

Michelle Pezley 05/14/98 09:40 AM

Job Title: Employee Comm. Coordinator Office Phone #: 817-258-1526 Handset #: 817-909-4225

To: Karen Little/Jacksonville/PCS PrimeCo@PCS PrimeCo, Bob Johnson/North Texas/PCS PrimeCo@PCS PrimeCo, Roy Chestnutt/Chicago/PCS PrimeCo@PCS PrimeCo, Joe Woods/Milwaukee/PCS PrimeCo@PCS PrimeCo, Mary Vinson/Honolulu/PCS PrimeCo@PCS PrimeCo, Jim Grady/Richmond/PCS PrimeCo@PCS PrimeCo, Fred Fonseca/Houston/PCS PrimeCo@PCS PrimeCo, Ed DeLong/South Central Texas/PCS PrimeCo@PCS PrimeCo, Sharon Marrow/Mid-Gulf States/PCS PrimeCo@PCS PrimeCo, Tom Marler/Tampa/PCS PrimeCo@PCS PrimeCo

cc:

Subject: Rolling Thunder -- Employee Communications

As progress continues on the Rolling Thunder project, we have developed a detailed communication plan for your use in keeping employees informed of the progress of this project. Attached is a copy of the plan.

Please recognize that the vehicles described in the plan emphasize the importance of dialogue and discussion of the Rolling Thunder project. To help you prepare for this, I am attaching four documents. The first contains key messages and support for these statements. Second is a Q&A package. Third is the current project schedule broken out by MTA. Fourth is the Q&A package we used when we first announced the Lucent contract. Please note the fourth document is for background information only. It has not been updated since March.

Also, all customer facing employees (i.e. communication consultants and customer care consultants) will be trained via normal training procedures. The information contained here is constant with what the trainers will provide them.

Thanks for your help. If you have any questions, please contact me at 817-258-1526. Also, if you are in a Motorola market, I will be contacting you later about specific communications for your employees.



Rolling Thunder comm pl Key Messages Around the Rolling Thunder | rolling thunder q&a.



rolling thunder schedul



Lucent Q&A.d



Employee Communications for the Rolling Thunder Project

Objectives:

- To keep employees informed of the progress of this project
- To help employees understand how the network changes will impact PrimeCo's service and features in their local area
- To inform employees of how they can help PrimeCo achieve our goals related to this project
- To celebrate and recognize our accomplishments

Tactics:

- For all MTAs
 - *In the Air* articles
 - May 1 celebrating the first installation of the first new Lucent network and recognizing the team for achieving this in record setting time
 - June 1 give an update on the optimization of the first Lucent network, announce the launch of Central IL and discuss future enhancements
 - July 1 celebration and recognition of employees helping make the progress happen
 - Aug. 1 celebration and recognition of employees helping make the progress happen
 - Sept. 1 celebration and recognition of employees helping make the progress happen
 - Oct. 1 update on progress and announce estimated completion of network enhancements
 - Nov. 15 celebrate completion of network enhancement; outline what achieved and impacts made to the business; recognize Rolling Thunder team
 - Include in any of these articles (when appropriate) how employees can help PrimeCo achieve our goals for this project
 - Supervisory discussion guide (key messages and common Q&A) distributed on May 11 to all SLT and VP/GM asking them to discuss Rolling Thunder in their all-hands meetings and to share the documents with others in their group who might be answering employees' questions.
 - Communication Council also will receive a copy of the materials as we discuss their role as a coach at their kick off meeting
 - Will update the package as needed – probably in July
- For Motorola Markets
 - VP/GM sends e-mail to their employees on Monday of the week their customers will receive the initial postcard
 - Message reflects same basic messages as in customer's communication
 - Provides an update on what the technical and customer facing teams are doing in proportion
 - Recognizes local employees who are making this enhancement happen
 - Copies of customer postcard posted around the building

- VP/GM hosts a brown bag lunch meeting on Wednesday before cutover to update employees on what is happening and answer questions
 - Have representatives from the technical and customer-facing teams on hand to help answer questions
- Voice mail update from VP/GM on how the cut went over the weekend
 - Distributed on the following Monday morning
- Periodic e-mail or voice mail message from the VP/GM during optimization if something happens where employees could help resolve issues
- E-mail from VP/GM when final postcard goes to customers
 - Message mirrors postcard
 - Thanking employees who made this happen
- Copies of customer postcard posted around the building

Note: Most MTAs will need to go through this communication process more than once as they have multiple enhancements. In those cases, the initial and post e-mails will be customized to help employees understand which sections of the MTA we are discussing. Also, there are a few instances where there will not be any communication with customers. In those cases, we still need to communicate with employees, but we'll customize the communication based on the location. My initial recommendation is that in those areas we will have had enough communication about Rolling Thunder that following the MTA's normal process for communicating network expansions will be sufficient.

Recommended Timing of MTA communications

Location	Initial E-mail/ Postcard Hung	Brown Bag Lunch	Voice Mail update	E-mail/ Postcard Hung
North Texas I-45, I-35, I-20, US175, US67	May 11	May 13	May 18	June 10
Green Bay	June 1	June 3	June 8	July 10
Rockford	July 6	July 8	July 13	July 30
Madison	July 13	July 15	July 20	Aug. 12
Janesville	New built. Use	normal process	for announcing expansions.	
North Texas Core	July 13	July 15	July 20	Aug. 5
West Bend	July 27	TBD if needed	Aug. 3	Aug. 26
Milwaukee Hwy 151	Aug. 10	TBD if needed	Aug. 17	TBD if needed
SC TX/Austin San Antonio	Aug. 17	Aug. 19	Aug. 24	Sept. 9
Milwaukee Core	Sept. 4	Sept. 9	Sept. 14	Sept 29
Indiana/ Chicago Core	Sept. 14	Sept. 16	Sept. 21	Oct. 7
Hawaii	March 1999	March 1999	March 1999	March 1999

Key Messages Around the Rolling Thunder Initiative

[Please remember how we couch this message is very important in helping employees understand the messages. We are reinforcing growth and enhancements. We are not emphasizing Lucent and/or Motorola replacements and/or quality.]

- **Lucent's excellent platform for innovation will help PrimeCo get to market faster with enhanced features and services**
 - When our work is completed PrimeCo customers will be able to:
 - Push a button and find out how many regular or weekend minutes they used, or how many they have left in their plan.
 - Use favorite digital features like Voice Mail Notification, Caller ID, Text Messaging and Information Services in all PrimeCo markets.
 - Get customized information delivered directly to the phone – things like stock updates, breaking news, sports scores, weather, etc. (PrimeCast and PrimeScore)
 - And by the middle of next year:
 - Send e-mail from their phone
 - Receive the newest features and functions delivered over the air directly to the phone
 - Use the phone to access the Internet to find out things like what's playing at the local movie theater
- **Enhancing our network is the right thing for PrimeCo to be doing to meet the growing needs of our customers**
 - The provider that does the best job of translating PCS/wireless technology into innovative products and services will have a distinct competitive advantage
 - We intend to be that company
 - Enhancing our network will help us achieve this goal
 - Enhancing our network will help us offer more competitive pricing, great products and services and premier local coverage
 - Three out of four parts of our strategy
- **There's not another team that could do this better than we can**
 - Consider what we have already accomplished
 - Less than a month after signing the contract with Lucent we made the first call on one of our enhanced networks
 - Just six weeks after signing the contract with Lucent we "turned up" our first enhanced network
 - Look at what we accomplished in order to launch this business
 - We need everyone's support
 - This will take a true team effort

Q&A for Supervisor Discussions on the Rolling Thunder Initiative

Not for distribution or release

Q: What are we doing to/with our network?

A: Over the next year, we are investing nearly half a billion dollars in network enhancements. These enhancements will allow us to provide the highest level of network reliability and deliver the latest innovative products and services faster than other PCS/wireless providers.

Q: When will our upgrade occur?

A: The actual schedule varies by location. For market specific information, see the attached grid.

Q: Will customers be impacted?

A: Customers will experience minimal impacts. Most of the network enhancement work will be conducted before dawn for our customers' convenience. However, they may experience some minor service and feature fluctuations such as dropped calls and lack of voice mail notifications. A majority of these fluctuations will occur when customers travel outside their major metropolitan area.

Q: What kind of enhancements will customers receive?

A: When our work is completed PrimeCo customers will be able to:

- Push a button and find out how many regular or weekend minutes they used, or how many they have left in their plan.
- Use favorite digital features like Voice Mail Notification, Caller ID, Text Messaging and Information Services in all PrimeCo markets.
- Get customized information delivered directly to the phone – things like stock updates, breaking news, sports scores, weather, etc. (PrimeCast and PrimeScore)

And by the middle of next year:

- Send e-mail from their phone
- Receive the newest features and functions delivered over the air directly to the phone
- Use the phone to access the Internet to find out things like what's playing at the local movie theater

Q: What will be the network effects?

A: Each market will have unique network situations that will occur as a result of this network enhancement. Within the Chicago, Wisconsin and North Texas markets, Lucent switching equipment will be installed and cover portions of the geography currently covered by Motorola equipment.

Q: What features will be affected when customers travel between Lucent and Motorola markets?

A: The voice mail notification, text messaging, Caller ID/ Call Waiting Caller ID and Caller ID Privacy/Blocking (a feature which blocks the display of the customer's number when calling other phones with Caller ID) will not work for Lucent customers traveling into Motorola zones or for Motorola customers traveling into Lucent zones. Voice mail will work. Only the notification will not work. When the customer returns to their original home zone they will receive their voice mail notification and/or text messages. Voice mail messages and text messages waiting to be delivered will be stored for seventy-two hours. The Caller ID and Caller ID Privacy/Blocking features will work for customers in their original home zones.

Q: Will these changes impact bills?

A: No billing issues have been identified.

Q: Will these enhancements cost customers anything?

A: No. We're continually upgrading our network to deliver even better service.

Q: Once these enhancements are made, will customers still be able to use their current phone?

A: Yes. Most of the upgrades improve service for every PrimeCo customer regardless of what phone you own. Of course, you have to own a dual-band phone to roam outside PrimeCo markets.

Q: When will customers be informed?

A: The actual schedule varies by location. Customer will receive the initial mailing approximately three days before the cut. The follow-up message will be distributed approximately two to three weeks later, once selected service levels are attained. For market specific information, see the attached grid.

Q: How will we inform customers?

A: PrimeCo has designed a proactive customer communication plan to provide customers with honest answers without causing alarm. Specifically, we will send a two sided postcard before the work to enhance the network begins and a three panel self mailer once selected service levels are attained (approximately two to three weeks later). The initial communication will inform customers of our enhancements, explain the benefits customers will experience and thank them for their patience. The follow-up message announces the enhancements are complete and highlights new features and services which are coming soon. We also will distribute a bill message and newsletter articles drawing attention to the mailings and reiterating the same messages.

Q: Are customer facing employees being trained?

A: Yes, by the middle of May all customer facing employees will have received initial training and tools to use in answering customers' questions. They also will receive detailed MTA training prior to each network enhancement which impacts their area.

Q: Can customer care support the increased call volume?

A: Yes, customer care is comfortable they will be able to handle the increased call volume. They will be scheduling staffing levels based on anticipated increased call volumes. Also, they have contingency plans ready to implement if call volumes exceed what they can handle.

Q: How will this initiative impact our APA/business plan?

A: In finalizing the deal with Lucent, senior management examined this issue. They concluded that this change would not stop us from meeting our overall commitments to the owners. They still stand behind this belief. As the Rolling Thunder initiative continues on schedule, the chance for impact to our APA decreases. Remember, in order to meet our APA commitments, we will need a true demonstration of personal and team best.

Q: How will these changes affect MTA promotions and provisioning?

A: No affect on promotions; Will be an affect on provisioning during cutover - details to follow. (The first cutover that contains actual customers will not happen until June.)

Michelle Pezley 06/22/98 10:35 AM

Job Title: Employee Comm. Coordinator Office Phone #: 817-258-1526 Handset #: 817-909-4225

To: Lowell McAdam/HQ/PCS PrimeCo@PCS PrimeCo, Russell Wiseman/HQ/PCS PrimeCo@PCS PrimeCo, Jim Myckleby/HQ/PCS PrimeCo@PCS PrimeCo, Nancy Hemmenway/HQ/PCS PrimeCo@PCS PrimeCo, Mark Gunning/HQ/PCS PrimeCo@PCS PrimeCo, George Tenney/HQ/PCS PrimeCo@PCS PrimeCo, Richard Conrad/HQ/PCS PrimeCo@PCS PrimeCo, Bob Young/HQ/PCS PrimeCo@PCS PrimeCo, Limond Grindstaff/HQ/PCS PrimeCo@PCS PrimeCo, Karen Little/Jacksonville/PCS PrimeCo@PCS PrimeCo, Bob Johnson/North Texas/PCS PrimeCo@PCS PrimeCo, Roy Chestnutt/Chicago/PCS PrimeCo@PCS PrimeCo, Joe Woods/Milwaukee/PCS PrimeCo@PCS PrimeCo, Mary Vinson/Honolulu/PCS PrimeCo@PCS PrimeCo, Jim Grady/Richmond/PCS PrimeCo@PCS PrimeCo, Fred Fonseca/Houston/PCS PrimeCo@PCS PrimeCo, Ed DeLong/South Central Texas/PCS PrimeCo@PCS PrimeCo, Sharon Marrow/Mid-Gulf States/PCS PrimeCo@PCS PrimeCo, Tom Marler/Tampa/PCS PrimeCo@PCS PrimeCo
cc: Communication Council, Jacquie Amacher/Chicago/PCS PrimeCo@PCS PrimeCo, Bill D'Agostino/HQ/PCS PrimeCo@PCS PrimeCo
Subject: Rolling Thunder -- Employee Communications

In early May, I gave each of you a copy of the detailed employee communication plan designed to keep employees informed of the progress of the Rolling Thunder project. Attached to this plan were four documents to help you prepare for discussions with your employees. I recommend you review these documents (another copy is attached below) and continue discussions with your employees. While PrimeCo remains on plan for achieving our goals, employees continue to have questions. The only changes to the original documents are some dates. Here is the most current information.



Recommended Timing of MTA commun

Also, I am working on a progress update for all employees. I expect that to be in the July 1st edition of In the Air.

Thanks for your help. If you have any questions, please contact me at 817-258-1526. Also, if you are in a Motorola market, I will be contacting you later about specific communications for your employees.

----- Forwarded by Michelle Pezley/HQ/PCS PrimeCo on 06/22/98 10:12 AM -----

Michelle Pezley 05/14/98 09:40 AM

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rolling thunder schedul



Lucent Q&A.d

Employee Communications 06/23/98 08:18 AM

To: Corp HQ, CCC Westlake, Inside Sales Westlake
cc:
Subject: We're working hard to make a good thing better.

As you probably know, PrimeCo is investing nearly a half-billion dollars in network enhancements this year. While every effort is being made to minimize service disruptions, we have designed a proactive customer communications plan to update customers. As part of this plan, this week, the North Texas customers will be receiving a postcard containing the following message:

"Have we got a message for you!

PrimeCo's investment is your return! \$500 million in network enhancements is about to bring you increased reliability and great new innovative wireless services.

In addition to enjoying improvements in current service, you'll be able to use your PrimeCo phone to check how many minutes you've used or how many you have left. You'll have advanced callback features so you can return calls without dialing. And you'll be able to access the Internet through your phone to check the weather forecast, scan movie listings, or send and receive an E-mail message.

We'll be sending you more information shortly. Meanwhile, please note that over the next few weeks, most of the network enhancement work will be conducted before dawn for your convenience. However, you may experience some minor service and feature fluctuation, and we want to thank you in advance for your patience. Please call 1-800-868-2700 if you have any questions or concerns."

As always, if you have any questions, please talk with your supervisor.