

Generation Gap Panel Discussion

How are the different generations using your services...or are they?

What must you provide to attract them to your company for the first time and keep them for a lifetime?



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Our Esteemed Panelists



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Some Background History ?'s

- How old were you when you first started using the following technologies?

___landline phone

___cell phone

___computer

___internet

___e-mail

___text messaging

___DVR



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Wireless Service

- Do you own a cell phone?
- Who pays your cell phone bill? If not yourself, how long do you expect that to continue?
- Besides the mobility, what is the most important feature provided by your cell phone?
- On average, how many text messages do you send a day?
- Besides dropped calls, what do you like the least about a cell phone?
- What % of your wireless conversations are purely social?
- How many times have you talked on your cell phone while driving in the past 24 hours?



Wireless service

What would most influence your decision to change to a different cellular provider?

Rate these influential factors on a scale of 1-5.

1 being the least influence and 5 being the most influence.

- Local company now offering wireless
- More features
- Better price
- Consolidate wireless with other services like landline, internet and video
- Shorter contract period or no contract



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Landline Phone Service

- Do live in a home where there is a landline telephone available?
If yes, do you use it on a regular basis?
- What features offered on the landline phone do you like the best?
- Would you see value in a landline phones ability to send voice messages to your email address? Text or voice messages to your cell phone?
- Would you see value in a landline phone's ability to send Caller ID to a pop up display on your TV?
- If you don't presently have one, can you see a time in your life to have the need for a landline telephone? If yes, when?
- Are you using the free Google or Skype Voice Services?
- Do you see value in having a single number that can reach all of your contact numbers and email addresses?



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Landline Phone Service

Answer the following questions with one of the three:

Definitely, Maybe, Definitely Not

Would you purchase a landline phone service if it included unlimited anytime local and long distance minutes and was priced cheaper than a wireless service?

- **If you were to purchase a landline phone service would you expect it to include all of the same calling features that are included with a wireless service?**
- **Would you purchase a landline phone service that would allow you to instantly transfer calls back and forth to your cell phone?**



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The Internet

- Do you have internet access in your home? How many hours per day do you use the internet?
- Do you have a wireless network in your home and have you accessed the internet through a public wireless network in the last 30 days?
- What search engine do you use?
- Do you utilize a social networking site? If yes, which one (s) and how many times per day do you engage in activities relating to a social network?



The Internet

- Would you sign up on your Telecommunication providers Friends page or to receive Twitter messages from them? Would your telecommunications providers presence on a social networking site influence your decision to purchase something from them?
- How many e-mails do you send per week? Receive?
- Roughly how many online friends do you have that you have never met face to face?



Video

- How many hours of TV do you watch per day?
- Do you watch TV shows on your computer if so how many hours per day?
- Do you or your family subscribe to Cable TV or Satellite TV? Do you know why? Only choice, channel content, hdtv, price
- What type of programs do you watch the most? Educational, reality, sitcoms, movies, sports
- What is your favorite TV channel? Your 2 favorite shows?



Video

- **Have you used a DVR in the last 30 days? If yes, what percentage of your tv viewing is done through your DVR? Less than 50% more than 50%?**
- **Have you ever ordered a pay per view movie or event?**
- **Do you or your family subscribe to a direct mail or online movie service like Netflix or Vudu?**
- **Do you play video games? How many hours a week?**
- **How many times in the last month have you watched a video on You Tube? Have you ever put a video on You Tube?**



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Video

**Please answer the following two questions with:
Definitely, Maybe, Definitely Not**

- **If the technology was available, would you order a pizza delivery by using your TV remote?**
- **If the technology was available, would you use the television as a communication device like a telephone?**
- **If you don't already use it, would you like to have online web control for your DVR ? If you do have it how do you like it?**



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Technology

• What types of entertainment devices do you personally own? Raise your hand if you have one of the following.

- DVR
- HDTV
- Blu-Ray
- MP3
- iPod
- Video Game Device
- Satellite Radio
- Vudu or Netflix Box
- AM/FM Radio
- DVD Player
- VCR
- Cassette Player
- Record Player
- 8-Track Player



Advertising, what or whom influences your buying habits?

Rate these influential factors on a scale of 1-5.

1 being the least influence and 5 being the most influence

Friends

Parents

TV

Radio

Newspaper

Internet

Which of the above mediums if any have informed you about services provided by your telecommunications company?



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Rate the following by importance as it applies to purchasing technology

1 being the least important 5 being the most important

___ Buying from a local company

___ Ability to bundle the most services into one bill

___ Excellent customer service

___ Price



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Final ?'s

- What technology has personally had the greatest impact on your life?
- If you had the ability to improve any of today's technologies that we have talked about today which one would you work on first? and how would you improve it?
- If economic conditions forced you to give up voice, video or internet service, which would you choose? If you had to give up two which two?



Audience Questions??



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