



*OPERATOR,
MAY I HELP
YOU?*

REQUEST

**THE HUMAN
TOUCH**

**QUALITY TELEPHONE
SERVICE
DEPENDS ON IT!**



The concern expressed by Denise Hickey is shared by thousands more telephone workers across Canada.

There is a growing awareness among the people who work in the industry that computers are replacing operators and as a result, the quality of service is being reduced.

Historically telephone work has been a source of relatively stable employment. Technological change is eroding both existing and future job opportunities.




WHY THE HUMAN TOUCH?

Technological change is not necessarily the same thing as progress. We are not opposed to changes which enhance working lives and are designed to maintain affordable, high quality service. The Communications and Electrical Workers of Canada (CWC) is playing a major role in the ongoing struggle to maintain this kind of service from both the negative forces of technological changes and deregulation. We oppose change designed to take away the human aspects of work. The increasing reliance on technology and computers at the expense of people is one of the factors causing a deteriorating telephone service for all Canadians. "The Human Touch" is our term for people-oriented service. We all have to insist that the telephone service we pay for provides the option of communicating with real people - The Human Touch" .



YOU HAVE A CHOICE

The technology will give you Automated Billing Service (ABS), a new system in long distance, not yet implemented in all parts of the country, that replaces the operator. The system does this by using voice processing and recognition technologies for



collect calls billed to another number and credit card calls.

Your option is to dial "0" and ask the operator to place the call for you.

The technological choice in directory assistance is Voice Response (VR). It is a technology that replaces the operator with a synthesized voice. This voice with the silicon smile responds to a customer's request for a number.

Your option is to ask the operator to give you the number personally.

When you choose the Human Touch there is a real operator providing you with personal service. The operator can then respond to any special circumstance or need that may arise during the course of a call. This could range from explaining what a collect call is to a child to responding immediately to an emergency. A pre-programmed impersonal computer is not equipped to respond to these situations.



**INVEST IN
QUALITY SERVICE**

By choosing the robot on credit card calls you avoid a minimal surcharge in some parts of the country but on all other types of calls the robot costs the same as asking the operator to place the call for you.

By choosing the Human Touch there is virtually no costs and the benefits are enormous. You will receive the competent, professional service of a telephone operator and you will invest in meaningful and relatively well-paying jobs for the future.

Request the Human Touch on all operator assisted calls.

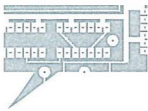
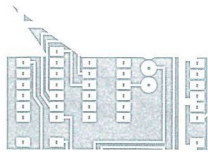
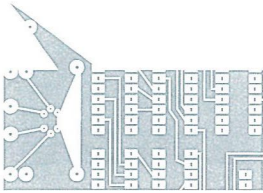
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THE HUMAN TOUCH

FOR QUALITY SERVICE

"The Human Connection is a slogan I entered in a contest at Bell Canada a short while back. The meaning of my slogan was, I thought, self explanatory. As a Directory Assistance Operator, I believe that quality service means my handling a call from beginning to end. That assures me that the customer has received the required information and is satisfied with the service provided. Although my slogan has been used throughout the Company, I believe the meaning has been lost along the way"

DENISE HICKEY
Directory Assistance Operator



**REQUEST
THE HUMAN
TOUCH**

CWC

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