

"One-to-One." Our new Person-to-Person policy to improve your phone service.

I'm Fred Rahdert, president of General Telephone of the Southeast.

I want to tell you about some very intensive work we are doing about some problems that are of great concern to us: customer relations and our employees' morale.

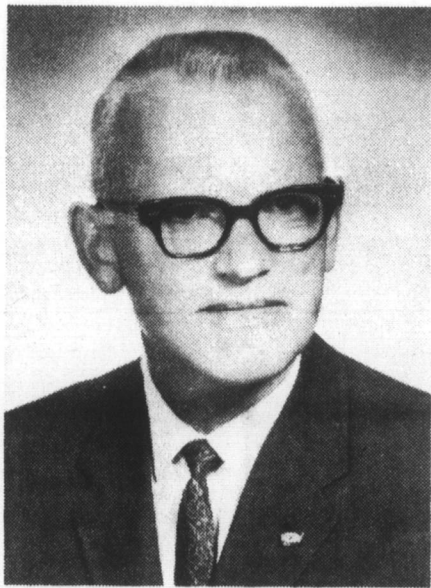
Under normal circumstances our customers and employees get along fine together.

However, because conditions are unusual, due to exceptional growth in the telephone industry, there have been some irritations arising out of service difficulties.

Fortunately, it's not a massive problem, but occasionally a bothersome one to those involved.

We have definite plans to meet this problem. For example, we will be spending \$72,000,000 this year to improve your phone service. It's a lot of money and it's going to have a great effect.

But money isn't everything; getting along with you, our customers, is equally important. We've known this all along. And all of us at General Telephone have been working hard at it. But, we felt there was something missing. An underlying philosophy that would



give unity, continuity and greater meaning to our efforts to serve you better. So, we have established what we call our "One-to-One" philosophy, to guide General Telephone people in their dealings with our customers.

It's intended to open up a direct, courteous and honest communication that will reflect our concern for our customers as individuals.

Our employees and our management, including myself, will follow this credo. And, I will see that it brings results that will benefit us all.

The next time you talk to us about a phone problem you'll see how "One-to-One" works. It's a change for the better.

And, I hope that from now on when you see "One-to-One" you'll have reason to agree with me that someone cares at General Telephone.

Sincerely,

President,
General Telephone Company of the Southeast

GTE
GENERAL TELEPHONE

The people you can talk to One-to-One.

