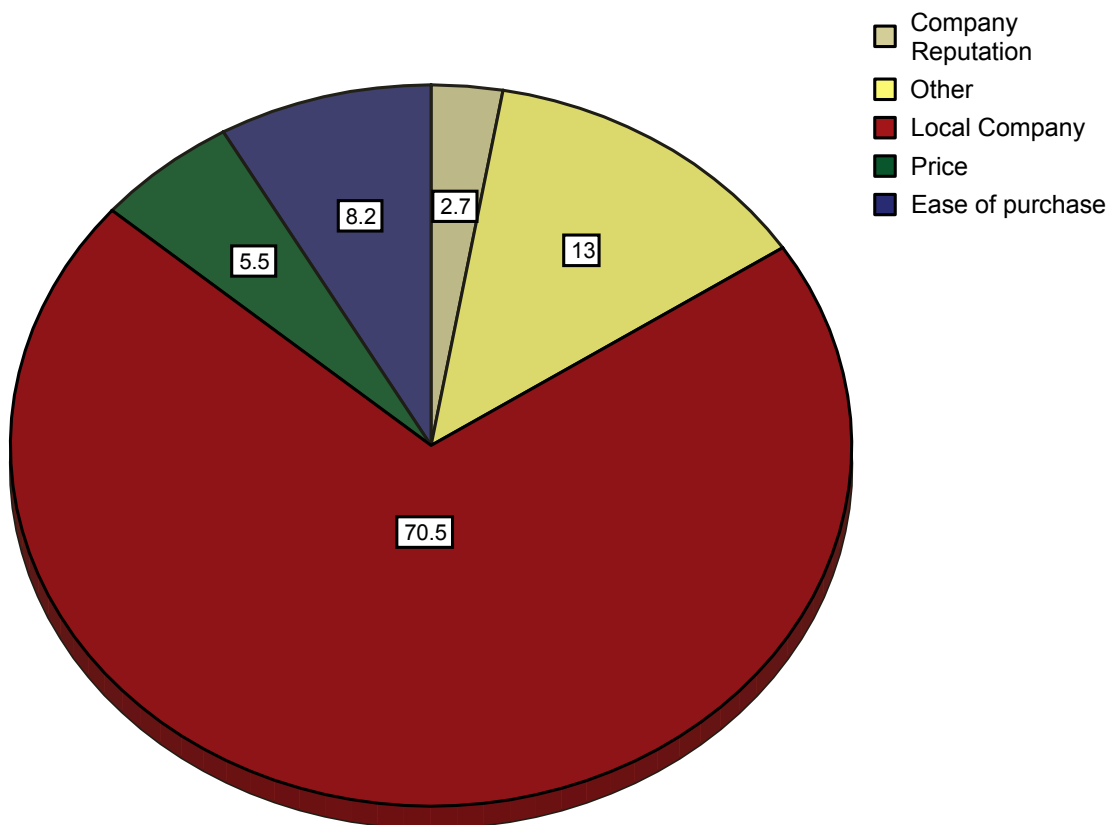
**Q3a. Do you have Dial-Up Internet service through PSC?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	146	38.8	39.0	39.0
	No	228	60.6	61.0	100.0
	Total	374	99.5	100.0	
Missing	System	2	.5		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

**Q3b. What was your primary reason for choosing PSC for your Dial-Up Internet service?**



**Q3b. What was your primary reason for choosing PSC for your Dial-Up Internet service?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ease of purchase	12	3.2	8.2	8.2
	Local Company	103	27.4	70.5	78.8
	Company Reputation	4	1.1	2.7	81.5
	Price	8	2.1	5.5	87.0
	Other	19	5.1	13.0	100.0
	Total	146	38.8	100.0	
Missing	System	230	61.2		
Total		376	100.0		

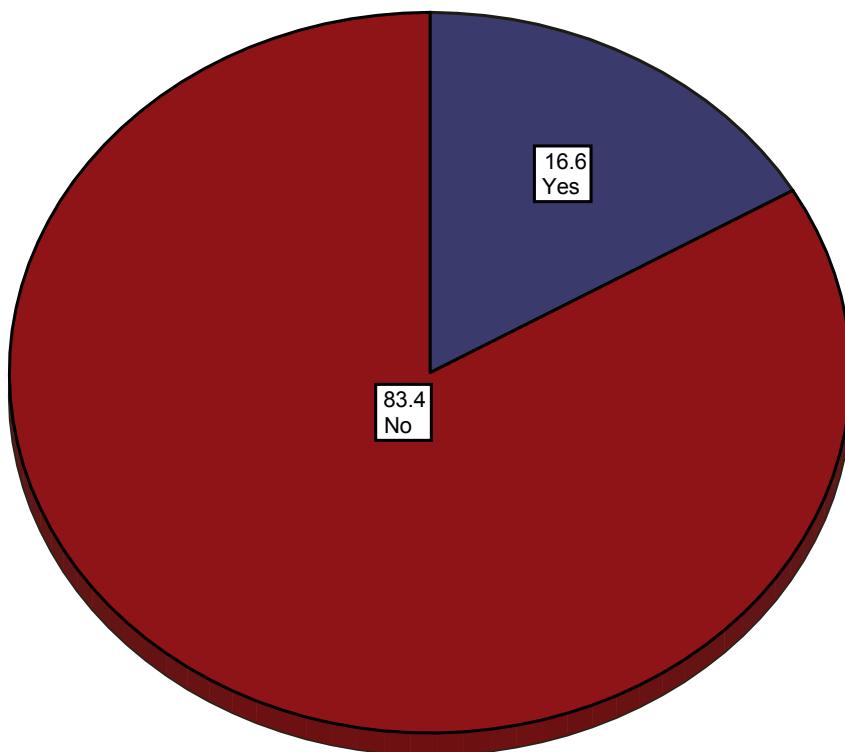
Please see Appendix A for a complete list of verbatim comments.



Younger respondents are more likely to select *Ease of Purchase*.

**Q3c1. In the last six months, have you experienced any problem with your Internet service?**

■ Yes  
■ No



**Q3c1. In the last six months, have you experienced any problem with your Internet service?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	24	6.4	16.6	16.6
	No	121	32.2	83.4	100.0
	Total	145	38.6	100.0	
Missing	System	231	61.4		
Total		376	100.0		

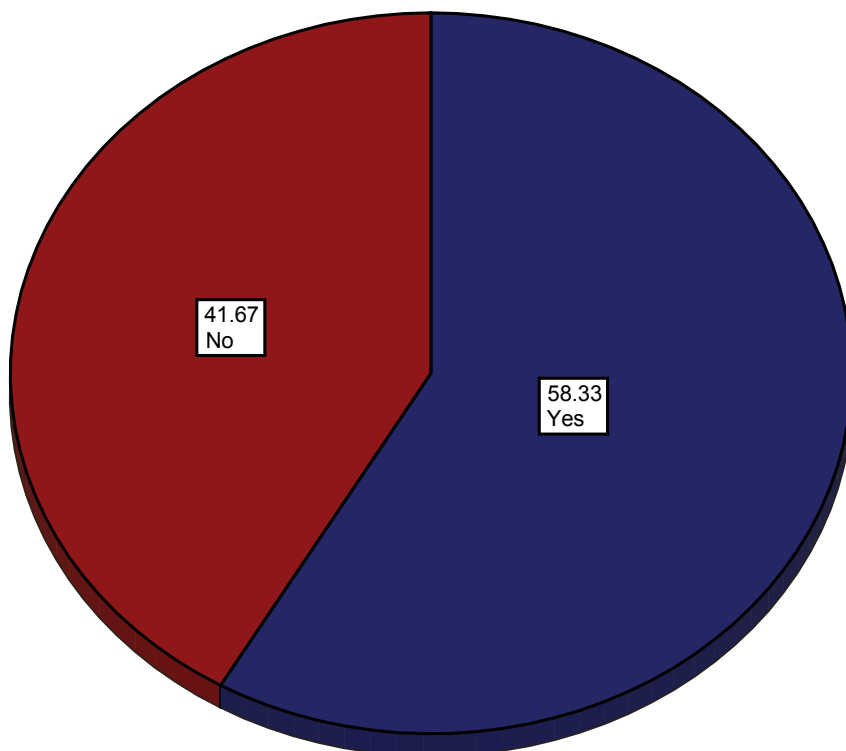
Please see Appendix A for a complete list of verbatim comments.



There are no statistically significant differences between demographic groups.

**Q3c2. Was the problem resolved in a timely manner?**

■ Yes  
■ No



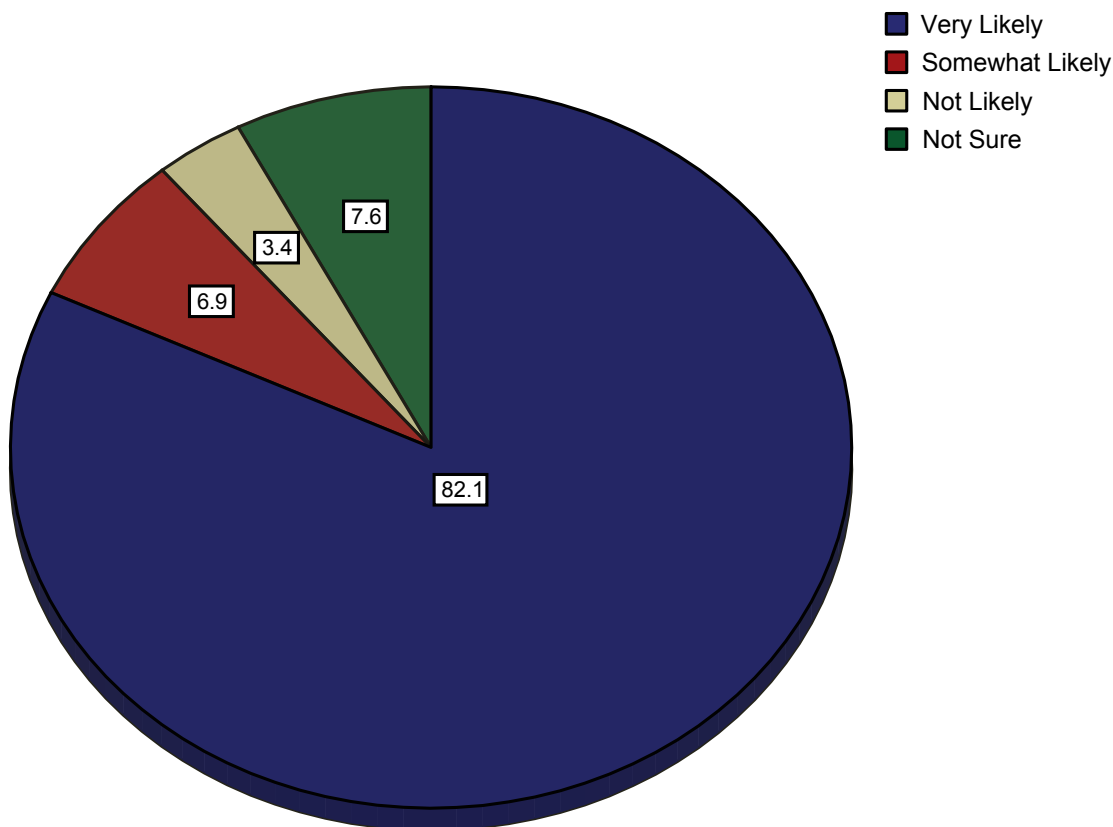
**Q3c2. Was the problem resolved in a timely manner?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	14	3.7	58.3	58.3
	No	10	2.7	41.7	100.0
	Total	24	6.4	100.0	
Missing	System	352	93.6		
Total		376	100.0		



Older PSC customers are more likely to report that the problem was not resolved in a timely manner.

**Q3d. How likely are you to keep PSC as your Dial-Up Internet service provider?**



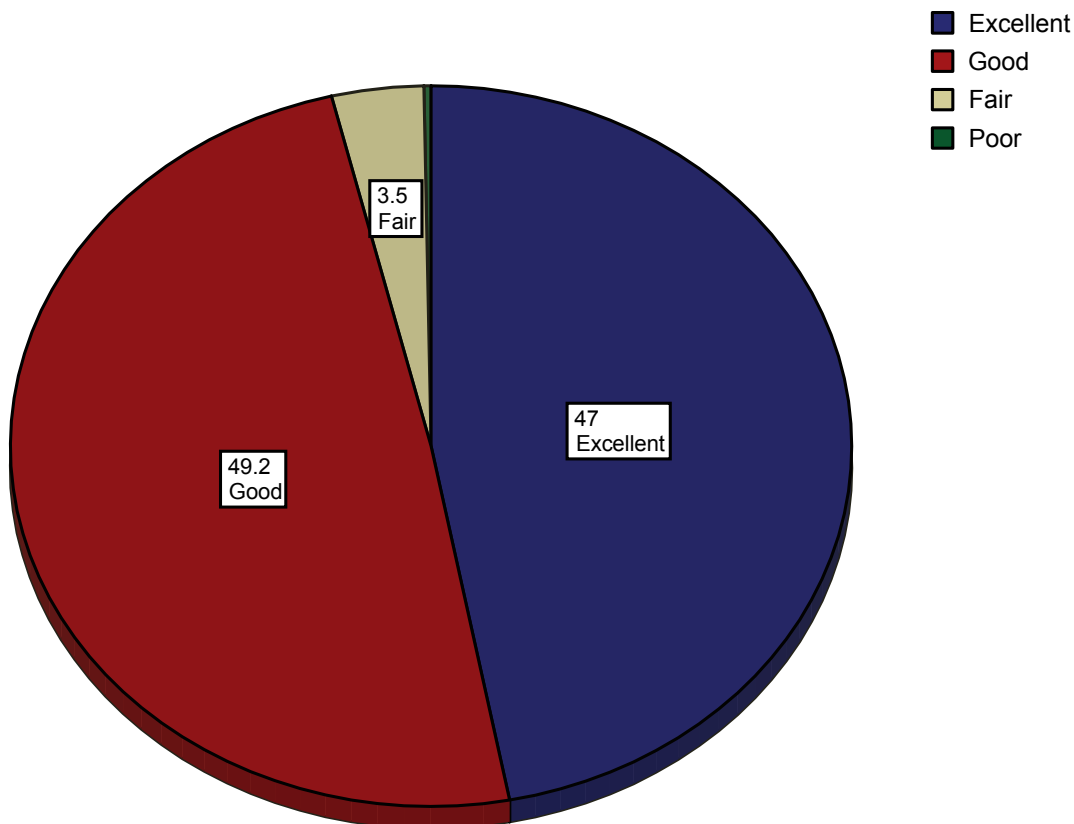
**Q3d. How likely are you to keep PSC as your Dial-Up Internet service provider?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Likely	119	31.6	82.1	82.1
	Somewhat Likely	10	2.7	6.9	89.0
	Not Likely	5	1.3	3.4	92.4
	Not Sure	11	2.9	7.6	100.0
	Total	145	38.6	100.0	
Missing	System	231	61.4		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

**Q9. Thinking of all the ways PSC communicates with you, overall, how do you rate PSC on informing and communicating with you?**



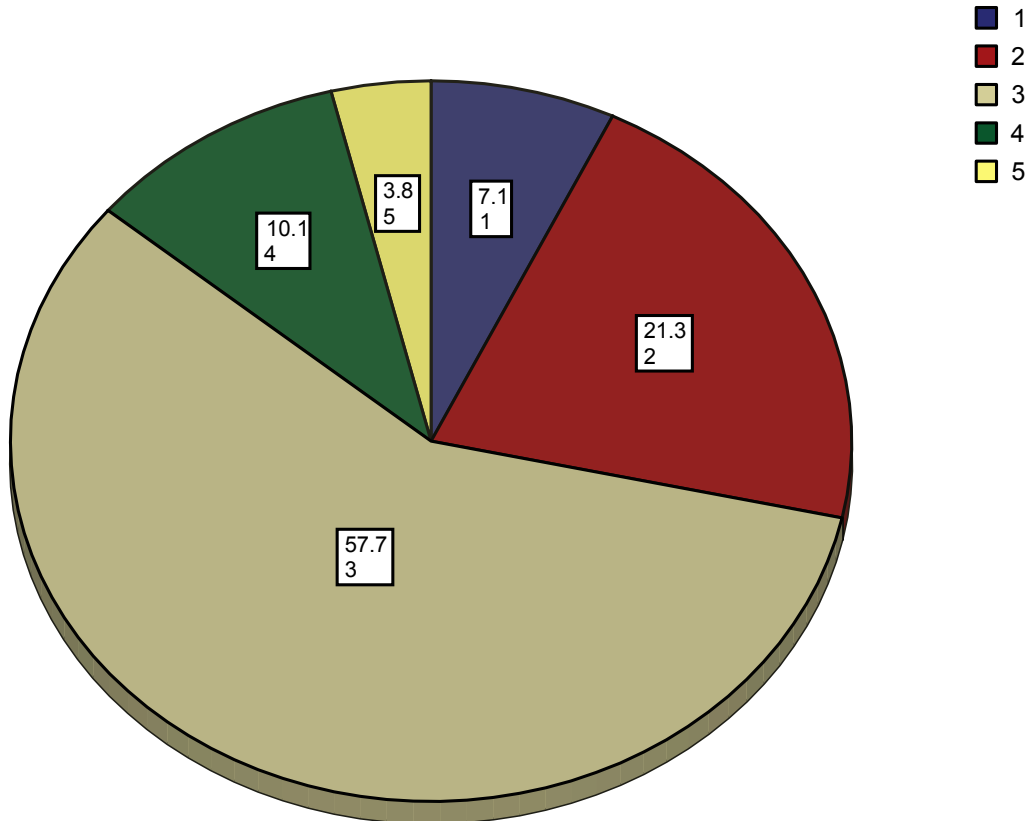
**Q9. Thinking of all the ways PSC communicates with you, overall, how do you rate PSC on informing and communicating with you?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	173	46.0	47.0	47.0
	Good	181	48.1	49.2	96.2
	Fair	13	3.5	3.5	99.7
	Poor	1	.3	.3	100.0
	Total	368	97.9	100.0	
Missing	System	8	2.1		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

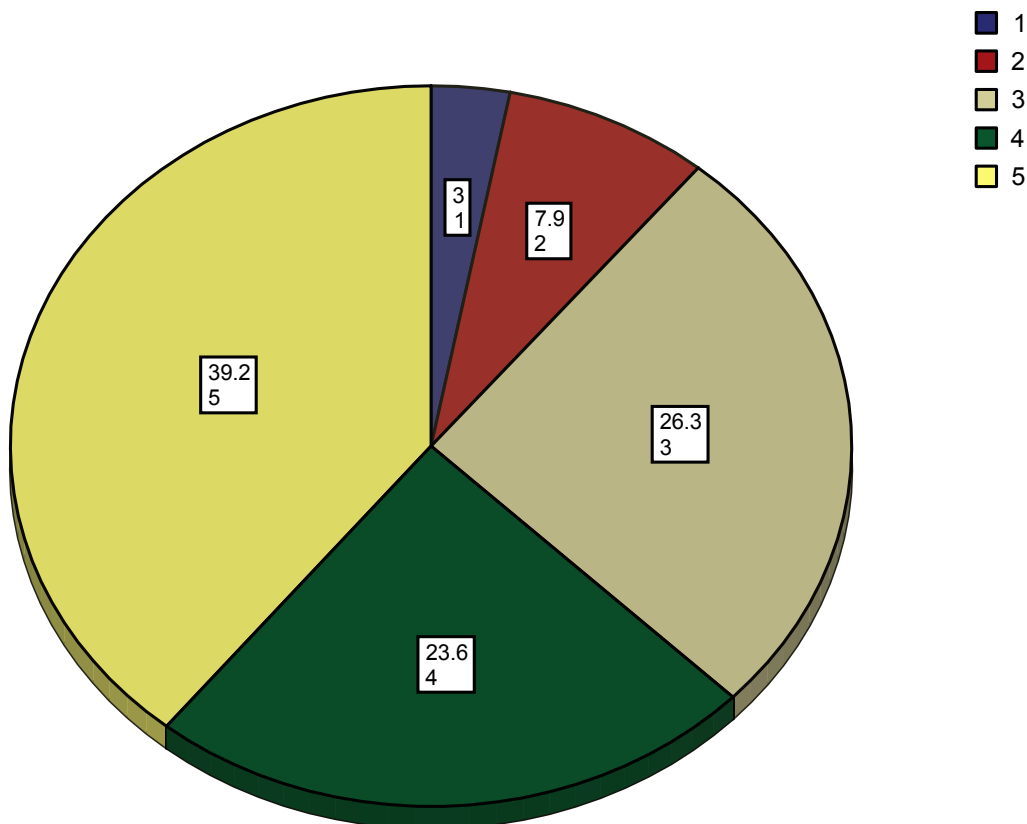
**Q10. On a scale of 1 to 5, with 1 being too much information and 5 being not enough information, how do you rate the quantity of communication you receive from PSC?**



**Q10. On a scale of 1 to 5, with 1 being too much information and 5 being not enough information, how do you rate the quantity of communication you receive from PSC?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	26	6.9	7.1	7.1
	2	78	20.7	21.3	28.4
	3	211	56.1	57.7	86.1
	4	37	9.8	10.1	96.2
	5	14	3.7	3.8	100.0
	Total	366	97.3	100.0	
Missing	System	10	2.7		
Total		376	100.0		

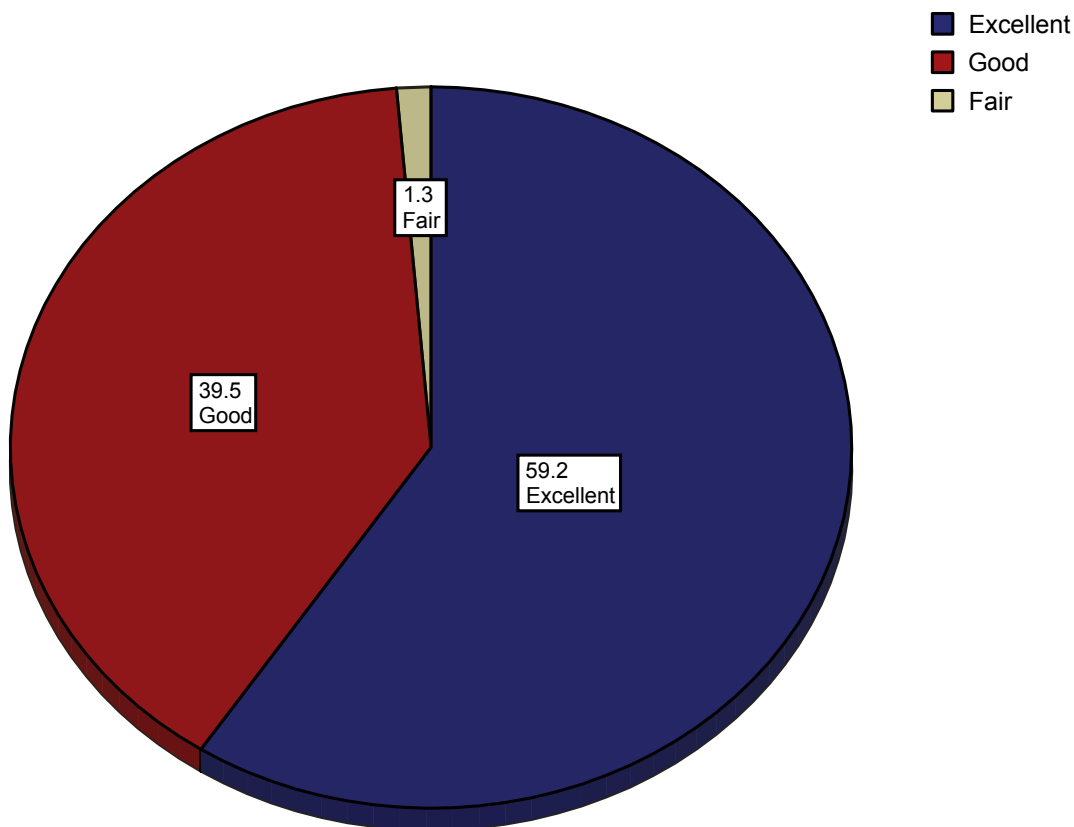
**Q11. On a scale of 1 to 5, with 1 being very hard to understand and 5 being very easy to understand, how do you rate the quality of the information you receive from PSC?**



**Q11. On a scale of 1 to 5, with 1 being very hard to understand and 5 being very easy to understand, how do you rate the quality of the information you receive from PSC?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	11	2.9	3.0	3.0
	2	29	7.7	7.9	11.0
	3	96	25.5	26.3	37.3
	4	86	22.9	23.6	60.8
	5	143	38.0	39.2	100.0
	Total	365	97.1	100.0	
Missing	System	11	2.9		
Total		376	100.0		

**Q15. How do you rate PSC's business office employees on the following? A. Friendliness:**



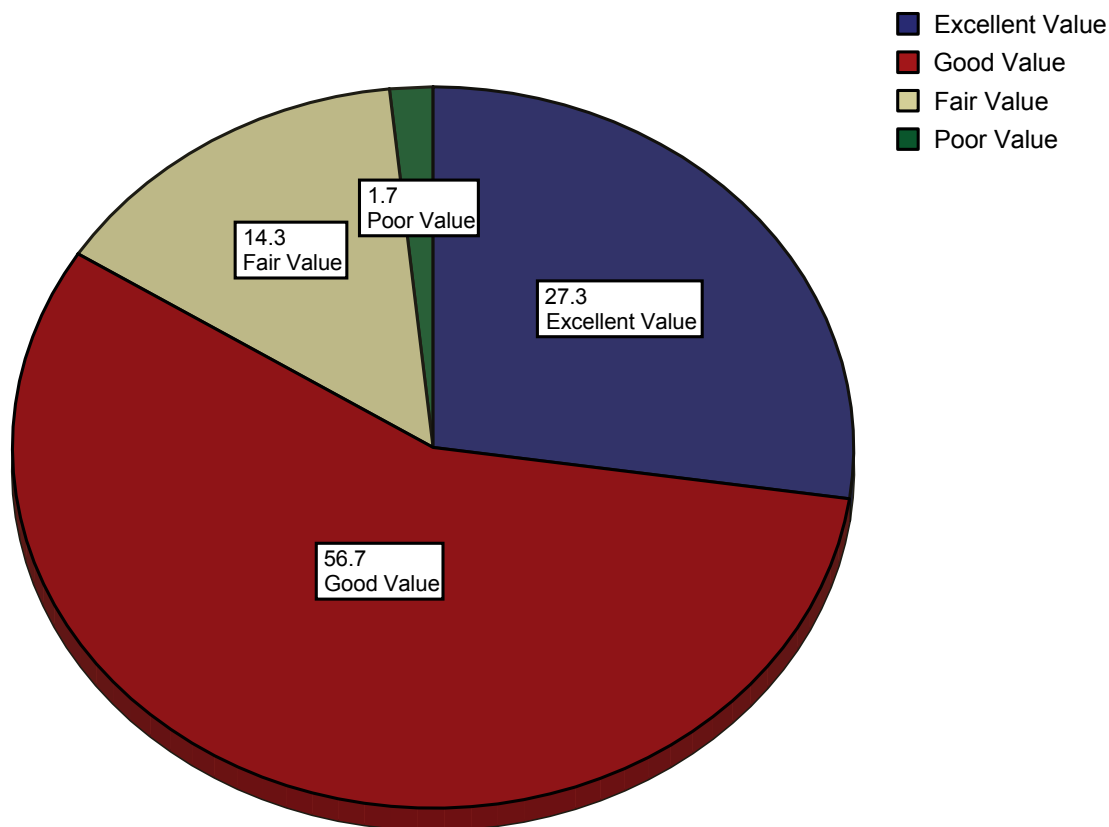
**Q15. How do you rate PSC's business office employees on the following? A. Friendliness:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	180	47.9	59.2	59.2
	Good	120	31.9	39.5	98.7
	Fair	4	1.1	1.3	100.0
	Total	304	80.9	100.0	
Missing	N/A	59	15.7		
	System	13	3.5		
	Total	72	19.1		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

**Q18. Overall, considering what you pay, would you say the products and services provided by PSC are a(n):**



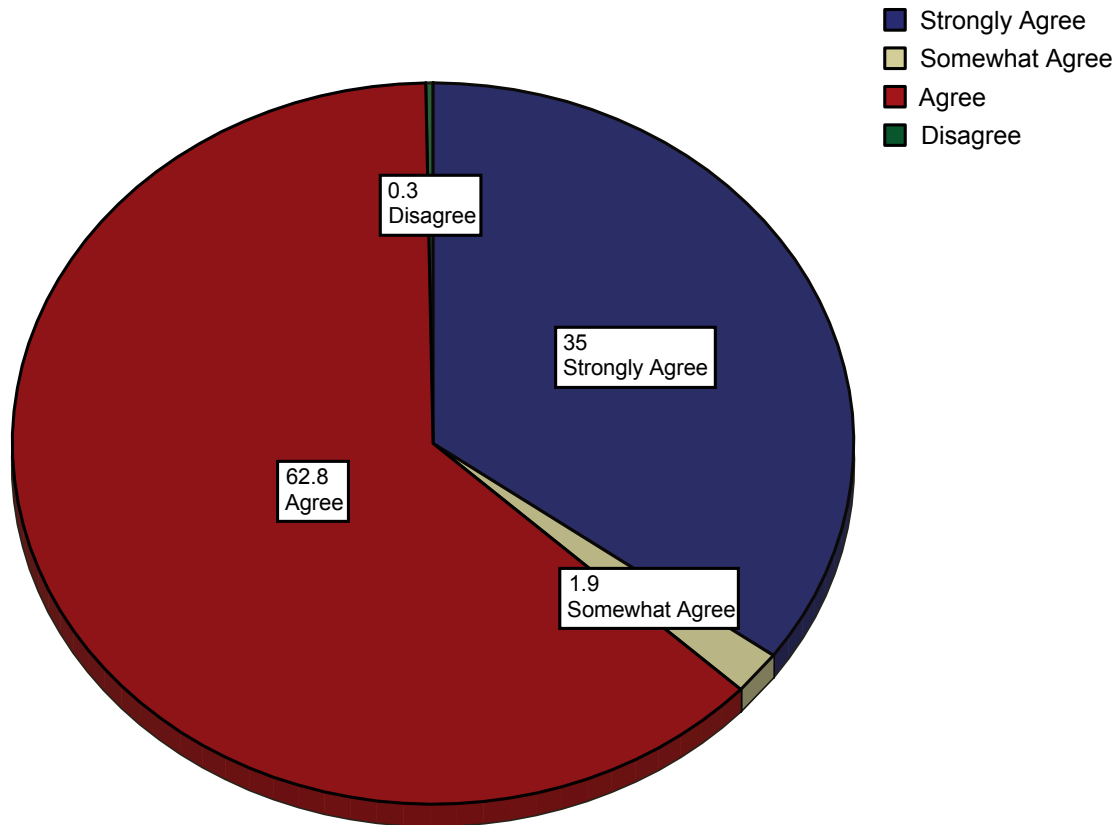
**Q18. Overall, considering what you pay, would you say the products and services provided by PSC are a(n):**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent Value	99	26.3	27.3	27.3
	Good Value	206	54.8	56.7	84.0
	Fair Value	52	13.8	14.3	98.3
	Poor Value	6	1.6	1.7	100.0
	Total	363	96.5	100.0	
Missing	System	13	3.5		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

**Q19. How would you respond to the following statements?  
PSC is: A. A reliable company:**



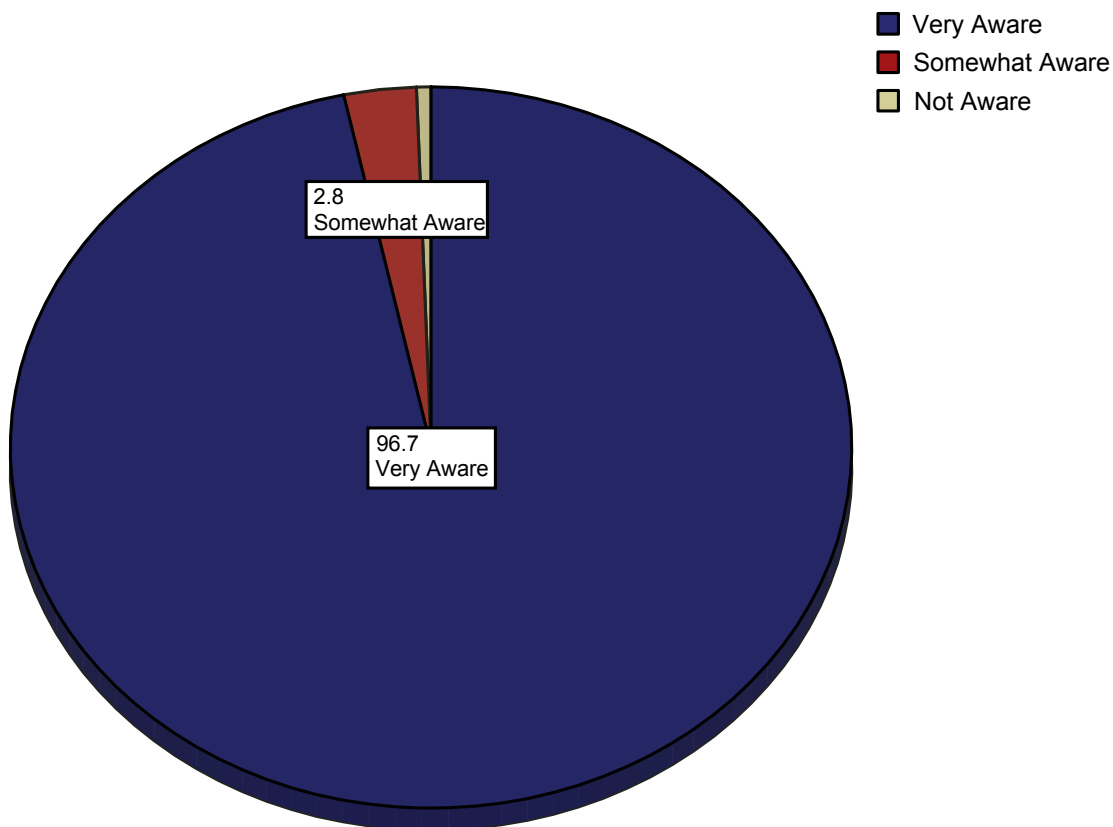
**Q19. How would you respond to the following statements? PSC is: A. A reliable company:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	126	33.5	35.0	35.0
	Agree	226	60.1	62.8	97.8
	Somewhat Agree	7	1.9	1.9	99.7
	Disagree	1	.3	.3	100.0
	Total	360	95.7	100.0	
Missing	System	16	4.3		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

**Q20. How aware are you of the following services offered by PSC? A. Long Distance:**



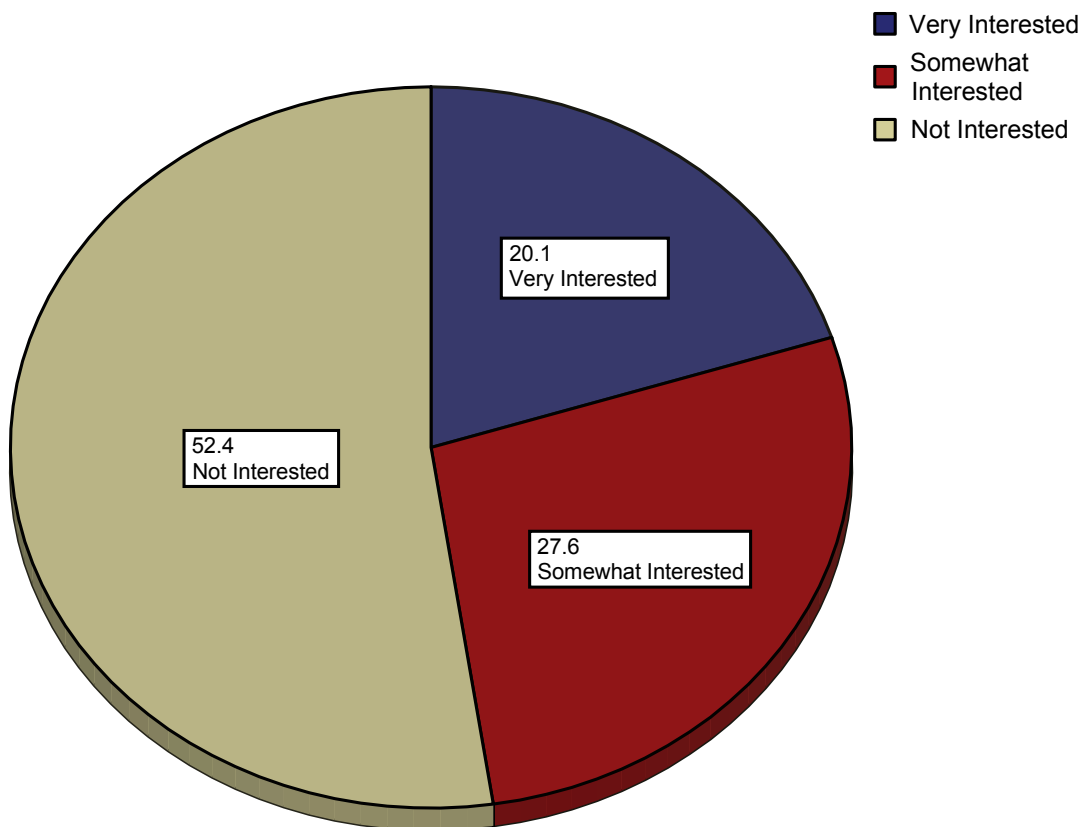
**Q20. How aware are you of the following services offered by PSC? A. Long Distance:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Aware	348	92.6	96.7	96.7
	Somewhat Aware	10	2.7	2.8	99.4
	Not Aware	2	.5	.6	100.0
	Total	360	95.7	100.0	
Missing	System	16	4.3		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

**Q22. How interested would you be in purchasing the following services from PSC? A. Cable Television:**



**Q22. How interested would you be in purchasing the following services from PSC? A. Cable Television:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Interested	72	19.1	20.1	20.1
	Somewhat Interested	99	26.3	27.6	47.6
	Not Interested	188	50.0	52.4	100.0
	Total	359	95.5	100.0	
Missing	System	17	4.5		
Total		376	100.0		



There are no statistically significant differences between demographic groups.

# APPENDIX A

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## APPENDIX A DESCRIPTION

The following pages contain all verbatim comments received for the 2004 PSC Customer Satisfaction Survey. The verbatim comments are organized by question number. Every comment received by SDS is included.

A customer ID number accompanies each comment. This “tagging” method allows readers to identify a single customer’s remarks throughout the survey, retaining customer anonymity when it is requested.

In connection with the SDS Alert program, when the SDS agent conducting the survey sensed a legitimate, unanswered complaint or sales need from a verbatim comment received, with the customer’s permission the agent immediately communicated the concern to PSC via fax. In the following comments, the symbol [A] identifies comments that generated an alert response. If the customer being interviewed did not desire contact from PSC, the symbol [AN] was placed after the remark.

**Q1. Overall, how do you rate the service provided by PSC?**

- 10 The Internet is too slow.
- 75 The service was late being installed and did not function right. It took quite a while for my service to be right.
- 109 Sometimes we static when it rains.
- 138 The Internet connection is very slow.
- 142 We have a lot of problems with Internet.
- 178 Lots of Internet problems. It is too slow
- 308 They need to improve overall.
- 380 I really have no one to compare it to.

**Q2B1. In the last six months have you experienced any problems with your telephone service?**

- 43 It was a wiring problem.
- 116 Sometimes we don't receive the calls.
- 140 I believe that we had a line that was left above ground and the insulation was worn off it. The repairman came out and replaced and buried the line.
- 151 There was a malfunction of our services.
- 236 I had a crackle and they came out and fixed it.
- 256 A hum on the line sometimes.
- 328 It has been out twice.
- 331 I have static on my line. It happens often but not all the time. Service also goes out at times of bad weather. [A]
- 365 They had to put up new lines.
- 380 They said it was a loose wire in the house and it was figured out it was a loose wire on the outside of the house.
- 397 I had to call because we lost service, they had put in a new culvert and service got disrupted.
- 402 Struck by lightning.

**Q2B2. Was the problem fixed in a timely manner? If No, please explain.**

- 116 Have not called in.
- 331 I have not reported the problem.
- 380 It took twice for them to come out and fix the problem.