

# Improve the customer experience & Retain our customers

Customer relationships are the cornerstone of our business. We know our customers and communities better than anyone else and our relationships with them are our greatest assets. We believe that by supporting the communities we serve, providing the right mix of products, and an exceptional service experience, we are strengthening these relationships and building customer loyalty.

Satisfying our customers' service needs is one of our most important priorities. We are focused on being easy to reach, keeping our commitments and doing it right the first time.

### Making it easier for our customers

We strive to make it easier for customers to do business with us. In 2008, we continued to make progress on improving the customer experience each time we had contact with them, whether it was online, by phone or during service visits.

We are also continuing to make improvements to our customer care centres so customers can speak to the right person quickly – and get the information and service they need. In Atlantic Canada in 2008, we introduced new tools for agents in our customer care centres. These tools provide customer agents with quick access to product, service, and support information – allowing them to more effectively serve customers. This is just one example of how we are using the latest technologies to reduce the time it takes to deliver service to customers, eliminate errors and improve service quality.

In 2008, we made it easier for customers to do business with us online as well. In addition

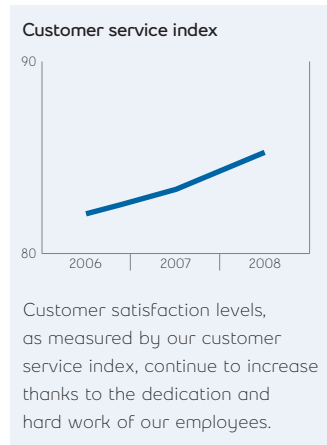
to online purchase and bill payment services, we introduced new options that increased the ability of residential customers to conveniently activate their own services, such as voicemail, and applications like Personal Vault™, a service that allows customers to protect, share and access files.

We know our customers have a lot on their minds when they are moving from one home to another, so during 2008, we introduced programs that offer our customers premium service and special attention during this hectic time. The programs have been very successful – making moving easier for customers, while at the same time, increasing our retention.

### Working harder for business

We're also working very hard to improve the experience of our business customers. In 2008, specialized business repair queues and improved first contact resolution have been helping us to do just that.

In 2008, we also established an enterprise service desk solution starting with five of our Atlantic Canadian enterprise customers. These customers can now call a single 800 number to access support for all their communications needs – from voice, to data, to next generation IP services. In Ontario and Quebec, we're implementing a customer service improvement plan to ensure the concerns of business customers are met more efficiently and effectively.



To ensure our technology is working at peak efficiency when it's needed the most, we provide our customers with support around the clock, seven days a week. For customers like the Saint John Regional Hospital, it means they can focus on what they do best – helping New Brunswickers lead healthy lives.

