

BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI

In the Matter of Southwestern Bell	§	
Telephone Company, d/b/a AT&T	§	
Missouri's Application for Waiver	§	Case No. IE-2009-0357
of the General Distribution	§	
Requirement of White Pages	§	
Directories Under	§	
4 CSR 240-32.050(4)(B)	§	

**DIRECT TESTIMONY OF
BILLY WILDONER ON BEHALF OF
COMMUNICATIONS WORKERS OF AMERICA**

June 4, 2009

1 **Q. Please state your name, title, business address, and summarize your work**
2 **history?**

3 **A.**My name is Billy Wildoner, Jr. I am a Staff Representative of the
4 Communications Workers of America (CWA) District 6. My business address is
5 10733 Sunset Office Dr., Sunset Hills, MO. I have been a CWA Representative
6 for 18 years. I hired on with S.W. Bell Telephone in December 1968 as a
7 Frameman. I also worked in Installation and Installation/Repair, and then as a
8 Lineman. I have served as a Steward, Chief Steward, Vice-President, and
9 President of Local 6402. I served as Local President from 1986 until May 1991 at
10 which time I was promoted to CWA Representative.

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12 **Q. What is CWA District 6, and what are your job responsibilities?**

13 **A.**CWA is a labor organization representing 700,000 employees nationwide in
14 telecommunications, airlines, manufacturing, broadcasting, health care, local
15 government, higher education, and other sectors. CWA is administered through
16 regional districts, with an elected Vice President as the top officer of each
17 regional district. CWA District 6 includes Missouri, Texas, Kansas, Arkansas, and
18 Oklahoma. As Staff Representative, I have primary responsibility for Nine (9)
19 Local Unions in the state of Missouri. I work with Seven (7) different labor
20 contracts. I handle contract grievances, mediations, and arbitrations. I also work
21 on organizing and political activities.

22

23 **Q. Who does CWA represent in the State of Missouri?**

1 **A.** The Communications Workers of America (CWA) represents approximately
2 8,000 employees in Missouri, including about 5,000 who work for AT&T. At
3 AT&T, CWA represents technicians, customer service representatives, operators,
4 maintenance administrators, engineering assistants, clerks, and other job titles.
5 CWA-represented employees have the frontline contact with AT&T's business
6 and residential consumers. CWA members respond to customer requests for new
7 service, billing inquiries, and calls for repair.

8

9 **Q. Which Bargaining unit titles work with AT&T's Residential White Pages?**

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11 **A.** There are Three (3) principle bargaining unit job titles that perform work
12 associated with AT&T Residential White Pages. The titles are: (1) Directory
13 Composer, (2) Service Representative, and (3) Clerical. These employees take
14 orders for directories, compile address lists, edit and confirm information as well
15 as offer clerical support.

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20 **Q. What is the purpose of your testimony?**

21 **A.** The purpose of my testimony is to show that AT&T's proposal to change the
22 production and delivery of AT&T Residential White Pages will cause consumers
23 to lose a valuable resource. The evidence overwhelmingly demonstrates that

1 consumers rely on Residential White Pages to find information, including names,
2 addresses, and telephone numbers. Consumers will continue to expect to rely on
3 the Residential White Pages even though there may be other options available to
4 find information because nothing can replace the convenience and functionality of
5 a printed directory.

6
7 My testimony will focus on the negative consequences resulting from the change
8 AT&T is seeking in the production and delivery of Residential White Pages.

9
10 My testimony will offer evidence that the Commission should consider and assist
11 it in its decision to deny AT&T's request for a waiver to change to the production
12 and delivery of Residential White Pages in Missouri.

13
14 **Q. Please summarize the major points in your testimony.**

15 **A.** If AT&T is granted the waiver it seeks, consumers will lose a valuable resource
16 for information that cannot be replaced by any other means. If AT&T is granted
17 the waiver it seeks, consumers will have to pay for the information that they
18 currently receive at no cost. AT&T's proposed change would not provide quality
19 and efficient service to consumers who currently rely on the printed Residential
20 White Pages. Missouri consumers will be at a marked disadvantage when
21 compared with other states' consumers who have access to printed directories.
22 Furthermore, AT&T's revenue focused decision will increase the cost for
23 Missouri consumers.

1 AT&T is seeking this waiver so that it can generate revenue by requiring
2 consumers to purchase Internet broadband and directory assistance services
3 instead of providing the cost-free printed directory. This revenue focused
4 business decision will hurt Missouri consumers and leave consumers with fewer
5 options in the future. If AT&T is granted the waiver it seeks AT&T will generate
6 a lot of revenue but it has made no assurance to keep jobs in Missouri or better the
7 efficiency of services it provides consumers. If AT&T is granted the waiver it
8 seeks, CWA members will lose their jobs because the work associated with the
9 Residential White pages will disappear. AT&T has vowed to use
10 vendors/contractors to perform any remaining substantive work associated with
11 the Residential White Pages. This fact will cause a loss of jobs in Missouri
12 because these vendor/contractors may be located in other states or other nations.
13 The vendors/contractors AT&T intends to use to support the 1-800 telephone line
14 will not offer the same quality customer service that CWA members are required
15 to provide Missouri consumers.
16 CWA members, and not the vendors/contractors, will have to answer to the
17 unwelcome changes associated with AT&T's request for a waiver to the
18 production and delivery of the Residential White Pages.

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21 **Q. How did you obtain the evidence that you provide in your testimony?**

22 **A.** In the past weeks, CWA reached out to CWA-represented employees of AT&T
23 ("CWA members") to learn their views on the utility of the Residential White

1 Pages, quality of service, customer complaints, and any issues that they will face
2 if AT&T discontinues the usual publication and delivery of the Residential White
3 Pages.

4
5 Because the employees that CWA represents perform the day-to-day tasks in
6 AT&T's operations, they are uniquely qualified to offer insight into the condition
7 and the services that AT&T provides to consumers. CWA members listen and
8 talk to the consumer everyday. CWA members hear the compliments, complaints
9 and concerns from consumers. CWA heard from employees throughout the state
10 and district. I report the findings in this testimony.

11
12 **Q. Please explain why CWA's members are concerned about the quality of**
13 **service provided for by AT&T?**
14

15 **A.** CWA members have always taken great pride in their craft and have worked hard
16 to get the job done providing first-rate customer service. CWA members built this
17 Company and they understand what consumers expect with regard to customer
18 service and product. CWA members deal with consumers on daily basis. Based
19 on the reports from our members, there is a great concern that if AT&T is granted
20 the waiver it wants, employees will have to face the ire of the consumers who do
21 not receive a copy of the Residential White Pages. CWA members do not
22 believe that the options that AT&T claims will address this issue are sufficient to
23 guarantee the efficient delivery of the Residential White Pages or the same quality
24 of service Missouri consumers have come to expect from AT&T. The fact that

1 AT&T has chosen to use contractors/vendors to manage and handle the 800-
2 number will cause great frustration for all parties because the contractors/vendors
3 do not offer the quality of customer service that CWA members are expected to
4 provide. CWA members' jobs are dependant on providing quality customer
5 service.

6 If consumers do not receive a copy of the Residential White Pages, as is the
7 practice, CWA members will have the burden to explain the change to consumers
8 and justify the deficiency in customer service. If a consumer does not receive a
9 copy of the Residential White Pages, he/she will likely either approach CWA
10 members (Outside Technician or Service Representatives) to complain. The
11 nameless, faceless vendors/contractors will not have to deal with any customer
12 complaint. It appears that AT&T wants to abandon the noble tradition of quality
13 service and instead focus on revenue creation.

14
15 In addition, CWA members have concerns that without guarantees from AT&T,
16 its proposed changes will cause layoffs in Missouri and a shift in the work from
17 Missouri in favor of other states or other nations. CWA members are also
18 concerned about the quality of customer service a consumer would receive if
19 consumers have to deal with indifferent contractors/vendors that have no stake in
20 this Company and take no pride in provided quality customer service.

1 **Q. What will be the impact on a consumer if the consumer cannot afford**
2 **broadband access or the cost of directory assistance?**

3 **A.** Since most consumers in Missouri continue to rely on Residential White Pages
4 for information, the change that AT&T requests will negatively impact all
5 consumers but especially the elderly, disabled, and consumers on fixed incomes-
6 the most vulnerable consumers in Missouri. For the most part, the elderly either
7 do not own a computer or know how to operate one. The on-line and directory
8 assistance options that AT&T claims would addresses consumers' concerns do
9 not take into account the reality of the circumstances of the elderly and consumers
10 on fixed incomes.

11 The consumers who cannot afford the new cost of accessing information currently
12 found in the Residential White Pages will become an uninformed sub-class of
13 citizens and consumers.

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18 **Q. Why are CWA's members concerned with consumers not receiving a**
19 **Residential White Pages Directory?**

20 **A.** CWA members are residents of Missouri and are also consumers in this state.
21 CWA members do not believe that online searches and directory assistance offer
22 the same quality of information that can be found in a printed directory.

23

1 CWA members take pride in providing quality customer service and part of that
2 quality is the free access to printed directories. CWA members are concerned
3 with the quality of customer service consumers would receive if they call the 1-
4 800 number to order a copy of the Residential White Pages or ask to speak with a
5 vendor/contractor whose job performance is not evaluated on providing quality
6 customer service.
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9 **Q. What impact will AT&T's proposed change to the production and delivery of**
10 **Residential White Pages have on bargaining unit employees' future**
11 **employment with AT&T?**

12 **A.** CWA members' jobs are at stake if AT&T is granted this waiver because the
13 work being performed by CWA members would be lost. A portion of CWA
14 members' work with AT&T includes the selling of advertising in the Residential
15 White Pages. This work will be lost because businesses will no longer want to
16 advertise in a directory that is only going to be distributed to those who call in to
17 request the directory. CWA members are also very concerned about losing
18 work to vendors/contractors. Furthermore, CWA is alarmed that AT&T has not
19 made any guarantees about protecting jobs for Missouri residents.
20

21 **Q. How much money will AT&T see in revenue increase if this waiver is**
22 **granted?**

1 **A.** At this time it is unclear how much AT&T will see in increased revenue but
2 according to its own figures, the projected savings in the reduction of printing and
3 delivery would be enormous. Moreover, AT&T would see an increase in the
4 revenue in the sale of broadband Internet and directory assistance services.
5

6 **Q.** **Has AT&T indicated to CWA that it intends to use the increase in revenue to**
7 **safeguard jobs in Missouri?**

8 **A.** No. AT&T has not made any promises or guarantees about safeguarding jobs in
9 Missouri.
10

11 **Q.** **Has AT&T indicated to CWA that it intends to use the increase in revenue to**
12 **benefit the employees of AT&T in Missouri?**

13 **A.** No, in fact AT&T has indicated the opposite. During the on-going collective
14 bargaining process, AT&T has expressed to CWA that it wants CWA members to
15 pay for more of the cost of medical health care costs and benefits.
16

17 **Q.** **Has AT&T indicated to CWA that it intends to use the increase in revenue it**
18 **will generate to improve customer service in Missouri?**

19 **A.** No.
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21 **Q.** **Does CWA support AT&T's request for a waiver to reduce the publication**
22 **and delivery of the Residential White Pages in Missouri?**

23 **A.** No.

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