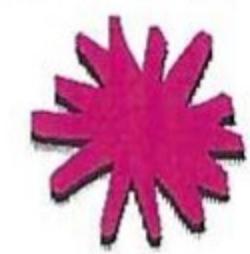


# In the Air

May 1  
1998

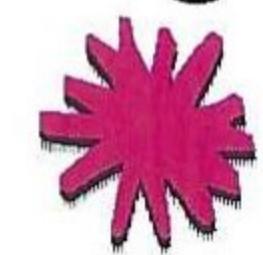
## Why We Must Start “Walking the Talk”

We say we are committed to Service Excellence. But, too often our actions don't match our rhetoric. For details, please click here.



## Rolling Thunder Starts in Central IL

Once again, PrimeCo finds itself producing results in record setting time. Just six weeks after signing an agreement with Lucent Technologies, we are “turning up” our first enhanced network. Click here for details.



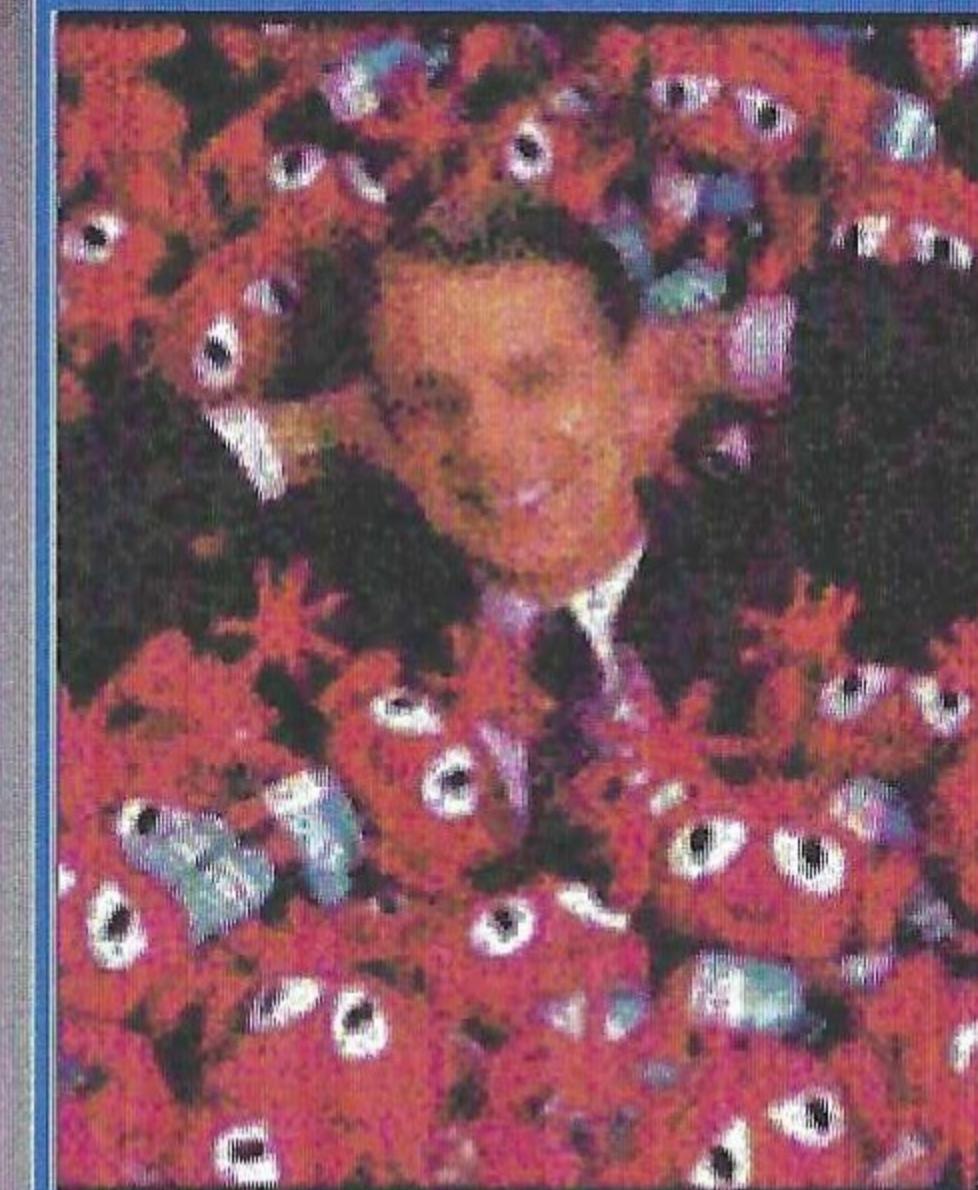
## PrimeCo's 1st Quarter Results Released

PrimeCo added more than 120,000 new customers during the first quarter of '98. That's almost as many new subscribers as we added during the busy holiday season. For the story, please click here.



*Make the  
connection!*

*Click on any  
subject bar  
and tune in to  
the wide world  
of PrimeCo.*



Lowell McAdam is tickled pink. Click on “Initiatives” to learn why.

- Marketplace
- People
- The Edge
- Initiatives
- V.R.P.
- Newsstand
- Archives

**Serendipity Central**

## Providing Easy Access to the Information You Want

04/01/98

**Curious about PrimeCo's new products and services? Interested in big news from the wireless industry? Want to learn from others' successes? If so, this new and improved version of *In the Air* may be just what the doctor ordered.**

Welcome! Beginning today, our new format promises to be more user friendly and contain more of the kinds of information you want and need. In addition to this story and the other two lead articles on the navigator page, you'll also want to click on the following "subject bars" displayed there:

- **Marketplace** -- a preview of new PrimeCo products, major sponsorships, and pricing along with updates on wireless industry trends and issues.

- **People** -- employee recognition, rewards, policies, practices and reminders on issues that impact employees
- **The Edge** -- success stories that others can learn from and implement
- **Initiatives** -- progress toward achieving 1998 Key Initiatives
- **VRP** -- reinforcements of our core values, strategy, mission, key initiatives strategic goals, KPIs, etc.
- **Newsstand** -- currently on your reading rack: newsletters from the Safety Group and Regulatory Department.
- **Archives** -- past editions of *In the Air* and *Hot News* stored for your easy reference.

- **Serendipity Central** -- A highly eclectic section intended to add a bit of enjoyment, fun, and humor to your workday. You'll never know what to expect from this area.

We hope you enjoy this inaugural edition of the "new-look" *In the Air* and will drop us a note via e-mail with your reactions, ideas and suggestions. If you'd like to have an article published in *In the Air*, please let us hear from you. We're constantly on the prowl for news and information from every corner of the PrimeCo organization. Our Lotus Notes address is:

**Employee Communications**

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The layout of each page is designed to fit the computer screen.

**ON OUR MINDS . . .**  
**"Walking the Talk" For Service Excellence**  
05/01/98

*Editor's note: "On Our Minds . . ." is a monthly column in which PrimeCo President Lowell McAdam offers his perspective on key concerns and issues affecting the company.*

**"Pursue excellence as defined by stakeholder requirements. Be determined to exceed customer expectations at every opportunity. Be committed to do it right and/or better every time."**

**That's how we describe our commitment to our core value of Service Excellence. In our core values survey, all of us said the values are great, but we need to do a better job "walking the talk." We have a great opportunity to "walk the talk" around service excellence. If we don't, we will loose**

**customers, loose money and damage our reputation in the marketplace.**

**Let me give you a very specific example of not walking the talk. We are finding that far too many customers who call to report legitimate problems such as dropped calls or billing issues, end up dropping PrimeCo service altogether because of the way they are treated. Every day I respond to letters and calls from customers saying they have called PrimeCo numerous times but nothing was done to solve their problem. Obviously, they deserve better and we must do better.**

**The way we handle a customer complaint speaks volumes about the kind of company we are. It can either show the lengths we will go to delight a customer or it can reveal our indifference and lack of commitment. Research proves that resolving a customer's problem the first time they report it leaves a stronger image in a customer's mind than if they had never had the problem in the first place. We want that strong, positive image so the customer continues to use our service and tells his family and friends about us.**

**(click 'Next Page' icon)**

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05/01/98

<p>To begin "walking the talk," we need to start practicing what I call "First Contact Resolution." This means the PrimeCo employee who first talks with a customer has the obligation to take responsibility for resolving the problem and staying with the problem until it is resolved. He does not hand it off to someone else or say "_____ will call you back." (That course of action has no place in the service culture we're building at PrimeCo.) Instead, the employee needs to take ownership of the problem by listening to the customer and trying to solve the problem immediately -- and personally! If the issue can't be resolved, he promises to work the issue off line and call back at a designated time. If</p>	<p>the problem isn't resolved by the appointed call-back time, he calls back anyway to provide a status report. That typically includes an apology, an explanation of what's being done and a promise to call back with an update the next day. This process continues until the issue is resolved.</p> <p>I get many positive letters and calls from customers when our employees follow this process. I urge every PrimeCo employee to get comfortable with the concept of First Contact Resolution. It's the only way we will be handling customer complaints in the future and it promises to pay big dividends in terms of reduced churn rate and increased customer satisfaction. It will eliminate the outlandish</p>	<p>burden we too often place on our customers by forcing them to call us numerous times and re-explaining the problem over and over again. And, it will decrease the number of calls our Customer Care consultants (and I) receive every day.</p> <p>I ask all employees – both customer facing and support – to begin practicing "First Contact Resolution" today. The benefits are clear. The demand is evident. Let's put actions behind our words. And all of us "walk the talk."</p>
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## **Rolling Thunder Starts in Central Illinois**

**05/01/98**

<p><b>Once again, PrimeCo finds itself producing results in record setting time. This weekend, just six weeks after signing an agreement with Lucent Technologies to supply equipment and services for the next phase of our network development, we are "turning up" our first enhanced network. This installation in Central Illinois is one of a series of network developments planned under the "Rolling Thunder" initiative.</b></p> <p><b>"Being able to launch the first of several network enhancements this quickly is remarkable," said Limond Grindstaff, vice president of engineering and operations. "This is a true credit to the numerous people who demonstrated personal and team best to make this</b></p>	<p><b>initiative a success. But our outstanding accomplishments cannot stop when we reach this first milestone. Rather, we have a very aggressive schedule which we must meet in order to complete our network development."</b></p> <p><b>The Central Illinois' network upgrade did not impact any customers. Thus, the implementation team plans to use key learnings from this event to help minimize the impact on customers during future network upgrades. Also, a cross-functional team is finalizing plans to inform and protect impacted customers. They are preparing a series of communications for customers to receive shortly before any work begins on anything which may cause an occasional fluctuation in service</b></p>	<p><b>or feature use begins and once it is completed. These communications are designed to: help hold churn rates steady during the transition and improve them over the long haul, minimize call volume to Customer Care during the transition, enhance PrimeCo's relationship with customers, reinforce our PrimeCo's reputation for innovation and integrity through up-front and honest communication. An employee communications plan is being developed that mirrors the customer communications.</b></p>
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## **Parent Companies Announce PrimeCo's 1st Quarter Results**

**05/01/98**

<p>According to results released last week by AirTouch and Bell Atlantic, PrimeCo added more than 120,000 new customers during the first quarter of this year. That's almost as many new subscribers as we added during the busy holiday season and brings the total number of subscribers to more than a half million. As a result, PrimeCo is now believed to be the second largest PCS/wireless (1900 MHz) carrier in the industry -- second only to Sprint.</p> <p>The partners also announced that PrimeCo's total revenues for the quarter were over \$100 million, more than quadruple the revenues of first quarter 1997. They also reported that our network now covers more than 36 million POPs and 28 cities</p>	<p>and average monthly revenue per subscriber was \$60.</p> <p>Several related factors account for PrimeCo's solid growth trends. There are lots of things behind our stellar growth. We have a simple pricing strategy – small, medium, large, extra-large and jumbo. Customers appreciate that simplicity. We also provide a quality product. We're proving there's lots of room in the marketplace for a premier regional service. There's not another PCS carrier that offers better service or coverage. By providing high quality at affordable prices, PrimeCo also enjoys the reputation of being a great value.</p>	
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