



FASTER INTERNET ..WITHOUT.. SPOTS.

TABLE OF CONTENTS

TEAM INTRODUCTION

3

EXECUTIVE SUMMARY

4

SITUATIONAL ANALYSIS/
PROBLEM STATEMENT

5

PRIMARY RESEARCH

8

BIG IDEA

9

OBJECTIVES, STRATEGIES &
TACTICS

10

TIMELINE, BUDGET &
EVALUATION

14

APPENDIX & WORKS CITED

17

FIVE COMMUNICATIONS

PAIGE WORLEY

Account Executive

CADIE DANIEL

Creative Director

STANZZA PATTERSON

Director of Research & Strategy

KELLY BALL

Media & Promotions Director

ABBIEY AKIN

Copywriter

Our team has spent numerous, careful hours developing a plan to help Chickasaw Telecommunications Services Inc. reach new heights. We have developed many efficient ways to communicate and engage with those in the Stillwater community. We are thrilled to help CTSI reach its goals with the help of this campaign and look forward to its results.

EXECUTIVE SUMMARY

Chickasaw Telecommunications Services Inc. is one of seven sister companies, which collaborate and work together to provide a full-service agency for internet and phone customers. This timeless company has been a major telecommunications provider to Oklahomans for 106 years. Just as technology changes, the business environment has also changed in this time. Most businesses and customers rely on internet to perform basic daily functions. People want fast, reliable internet to connect their iPads, smartphones, bluetooth, laptop, printers, Google Chrome, Apple TV and various other devices for work and for fun. As the world progresses into the digital era, enjoying fun time during work hours is also becoming more mainstream. Professionals use personal social media at the office to connect to friends, family and other professionals.

So why is internet advertising all work, and no play?
This team wants to take Chickasaw Telecommunications Services Inc. to the next level by creating a new brand image to reach business owners and communicate an important message.

SITUATIONAL ANALYSIS

When it comes to campaign decisions, there are a wide variety of people with different roles that have conflicting views, and a campaign's purpose becomes riddled with different goals and objectives. Through our survey and personal interviews with the target audience, we know the customers of Chickasaw Telecommunications Services Inc. are business owners and residential customers who simply look for reliable, fast internet and phone services. The potential customers for the new fiber optics technology are business owners unhappy with their current internet provider. Eighty-four percent of respondents to the local business owner survey we conducted said faster internet is very important to them.

COMPETITORS

AT&T

A company recognized on a national level that offers a wide variety of services, including fast DSL and fiber optic options. However, full services are not available in Stillwater and dial-up may not be quick enough for average internet use.

A company recognized on a national level that provides fast, dependable fiber optic internet connections and continues to grow the already notable fiber optic network. However, internet security is available only as an add-on instead of with the subscription.

VERIZON

SUDDENLINK

A company that provides high-speed internet in a number of rural areas and has quite a few of bonus features for their consumers. However, their coverage area is fairly limited, but it is the only competitor to offer fiber optic services in the Stillwater area.

A company whose nationwide network is reliable and established, often accredited by minor providers that cannot afford their own communication. However, the charges are noticeably higher, while its speeds are poorer than any of the other big names in the business.

SPRINT

PROBLEM STATEMENT

Business owners surveyed lacked a full understanding of what Chickasaw Telecommunications Services Inc. has to offer. However, business owners communicated to us in our survey and interviews that good customer service and reliability are high priorities when looking for an internet service provider. These are strengths of Chickasaw Telecommunications Services Inc., but awareness needs to be raised in the Stillwater community to effectively sell a product.

SWOT

STRENGTHS:

- Customers of CTSI believe their customer service is excellent.
- CTSI is a recognized name in the Stillwater community.
- CTSI's status as a local company.

OPPORTUNITIES:

- Several new businesses are opening in Stillwater this year.
- The FCC classifying the Internet as a utility will allow CTSI the expand physically in Stillwater and provide new services in existing service areas.
- Potential customers in Stillwater who don't know about CTSI's excellent customer service.

WEAKNESSES:

- CTSI is not recognized for its customer service.
- Local advertising efforts are not reaching its full potential.

THREATS:

- Competitors offering lower prices for similar Internet service.
- Competitors having more brand recognition because they are national companies.

OBJECTIVES

Increase
company
awareness

Increase
fiber optics
knowledge

Build
company
reputation

GOAL

**TO INCREASE
FIBER OPTICS
SALES IN THE
STILLWATER
AREA BY 15
PERCENT.**

100
SURVEYS
TEN
INTERVIEWS
AGES
35-65
INCOME
\$50,000

WE FOUND

Our group conducted personal interviews and distributed written surveys to understand what business owners desire in internet service and their internet provider.

TARGET MARKET

The target market consists of small business owners or nonprofit decision-makers who are looking for reliable and fast internet. They are not fully satisfied with their current provider if they already have one and are open to new ideas and technology. They are in between being forward-thinkers and conservative. They appreciate quality service that new technology can bring, as well as quality customer service. It is important to them that they are able to access their providers easily in the case that the service goes out. Also, it is important to them that pricing is competitive.

CORE VALUE

Allowing businesses to operate at full potential through fast and reliable internet service.

PRIMARY RESEARCH



What do users
CONSIDER
most important?



RELIABILITY



CUSTOMER SERVICE



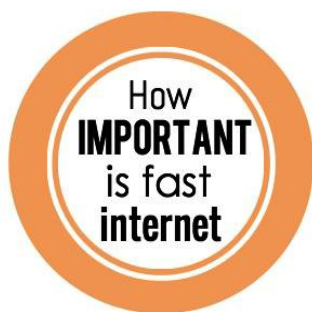
EASE OF USE

54%

of users are
unaware of their
internet speed



9 OUT OF 10 users say **INTERNET** is very important to their daily functioning.



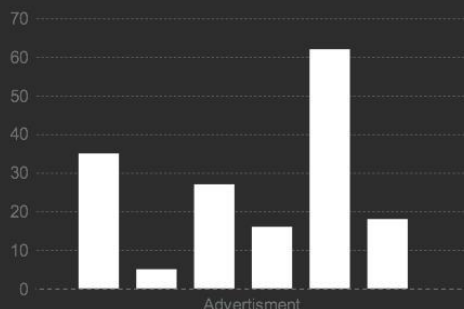
84% of users said
VERY IMPORTANT.

10 OUT OF 10

users say customer service is
very important to them.

How did
you
hear of
CTSI?

PRINT: 35%
SPONSORSHIP: 5%
BILLBOARD: 27%
ONLINE: 16%
WORD OF MOUTH: 62%
OTHER: 18%





- Business owners expressed the importance of Internet service that is fast, reliable, and “spot-less.”
- Our campaign will introduce the Chickasaw Cheetah, which will convey that the Chickasaw Internet service is as fast as a cheetah without being spotty.
- Consumers don’t want “spotty” service; to reflect the reliability of fiber optics, the Cheetah will have gradient spots signifying that the Internet is so fast the spots disappear.
- Since Chickasaw Telecommunications Services Inc. values community involvement, we want to introduce the Chickasaw Cheetah in mascot form as well.
- Chickasaw Telecommunications Services Inc. will be seen in the community, in ways that it never has before.



OBJECTIVES, STRATEGIES & TACTICS

**INCREASE
AWARENESS OF
COMPANY**

**INCREASE
KNOWLEDGE
ABOUT FIBER
OPTICS**

**BUILD
COMPANY
REPUTATION**

STRATEGY 1: CREATE AND MAINTAIN SOCIAL MEDIA

The Facebook and Twitter accounts will attract many potential customers to the website. Consumers will use #spotless for the Chickasaw Cheetah, as well as use industry relevant hashtags to include the information/technology into a broader conversation. (i.e. #fiberoptics, #tech)

INTERACTIVE SOCIAL MEDIA CAMPAIGN

Users can ask questions about fiber optics using the hashtag #spotless and tagging @ChickasawTSI. We will engage the user via Twitter to gain interest, creating promotional "Q&A" times, where an "expert" will sit at the computer for one hour once a month and anyone can submit a question via Twitter.

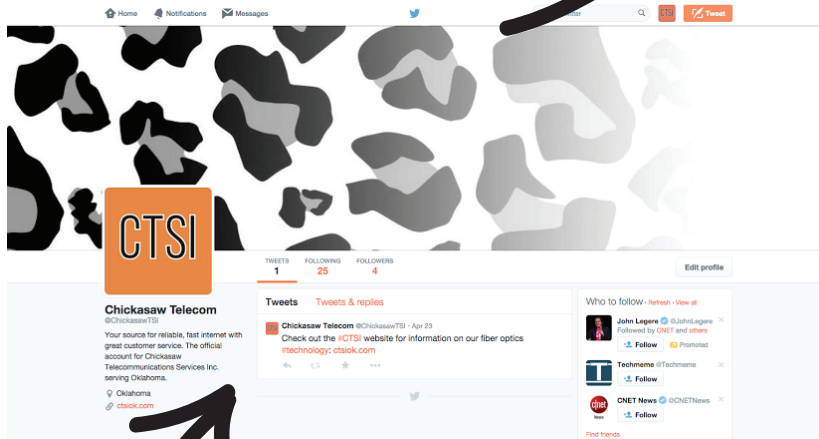
OTHER INTERACTIVE CAMPAIGNS

We will sponsor a timeout song, "Shake It Off" by Taylor Swift, during the Kansas State football game on Oct. 3 and the TCU game on Nov. 7. People in the audience will be streamed onto the jumbo screens and will "shake off" their animated spots by dancing.

#SPOTLESS

When the Chickasaw Cheetah mascot attends tailgating events at the Oct. 3 and Nov. 7 games and Lights on Stillwater the community will be encouraged to take a picture with it and tweet at @ChickasawTSI using the hashtag #spotless. The contest will be for an AppleTV or Google Chrome device, technology that needs fast, reliable internet to function at its fullest potential. In between these events CTSI will do a "caption this" contest once a week using the same hashtag, #spotless, which participants are entered to win one of the devices. The pictures to caption will be pictures of the Chickasaw Cheetah mascot doing things like answering phone calls, running on the street, etc.

Left to right: Official Twitter account for CTSI, official Facebook account for CTSI, Lamar billboard example.



STRATEGY 2: DIGITAL RADIO ADVERTISING

A 30-second digital radio advertisement educating consumers of our fiber optics option and its benefits will work to spread awareness while also increasing their knowledge on the service. They will be aired on Pandora, targeted in the Stillwater DMA. It is becoming increasingly popular as many small businesses utilize online radio in the workplace throughout the day.

CTSI RADIO SPOT BASIC SCRIPT

Character: "Yeah, I'll email you that report right away Boss! Okay, and send! What? It won't send? Ah! Our Internet's out again, it's so spotty!"

Narrator: Your Internet should work around your business, not the other way around. With Chickasaw Telecommunications Inc., you can expect fast, reliable Internet without the spots. Learn more about our fiber optic services by visiting ctsiok.com or calling (405) 533-2111

STRATEGY 3: SPONSORSHIP

Chickasaw Telecommunications Services Inc. will attend community events, chamber of commerce events or other local gatherings as a sponsor or contributor. Displaying information booths will allow consumers to better understand the benefits fiber optics can bring to their business in a relaxed, convenient and inviting way. The mascot could also be used in this situation.

"CHICKASAW CHEETAH"

When the Chickasaw Cheetah mascot attends tailgating events at the Oct. 3 and Nov. 7 games, Lights on Stillwater and BLANK, the community will be encouraged to take a picture with it and tweet at @ChickasawTSI using the hashtag #spotless. The contest will be for an AppleTV or Google Chrome device, technology that needs fast, reliable internet to function at its fullest potential.



The official mascot costume of the Chickasaw Cheetah

STRATEGY 5: DIGITAL ADVERTISING

Implementing advertisements made across digital platforms that drive heavy amounts of local traffic, including 300x300 pixel pay per day advertisements on Ocolly.com and the Stillwater Newspress website, which generate thousands of visitors daily. Local business owners look to both of these news websites for relevant information on their community.

FAST, RELIABLE INTERNET



WITHOUT THE
SPOTS.

CALL TODAY AND TALK TO A LOCAL REPRESENTATIVE
ABOUT OUR FIBER OPTICS SERVICES AT 405 533 - 2111



Chickasaw
TELECOMMUNICATIONS SERVICES, INC.

Left: Example of a print/digital ad for CTSI with clickable links to social media accounts. It will be featured as a print and digital ad in the Stillwater Newspress, as well as digital ad for the O'Colly online.

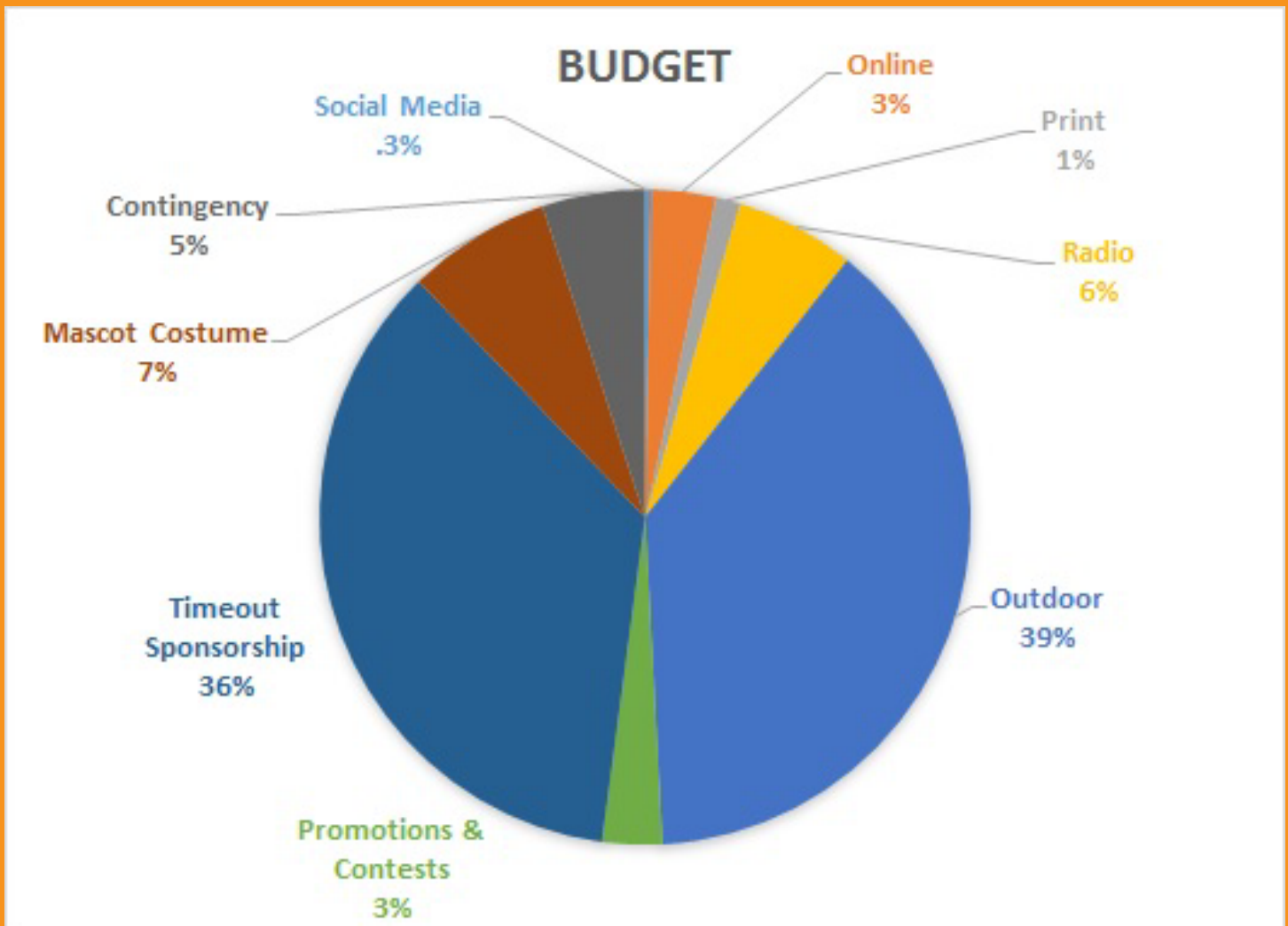
KEY ADVERTISING TERMS:

FAST. RELIABLE. SPOTLESS.

TIMELINE, BUDGET & EVALUATION

	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	COST	IMPRESSIONS
ONLINE								
O'COLLY	X	X	X	X	X	X	\$1,800	180,000
STILLWATER NEWSPRESS	X	X	X	X	X	X	\$900	60,000
PRINT								
STILLWATER NEWSPRESS	X	X	X	X	X	X	\$1,025	1,102,250
RADIO								
PANDORA	X	X	X	X			\$5,000	333,333
OUTDOOR								
LAMAR BILLBOARD	X	X	X	X	X	X	\$32,400	1,078,536
SOCIAL MEDIA								
FACEBOOK		X	X	X	X	X	\$200	5,000
TWITTER		X	X	X	X	X	\$50	2,500
PROMOTIONS								
PRIZES		X	X	X	X		\$2,500	-
SPONSORSHIP								
TIMEOUT				X	X		\$30,000	108,774
ETC								
COSTUMES							\$6,000	-
CONTINGENCY							\$4,300	-
TOTAL							\$84,175	2,871,393

BUDGET



BREAKDOWN

EVALUATION

INCREASE AWARENESS ABOUT COMPANY

- Click-thru rates and unique visitor measurements will be used to track the amount of traffic online advertisements on the O'Colly, Stillwater NewsPress and Pandora websites generated.
- The Stillwater NewsPress has a circulation of 5,879 and will be used to determine how many impressions the print advertisements received.
- Lamar estimates the billboards purchased will have earned 1,078,536 over the six month period.
- Use social media analytic software, Twitter Analytics and Facebook Insights, to see the reach of Chickasaw Telecommunication Services Inc. posts. The "reach" on Facebook posts and "impressions" on Twitter showcase the amount of people that came across a post on his or her timeline, which can quantify exposure.
- Facebook Ad Reports and Twitter Analytics Dashboard will be used to determine how many impressions the promoted social media posts earned.

INCREASE KNOWLEDGE ABOUT FIBER OPTICS

- Web traffic of the Chickasaw Telecommunications Services Inc. website, and the page about fiber optics in particular, will be monitored to determine the number of unique visitors. This information will be crucial to see how many people purposefully visited the website to learn about the fiber optic services available and generate leads.
- Radio spots on Pandora entice listeners to learn more about Chickasaw Telecommunications Services Inc.'s fiber optic services by visiting the website. The 333,333 estimated impressions earned through Pandora can be a good indicator of people learning about Chickasaw Telecommunications Services Inc.'s fiber optic services.
- Through increasing knowledge, awareness and establishing a company reputation, we hope to increase sales by 15 percent.

BUILD UPON COMPANY REPUTATION

- Determining how successful the campaign was in building upon Chickasaw Telecommunications Services Inc.'s reputation will focus more on qualitative information. This includes reading comments on social media and feedback from existing customers. The goal is for 80 percent of these types of responses to reflect positively on Chickasaw Telecommunications Services Inc.
- Promotional events, like the tailgating Chickasaw Cheetah, is a perfect opportunity to engage the community. Participation can immediately be quantified by how many users engaged in the contest, via the #spotless hashtag, following the company's social media page, or mentioning the company in a post. Using Twitter Analytics and Facebook Insights software, CTSI will analyze the campaign's return on investment. The ultimate goal of the campaign is to generate 1,000 followers on Twitter and over 500 Facebook likes in the six month period.

APPENDIX

RESEARCH INFORMATION

Primary Research No. 1 - Personal Interviews

Objective: Understanding the buying process or reasons that influence a consumer's decision regarding telecommunications is vital to a successful campaign. The goal of this research is to fully understand how and why Stillwater business owners and current customers chose their providers.

Methodology: Personal interviews will be used to obtain the objective for this research. We will contact ten different small business owners locally. We will reach out to the owners of The Reserves, Old School Bagel Café, Stillwater Summit Co., Pi Beta Phi Sorority, Dough Pokes, Wings of Hope Family Crisis Services, Geekabytes Technology Sales and Support, Blue Spruce, Carmike Cinemas and American Tunnel Wash. We conducted interviews in person at their place of business during the week of February 16-20.

Sample: Most business owners were between 30 and 55 with an income of \$55,000 or higher. These people are established and financially stable or well-off. We believe this sample is relevant because Chickasaw Telecommunications Services Inc. offers a wide variety of products including fiber optics, which is substantially higher in price. Also, internet for these businesses is vital for their operation and success.

The current customer sample will vary in ages and income in order to gain insight on the different provider preference outlooks such as price, speed, etc.

Research Instrument:

1. Who is your current internet service provider?
2. So what made you decide to chose that provider? Was there any material or resources you wish you had to help you in the selection process?
3. Is there anything in particular that you would change to improve your current plan?
4. How would you rate their customer service?
5. How important is customer service to you?
6. How much do you pay for your current plan per month?
7. What all does this include?
8. How important to you is it to make your internet or download speeds faster?
9. What is most important to you when choosing an internet provider?
10. Do you know who Chickasaw Telecommunications Services Inc. is?

Key Findings:

We found multiple key findings in the surveys we gave to different businesses in Stillwater, Oklahoma. Only two of the 10 interviewees were customers of Chickasaw Telecommunications Services Inc., the other eight of the interviewees know about the company. Four out of 10 interviewees claimed their internet service provider has bad customer service; more importantly, none of these four interviewees are Chickasaw Telecommunications Services Inc. customers. All 10 interviewees said customer service was very important to them.

Implications:

These findings tell us that Chickasaw Telecommunications Services Inc. has visibility in the community but is not known for its excellent customer service. Because all interviewees said customer service is important to them, and four said their provider had bad customer service, there's an opportunity to get some companies to transfer to another provider, such as Chickasaw Telecommunications Services Inc. If the company advertised about its customer service and reliability, there's an opportunity for it to gain a reputation that would translate into more than just being aware of the company, like eight of the interviewees are, but having their interests piqued to learn more about what Chickasaw Telecommunications Services Inc. has to offer.

Complete Findings:

Personal Interview 1

Jamie Lemon

Property Manager

The Reserves

Who is your current internet provider?

"Elauwit."

So what made you decide to choose that provider?

"The bandwidth that they can offer us at the price they were offering, as well."

Was there any material or resources you wish you had to help you in the selection process?

"Honestly, we've kind of gone by word of mouth. Other properties in the area had good experience with them, so not really."

Is there anything in particular that you would change to improve your current plan?

“We renegotiated contract with them going into 2015. They were actually able to increase our broadband and lower our bill, so at this time nothing. They did a good job.”

How would you rate their customer service?

“Out of 10, I would say probably a nine. They do a pretty good job at getting back to us and helping our residents.”

How important is customer service to you?

“Very important. We are working with them often because of the amount of residents relying on them.”

How much do you pay for your current plan per month?

“It just reduced to about \$9,000 a month.”

What all does this include?

“It’s going to be their wireless, and they can connect to Ethernet. We just increased our broadband by 5... I can’t remember what it’s called. Something really big.”

How important to you is it to make your internet or download speeds faster?

“It’s important, and that’s why we increased that broadband, and that’s what that did. What we did was monitored the usage times and what was highest and where it was getting slow. So that’s why we increased going into 2015 because we understand the majority of our residents are students and they need easy access and fast access for homework.”

What is most important to you when choosing a internet provider?

“One that does have good customer service and really just the rates and what they can offer us because we work on a budget.”

Do you know who Chickasaw Telecommunications Services Inc. is?

“No.”

Personal Interview 2

Sheila Ford

Owner

Old School Bagel Cafe

Who is your current provider?

“AT&T.”

So what made you decide to choose that provider?

“That’s about all we could get here (based on location).”

Was there any material or resources you wish you had to help you in the selection process?

“No. I just wish we had more of a choice because there’s been sometimes we haven’t been very happy with them.”

Is there anything in particular that you would change to improve your current plan?

“No.”

How would you rate their customer service?

“Sometimes hard to get through. You have to go through many steps because of it being a large corporation.”

How important is customer service to you?

“Very important. A lot of times, like if our internet goes down or something and we’re really busy we need to be able to go and talk to a human fast so it’s very important to us.”

How much do you pay for your current plan per month?

“That I’m not for sure.”

What all does this include?

“We have internet and phone service.”

How important to you is it to make your internet or download speeds faster?

“Well we need it fast for all of our systems that run through it so I mean pretty fast.”

What is most important to you when choosing a internet provider?

“Well again, we didn’t have a choice, but I would say customer service. I mean, good connections and no down time but again the customer service part of it.”

Do you know who Chickasaw Telecommunications Services Inc. is?

“I’ve heard the name. I don’t know, I think we did talk to someone there, but I think right now it’s not available here but that it might be possible in the near future.”

Personal Interview 3

Stillwater Summit Co.

Owner

Who is your current internet service provider?

“Right now we are AT&T and Verizon, those are the two that we are still using.”

So what made you decide to choose that provider?

“One of them has to do with cell phone plan, so we just kind of tacked it on with that. The other one, just uh, just had to do with pricing and we also use that one for an additional plan at not the owners house, but his mother’s house, so basically we had plans existing with those two providers so.”

Was there any material or resources you wish you had to help you in the selection process?

“Not really, we were pretty wide open with options there. It’s just the one internet service that we got, at the owners mother’s house, they were kind of limited, they could only get Verizon coverage out there, so we went ahead and doubled up and got them. And then with the AT&T one, the owner of the shop he already had it on his cell phone plan so we decided to double up here.”

Is there anything in particular that you would change to improve your current plan?

“As far as improvements? Not really. It’s just, I don’t know, all of these plans are just so expensive compared to what they were ten years ago, it’s inflation when it comes to any of these services, it’s just ridiculous. I don’t know. And in a town like Stillwater, look at utilities, look at water, electric and gas you only have one choice. And cable is limited as well.”

How would you rate their customer service?

“As good as any other service. We call them and they answer our questions. With us, being on two different providers we can flip-flop on the service that has the better connection at any given point. We really don’t ever complain about either one of them because, you know, if one of them is slow or slacking then the other one takes over and we usually don’t even know if one is doing better than the other just because that’s how it works.”

How important is customer service to you?

“Customer service? Incredibly important in anything. It doesn’t matter if its an internet provider or a regular retailer or yeah, any business should have outstanding customer service or they should not be in service.”

How much do you pay for your current plan per month?

“Too much, because we pay for two.”

What all does this include?

“AT&T includes cell phones, Verizon is strictly internet, it may also includes phones but I’m not sure about that.”

How important to you is it to make your internet or download speeds faster?

“At this point, everything is tip top shape, if they were to improve it, that’s fantastic but any improvement is welcomed but it’s not something we are hounding other internet providers trying to find something faster. “

What is most important to you when choosing a internet provider?

“We just need reliability. Reliability and a decent price, and we will pay more for something more reliable. This entire point of sale program that we use to operate the business, we cannot sell an item in this store without an internet connection. So, like last week the internet crashed here at the store for some reason, no idea why. I think the city was doing work in the alley and something happened and we were without internet for like an hour, without being able to sell anything.”

Do you know who Chickasaw Telecommunications Services Inc. is?

“Absolutely. I think the last time I used them was 2003.”

Personal Interview 4

Pi Beta Phi Sorority

Terry Roberts

House Mom

Who is your current Internet service provider?

“Suddenlink in Stillwater, Oklahoma”

So what made you decide to choose that provider?

“Well it was already here, installed, when I came to this company and uh, there aren’t many choices, there weren’t many choices then, so we just stayed with them.”

Was there any materials or resources you wish you had to help you in the selection process?

“Yes, I wish we had a guy, a technician, woman or man, that came out to show us how to work the system and what to do when problems arise.”

Is there anything in particular you would change to improve your current plan?

“Oh my gosh, yes. It’s the slowest in the history of the world. We are looking at other plans to replace it.”

How would you rate their customer service?

“We can never get ahold of them. I would say it’s about a 1.”

How important is customer service to you?

“I would say it’s about a 10, very important.”

How much do you pay for your current plan per month?

“Oh my gosh, ya know, um, it’s bundled.”

What all does that include?

“Well that includes, uh, I think it’s like 43 cable hookups in the house and I think there’s a couple of phone’s on it, ya know, house phones, and then the Internet provider. So I think it’s close to \$3,000 a month.”

How important is it to you to make your internet or download speeds faster?

“It is very important because there are 109 people who get very upset with me if it’s not working. So I would say that is probably the most important thing in this house.”

What is most important to you when choosing an Internet provider?

“Well, uh, I hope that they find one that will answer their phone. That’s our biggest problem, and won’t transfer us to India.”

Do you know who Chickasaw Telecommunications Service Inc. is?

“Yes I do.”

Personal Interview 5

Sean Bartlett

Manager

Dough Pokes

Who is your current internet service provider?

“Yeah, it’s Suddenlink.”

So what made you decide to choose that provider?

“I mean, honestly it’s one of the only providers in town, we all know that. So they pretty much have a monopoly on the town. And we have a guy that does our point-of-sale system install, and he was the one that suggested that we use Suddenlink also just because the micro system it wouldn’t have ran well off of AT&T because AT&T is kind of spotty sometimes in this area for restaurants in this area he was telling us. So, that’s why we went with Suddenlink, it was kind of his suggestion and because, you know, like I said they are really one of the only providers in town.”

Was there any material or resources you wish you had to help you in the selection process?

“No, not really, it’s kind of one of those decisions that was kind of like ‘Okay, sure,’ and we kind of made it. Yeah, it definitely wasn’t a priority.”

Is there anything in particular that you would change to improve your current plan?

“I mean it’s not something I would change about the plan but if we could get a higher or greater bandwidth or whatever so people can get not kicked off the WiFi, that will be something that would be nice. I’ve talked to them about it before but uh either they haven’t done it or, I don’t know, every time I call I get a different ridiculous excuse about it, so. I mean that would be my only thing because you know, people come in to study and stuff and get on the internet and every once in a while they get kicked off the WiFi because I think the way it works is there ‘s only so many people allowed on the WiFi in an hour long period. So even if you have a cell phone or smartphone of any kind where you know, if you set it to WiFi and you walk past a business it’ll try to connect you to our WiFi even if you aren’t trying to. So our WiFi thinks we need to connect to them, even though we really only need to connect to the people in the store. So, you know, I don’t know what that number is, let’s say it was 500 people an hour, as soon as it hits that mark then no one can get on that WiFi, but if they expanded that bandwidth then more people could get on there and that kind of thing.”

How would you rate their customer service?

“Oh jeeze, I mean, pretty poor. It’s not even there.”

How important is customer service to you?

“I mean, since that’s the business I’m in, that’s what I get paid to do, it’s pretty important. It’s frustrating when stuff doesn’t get done that you ask to get done like that. It’s pretty important.”

How much do you pay for your current plan per month?

“It’s just like a little of \$80 so it’s really not awful at all, but uhm, yeah.”

What all does this include?

“That includes internet and telephone, we don’t have any TV’s so we don’t need cable.”

How important to you is it to make your internet or download speeds faster?

“our computer that we use for office stuff is connected directly into the modem, so no problems there, but like I said earlier with the bandwidth and the WiFi that could be improved.”

What is most important to you when choosing a internet provider?

“I think that goes back to your customer service question, if Suddenlink was more customer-oriented then we would, you know, I would be a little bit more OK with some of those issues. But if they didn’t have those issues, they could have crappy customer service, you know what I mean? But it’s just, this sounds awful and I feel like I am bashing them but like, they really have got nothing going for them. Their service isn’t terribly great, and neither is their customer service. So if either one of them was decent, it would be a little bit more understanding.

Do you know who Chickasaw Telecommunications Services Inc. is?

“Yeah, I have heard of them, i think they are down on Main Street? I mean we haven't been approached by them or anything like that, and like we get a lot of people coming in here trying to steal business from other companies you know, like from the people we get flour from we get their competitors come in, and the people we get coffee from and orange juice and milk from, but nobody has tried to come in and compete with Suddenlink so.

Personal Interview 6

Marie Abraham-Robinson

Executive Director

Wings of Hope Family Crisis Services

Who is your current internet service provider?

“We currently use SuddenLink, and I believe thats who we’ve used since Wings of Hope has been opened.”

So what made you decide to choose that provider?

“Price. They offer us a really great price and have amazing customer service. I can always count on them to be polite and react to the problems we have almost instantly. Also, SuddenLink is a corporate sponsor of Wings of Hope.”

Was there any material or resources you wish you had to help you in the selection process?

“Ummm, well I know that we compared rates with other agencies, so thats always a good resource just to have access to their rates. Either by internet, brochure or communicating with a sales representative.”

Is there anything in particular that you would change to improve your current plan?

“No, because they recently did a rate assessment for us, because I wanted to make sure we were getting a good deal based on all the computers and the Internet service, as well as the phone lines that we have and they did a really good rate comparison for us and thats always a good incentive to stay with a company.”

How would you rate their customer service?

“I would say it’s very good, about a nine on a one to 10 scale. There’s always room for improvement.”

How important is customer service to you?

“Extremely important, whether they come here in person or over the phone, I expect it to be, I expect to feel like I’m their priority while they’re talking to us, because we need to have all of our phone lines working, especially because of the type of work we do here.”

How much do you pay for your current plan per month?

“Umm, I would have to look that up. I can’t remember it off the top of my head at this moment.”

What all does this include?

“Well, it includes telephone, internet and cable, so we have a bundle package.”

How important to you is it to make your internet or download speeds faster?

“Extremely important.”

What is most important to you when choosing a internet provider?

“Umm, customer service and cost.”

Do you know who Chickasaw Telecommunications Services Inc. is?

“Yes.”

Personal Interview 7

Geekabytes Technology Sales and Support Manager

Who is your current internet service provider?

“Chickasaw.”

So what made you decide to choose that provider?

“Because the owner of the business knew the man who ran Chickasaw Services a couple of years ago.”

Was there any material or resources you wish you had to help you in the selection process?

“No.”

Is there anything in particular that you would change to improve your current plan?

“Maybe newer lines down here so that we could have it a little faster. I mean we are on the fastest service we can, but we still have an awful lot of problems with it. And it’s not Chickasaw’s fault, it’s the lines down here in this part of town.”

How would you rate their customer service?

“Excellent.”

How important is customer service to you?

“Very important, because if we don’t have Internet we can’t do business.”

How much do you pay for your current plan per month?

“I think it’s around \$300 a month.”

What all does this include?

“Complete Internet service, the highest speed we can get in this area.”

How important to you is it to make your internet or download speeds faster?

“Very important because sometimes it takes a long time to download information on computers that are trying to update.”

What is most important to you when choosing a internet provider?

“Speed.”

Do you know who Chickasaw Telecommunications Services Inc. is?

“Yes, very well.”

Personal Interview 8

Kristen Bennett
Manager
Blue Spruce

Who is your current internet service provider?

“Cowboy Net.”

So what made you decide to choose that provider?

“Umm, their price.”

Was there any material or resources you wish you had to help you in the selection process?

“No?”

Is there anything in particular that you would change to improve your current plan?

“I would make our Internet faster and not so spotty, it goes in and out sometimes.”

How would you rate their customer service?

“(Laughs) Pretty poor, like a two or a three.”

How important is customer service to you?

“Very important.”

How much do you pay for your current plan per month?

“\$50 a month.”

What all does this include?

“Just WiFi.”

How important to you is it to make your internet or download speeds faster?

“Very, like I mentioned before, it’s pretty slow and spotty, so if we could improve that, it would be great.”

What is most important to you when choosing a internet provider?

“Umm, probably reliability, and Cowboy Net is not very reliable.”

Do you know who Chickasaw Telecommunications Services Inc. is?

“I do.”

Personal Interview 9

Carmike Cinemas

Corey

General Manager

Who is your current service provider?

“Earthlink.”

What made you decide to choose that provider?

“They chose it because of all the options that are included in the bundle, the internet, the phone bill system, and a higher speed connectivity.”

Was there any material or resources you wish you had to help you in the selection process?

“I wish there were pamphlets that compared their rates versus competitors.”

Is there anything in particular that you would change to improve your current plan?

“No.”

How would you rate their customer service?

“A ten out of ten.”

How important is customer service to you?

“Very important.”

How much do you pay for your current plan per month?

“Not sure.”

What all does this include?

“High-speed Internet, phone bill system, and regular phone.”

How important to you is it to make your internet or download speeds faster?

“With our Internet, we don’t necessarily need high download speeds, but its very important that everything is pretty fast moving because all of it feeds into our system. All the cash register terminals are hooked up to this computer here, so if our Internet goes down, there’s not a way for us to sells tickets and concessions.”

What is most important to you when choosing an internet provider?

“Their rates, how their customer service is, and their response times.”

Do you know who Chickasaw Telecommunications Services Inc. is?

“No.”

Personal Interview 10

American Tunnel Wash

Tony Fitch

Owner

Who is your current service provider?

“I believe it is Chickasaw.”

What made you decide to choose that provider?

“We just bought the business and that’s who they had before, so it was an easy transition. I wouldn’t use AT&T if I could keep from it.”

Was there any material or resources you wish you had to help you in the selection process?

“No.”

Is there anything in particular that you would change to improve your current plan?

“I can’t say yet, it’s only been a week and I haven’t had any issues yet.”

How would you rate their customer service?

“I don’t know because I haven’t had to contact them yet.”

How important is customer service to you?

“Very important, nine out ten in importance.”

How much do you pay for your current plan per month?

“I don’t know.”

What all does this include?

“I have phone and DSL.”

How important to you is it to make your internet or download speeds faster?

“It’s crucial for us because it processes the credit cards, so it needs to be quick so that somebody isn’t just sitting there waiting for it to process. It’s got to be pretty much instant, so it’s got to be fast.”

What is most important to you when choosing an internet provider?

“Both of those, speed and customer service.”

Do you know who Chickasaw Telecommunications Services Inc. is?

“Yes.”

Proposal No. 2 - Survey

Objective: To understand what the customer values in internet service providers

Methodology: One hundred business owners were surveyed over a one week period in late February. The team went to businesses and handed them paper surveys, then recorded responses in the SurveyMonkey created to quantify the data

Sample: Most business owners were between 30 and 55 with an income of \$55,000 or higher. We surveyed 100 business owners in Stillwater. These people are established and financially stable or well-off. We believe this sample is relevant because Chickasaw Telecommunications Services Inc. offers a wide variety of products including fiber optics, which is substantially higher in price. Also, internet for these businesses is vital for their operation and success.

Key Findings for Survey

We found multiple key findings in the surveys we gave to different businesses in Stillwater, Oklahoma. One of the most important key findings was that 26 of the 102 survey respondents had never heard of Chickasaw Telecommunications Services Inc. This is roughly 25 percent of the respondents. Approximately 62 percent of the respondents that had heard of Chickasaw Telecommunications Services Inc. had only heard of them through word-of-mouth as opposed to other forms of advertisement. Also, when ranking internet service providers in terms of quality, Chickasaw Telecommunications Services Inc. ranked third overall out of four given choices. About 17 percent of respondents ranked them as their first choice and around 27 percent of respondents ranked them as their last choice.

Survey Implications

Based on the key findings in the surveys we gave to various businesses in Stillwater, Oklahoma, Chickasaw Telecommunications Services Inc. was recognized by 26 of the 102 survey respondents. With about 25 percent respondent recognition, Chickasaw

Telecommunications Services Inc. has the opportunity to take advantage of other advertising avenues to gain more brand exposure. With about 62 percent of the respondents only hearing about Chickasaw Telecommunications Services Inc. through word-of-mouth, there is room to explore other advertising and marketing techniques that will raise awareness about the company in a more dependable way. When compared with AT&T, Suddenlink and Verizon, Chickasaw Telecommunications Services Inc. ranked third overall. This allows Chickasaw Telecommunications Services Inc. to see how they are perceived amongst competition, to ultimately help improve its company in various aspects. Twenty-seven percent of the respondents ranked Chickasaw Telecommunications Services Inc. as their last choice. This will allow Chickasaw Telecommunications Services Inc. to later research if this percentage was due to the services they provide or the lack of recognition from its target market.

Works Cited

Stillwater NewsPress: 2015 rate card

O'Colly:

http://issuu.com/theocolly/docs/rate_card_8_pages?e=12319214/8223972

Lamar Billboard: <http://www.lamar.com/OklahomaCity/InventoryBrowser>

Pandora Radio:

<https://pandora.app.box.com/s/vfsedmgw5m5rlgh7j3ww6sc8ay3u94p3>

Custom Mascot Costume: <http://www.costume-shop.com/mascot-costumes/>