



**MEMORANDUM To:** Customer Service Representatives  
**Campaign:** Call Center System  
**Date:** October 3rd, 2018  
**From:** Management  
**Subject:** Setting Jobs Status

Team please be aware that of the below information:

## Setting Status Properly Makes for Better Customer Experiences

We have received several escalations about customer experiences involving AT&T's **In-Home Experts (IHX)** representatives and wanted to stress the importance of placing work orders in correct and accurate status at all times. "On-Site" status should only be selected for a single work order at any time.

The IHX program is designed to augment customers' AT&T experiences. While a technician is installing the customer's DIRECTV equipment, the IHX representative capitalizes on the opportunity to show the customer how AT&T's services can best fulfill other consumer needs. This includes switching to AT&T Wireless or changing their AT&T existing plan, as well as upgrading their mobile phone.

AT&T has found that IHX representatives are most effective when their visit coincides with a technician's in-home work. Since IHX representatives determine whether they should proceed to a customer's home by checking the work-order status set in the CAP portal by the technician, it is crucial that each work-order status accurately reflects its true state at that moment, be it "Acknowledge", "En Route" or "On-Site".

When multiple work orders are simultaneously and incorrectly set to indicate they are in "On-Site" status, it creates a situation where an IHX representative will mistakenly head to a customer's home, believing they will sync their visit with a technician's activity. This results in a wasted trip and a missed opportunity to improve the customer's AT&T experience.

We realize that technicians may receive bulk-fed work orders, but we appreciate any emphasis you can place on the need to properly set individual work-order statuses. Thank you for your assistance in this matter. Should you have any questions, please feel free to reach out to your Vendor Management contact.

**Failure to comply with the above instruction will result in the below penalties.**

**Final Warning**

**Dismissal**

Please sign below as an indication that you understand the contents of this document.

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