

Voice of Customer

User Centered Goals

Business Objectives

<p>"I want to be able to buy a phone online for my small business." - Joe for AAA TV Repair</p>	<p>Premier shall provide a way for a small business to purchase goods & services online without committing to a contract.</p>	<p>Online B2B non-contracted small business will add 6,000 gross adds per month.</p>
<p>"I want to be able to manage my account and pay by wireless bill online." - Jane for Smith & Smith Associates</p>	<p>Premier shall provide a comprehensive online account management system that non-contracted small businesses can use to manage their accounts.</p>	<p>Premier Online Care and EBPP will provide all non-contracted small business customers the ability to register for CTN-based care accounts</p>
<p>"I want to receive discounts for having multiple lines of service." - Abe for Acme Construction</p>	<p>Premier shall educate and direct small businesses to either the non-contracted buy flow or contracted application process.</p>	<p>Internet Direct application and purchasing volume will remain consistent after deployment of non-contracted buy flow</p>
<p>"I want to be able to comparison shop on phones and service with multiple carriers." - Joe for AAA TV Repair</p>	<p>Premier shall make BMG products and pricing available to businesses — without site authentication.</p>	<p>Business Center product browse traffic will increase by X%</p>
<p>"I want to be able to purchase a plan online that will let my employees share minutes " - Jane for Smith & Smith Associates</p>	<p>Premier shall offer non-contracted small businesses the ability to purchase Family Talk plans</p>	<p>X% of gross adds will be derived from Family Talk plans</p>
<p>"I want to be able to transfer my existing personal lines to a business account" - Jane for Smith & Smith Associates</p>	<p>Premier shall provide an efficient process of allowing users to transfer existing lines to small business accounts</p>	<p>X% of line adds will be transfers from personal (consumer) accounts</p>

"My people need phones that will last. They are rough on the equipment" - Abe for Acme Construction	Premier shall provide specialized packages targeted at specific small business market sectors	X% of small business non-contracted sales are specialized pre-built packages

