



**Greg Haller**

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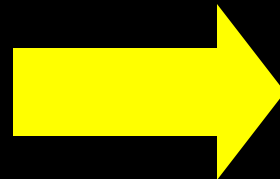
**President  
Michigan/ Indiana/Kentucky Region  
Verizon Wireless**

# Winning Customers Quickly vs. Winning Customers Forever

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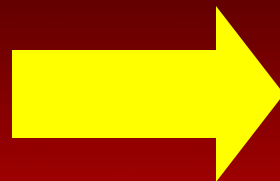


If you want to  
add customers  
**quick...**



focus on  
**price.**

If you want to  
add customers  
**forever...**



focus on  
**quality.**

# Customer Satisfaction



- Superior core product
- Strong execution at all customer touch points
- Differentiate and deliver
- Company culture



# Customer Satisfaction

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## Top Five Advertising Slogans by public vote

1. Melts in your mouth, not in your hands. (M&M's)
2. Sometimes you feel like a nut, sometimes you don't. (Almond Joy/Mounds)
3. Where's the beef? (Wendy's)
4. A mind is a terrible thing to waste. (United Negro College Fund)
- 5. Can you hear me now? (Verizon Wireless)**

( Web poll sponsored by Yahoo and *USA Today*.)



# Customer Satisfaction

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Core product is reliable...all the time.



# Customer Satisfaction

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Provide superior customer service  
at every touch point.

“It is going to be a long battle to dent Verizon Wireless’ customer satisfaction lead.” – **Strategy Analytics, August 4, 2004**

“Verizon Wireless customers remain the most satisfied with their services.” – **Wireless Week, April 13, 2004**

“Verizon Wireless successfully answered customers’ questions 87 percent of the time on the first call, while the other three companies only managed to handle between 70 percent and 73 percent of customers’ questions on the first call. – **Vocal Laboratories, January 21, 2004**

# Customer Satisfaction

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**Provide the best products and services.**

“Verizon Wireless remains the leader in wireless service with the best coverage and data technology in the business.” – **Gartner Group, July 2004**

“As far as quality goes, Verizon Wireless is as definitive a winner as you can get.” – **LAPTOP, May 2004**

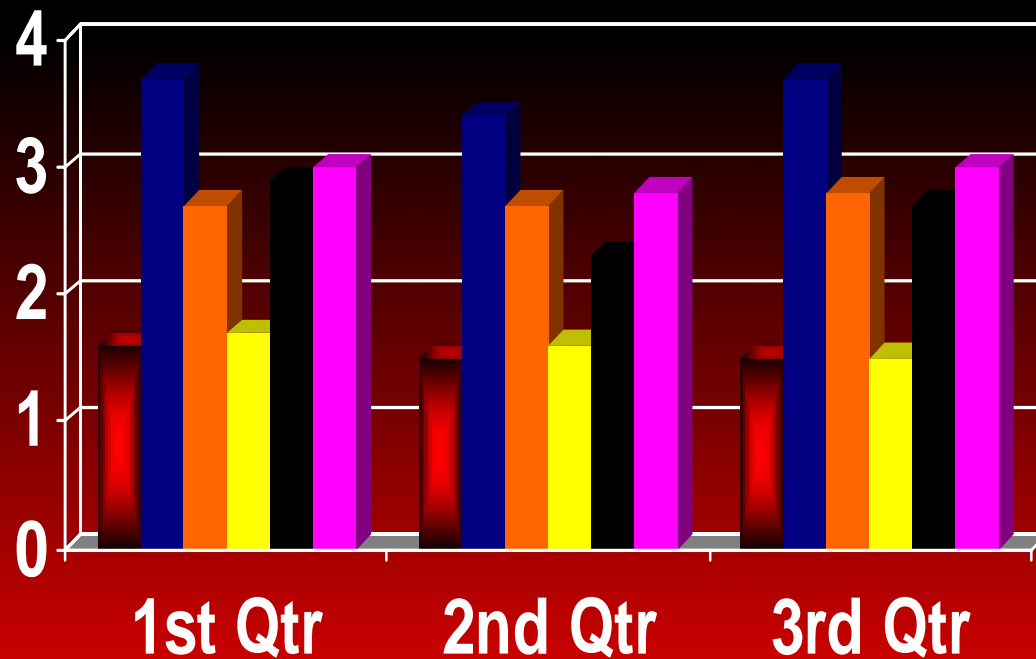
(Verizon Wireless’ BroadbandAccess service is) “a breeze” to install, as fast as a DSL connection and easily handles large files such as streaming video. – **The Wall Street Journal, April 8, 2004**

# Customer Satisfaction



## Industry-Leading Results

### 2004 Churn



- Verizon Wireless
- AT&T
- Cingular
- Nextel
- Sprint PCS
- T-Mobile

# Culture

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**“We know that bigness is not our strength,  
best is our strength.”**

**Denny Strigl, CEO, Verizon Wireless**

**“There’s always a higher gear.”**

**Lowell McAdam, Executive Vice President and COO**