

1. Who are the stakeholders in this case?

The stakeholders in this case include Tri-State Telephone, its customers, state regulators, Consumer Federation of America, Congress of Consumer Organizations, Federal Communications Commission, Department of Justice, Judge Harold Greene, and the elderly who depend on phone service as their lifeline.

2. Which stakeholders are most important?

The most important stakeholders are Tri-State's customers and the regulators who can approve or reject the company's rate request.

3. What are the critical trends in Tri-State's environment?

The critical trends in Tri-State's environment include:

- \*The impact of AT&T divestiture on the telecommunication industry and long-distance pricing
- \*The involvement of consumer groups and regulatory bodies in the telecommunication industry
- \*Rapidly advancing technology, including the growth of cellular phones and digital technology
- \*The pressure to keep up with the state of the art while maintaining profitability
- \*The current debate over deregulation of the industry.

4. Why do you think Tri-State's customers are so upset?

Tri-State's customers are upset because the company's proposed new pricing system would charge them based on their usage rather than a monthly flat fee, meaning that those who use the phone frequently (such as real estate agents) would pay more. This proposal goes against the established expectation of a flat fee for local telephone services, leading to customer frustration.

5. What should Godwin do?

Godwin should consider the interests and concerns of his customers and the regulators, as well as the long-term impact of any decisions made. He should aim to find a solution that balances the need for profitability with the well-being of his customers. Godwin should also communicate transparently and effectively with the customers and the regulators to address their concerns and arrive at a mutually acceptable solution.