

A MESSAGE FROM...



THE COMMUNICATIONS WORKERS OF AMERICA

The workers at AT&T are members of the Communications Workers of America (CWA). We believe that quality service is provided by well-trained, experienced workers. We expect that the sales people who assist you today to purchase your new iPhone will try their best to make your experience a positive one, in spite of large crowds and long waits.

Recently CWA surveyed those of us who work at AT&T retail stores to see some of the problems we are dealing with and to find out how we would solve these problems, if possible. Some of the findings:

- 73% of us who responded to the survey think staff turnover is a real problem.
- 70% of us think turnover affects the quality of service we provide, since new hires and those with less experience are not as knowledgeable about AT&T's products and services.
- 63% of us have identified unrealistic sales goals as a major factor in the difficulties we face at work leading to high turnover.
- 60% of us have considered leaving in the past 6 months in part due to the stress of unrealistic sales goals.

When asked what one change in the work place would reduce the high turnover, most of us recommended fixing the sales quota system and creating a more consistent pay schedule.

In an effort to resolve these concerns, we have asked for meetings with AT&T so that we can jointly develop solutions. Although the Company has met with our representatives at a recent meeting, they would not agree to policies that we believe will help reduce turnover and job stress and lead to improved service quality.

As you visit our store today, please keep in mind that we trying to create an atmosphere in our stores that respects customers *and* respects workers, and one that will help AT&T retain highly qualified workers in order to provide better customer service. We wish AT&T shared our attitude.

***Let your sales person
or the store manager
know if you appreciate
the service you receive.***

CWA Communications
Workers of America,
AFL-CIO

The Union for the Information Age



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