

The “At Your Service” eBook

Delivering quality solutions and service
so you can focus on what matters most –
your customers.



Connect with us and modernize your network

We bring businesses and customers together

Network modernization is your key to staying on top in the digital age—connecting every device, every employee location, every data center, and every cloud so you remain flexible and ready. The technology you choose—and the team that helps you get it up and running—should be just as agile, able to understand your demands, and appreciate the value you provide to your customers.

At AT&T Business, we're continually helping businesses modernize their networks and connect with their customers just like we've done for nearly 150 years. Our networking technology is secure, reliable, and resilient, delivering smooth and seamless communication supported by consistent, high-quality service.

Serving the broad landscape of business

In recent years, companies have learned just how important it is to modernize their networks, moving away from legacy networks such as copper lines to more reliable solutions like fiber internet. This is because broadband and wireless technologies like fiber and 5G bring lower latency, faster speeds, higher bandwidth, and greater control and security—opening a world of new opportunities in a single move.

The relationships we have with our customers and the insights we bring to our solutions means you'll always benefit from the latest technology capabilities. Our solutions keep you connected, allowing you to communicate and collaborate, and protect and manage data with confidence and security in an ever-changing business landscape.

Always listening and innovating for you

AT&T Business is customer-success focused. We're always looking for ways to improve your delivery, support, and service experiences. Our goal is to understand your business and help you make smart connectivity choices. Choices that enable you to be more competitive in the market and deliver a better experience for your customers. We're here to meet your needs through our best-in-class service in technology, installation, implementation, and ongoing support.

In this eBook, we'll share how we deliver on our promise to you: to meet your expectations, respond quickly, and help drive your business forward.

The “At Your Service” eBook contents

We value our customers	4
How we deliver on our promise to you	5
Accelerating how we deliver	6
Clear and proactive processes and communication	7
Flexible service options to help keep you moving	8
Support when you need it	9
End-to-end visibility into your account	10
Managing your service with you and for you	11
An improved customer experience	12
Simplifying the management of large service accounts	13
Customer success stories	14
AT&T Business is here for you	15



#1 in Customer Satisfaction for Large Enterprise Wireline Service, **6 Years in a Row**

We value our customers

Every moment matters in business. At AT&T Business, we take these moments to heart in serving you, but also in helping you serve your customers and employees. Always listening and innovating, we've taken many steps to ensure that we are the best choice to help you make the most of these moments.



Our investment in innovation

Businesses large and small, across all industries, are digitally transforming. AT&T Business is empowering that transformation by connecting the new digital ecosystem with an integrated, on-demand network experience.

Our innovation extends to the tools we use to deliver a quality experience to our customers. Predictive analytics gives us the ability to proactively identify most problems before they have a significant impact to your business.

We listen to our customer feedback, analyze our performance, and collaborate with and adopt industry-leading platforms such as Salesforce and ServiceNow to provide comprehensive solutions for your business.

A streamlined experience

From your first contact with our teams, we make it our focus to understand your business. Our goal is to provide an effortless experience. We're committed to resolving issues quickly and effectively, so you can concentrate on your success. We get you the information you need to make the right decisions at every step, all the way through post-installation and into day-to-day operation.

Self-service tools and expert support

In today's highly connected world, we operate at the speed of your business, providing more options to connect with service and support. Through self-service tools such as EVA, our Enterprise Virtual Assistant, you can ask questions such as, "Where is my technician?" or "When will my service order be repaired?" to get updates about your service. EVA will continue to learn and improve your experience. If you need more help than EVA can provide, you'll be transferred to a live agent with all the history of your interaction with EVA.

In addition, with other tools such as Business Center and more, the answers you need are right at your fingertips. And if you feel you need more support, our team of expert advisors are available to assist.

How we deliver on our promise to you

We are committed to installing solutions right the first time, on time, at the speed of your business.



AT&T Business is committed to making sure you get your solutions as promised so you can spend more time moving your business forward and serving your customers. To deliver your solutions faster, we've made significant investments to automate and streamline the ordering, delivery, and installation of your solutions.

Keeping you informed

We use predictive data analysis and intelligence based on past trends to identify potential problems before they become issues that delay delivery of your solution. Notifications are sent to designated delivery managers who quickly take action.

In addition to automation that predicts possible order delays, your single-point-of-contact designated delivery manager is always monitoring your orders. They track your order end-to-end and proactively manage any interruption that might delay the promised delivery date. Your delivery manager also works across teams to collaborate and resolve any issues and reaches out to keep you informed so you know what's going on and why.

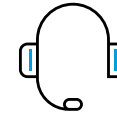
More efficient installations

Informed and knowledgeable technicians know who to work with at your business, helping to make delivery and installation of your solution fast and easy. By completing more work virtually, technicians reduce the time they need to be onsite during the installation.

As your business grows, we're right there with you to manage changes such as disconnecting your old solutions as your new solutions come online, proactively and efficiently. We also work to make sure your costs are what you expect.



Our on-time performance exceeds **87%**



Nearly **90%** of site readiness provisioning work is handled by an AT&T Business virtual technician, up from **70%** in 2022



Our on-time installation rate remains steady at **77%**

Accelerating how we deliver

We've heavily invested in advancements that improve our delivery time. Here's how it's paying off for our customers.

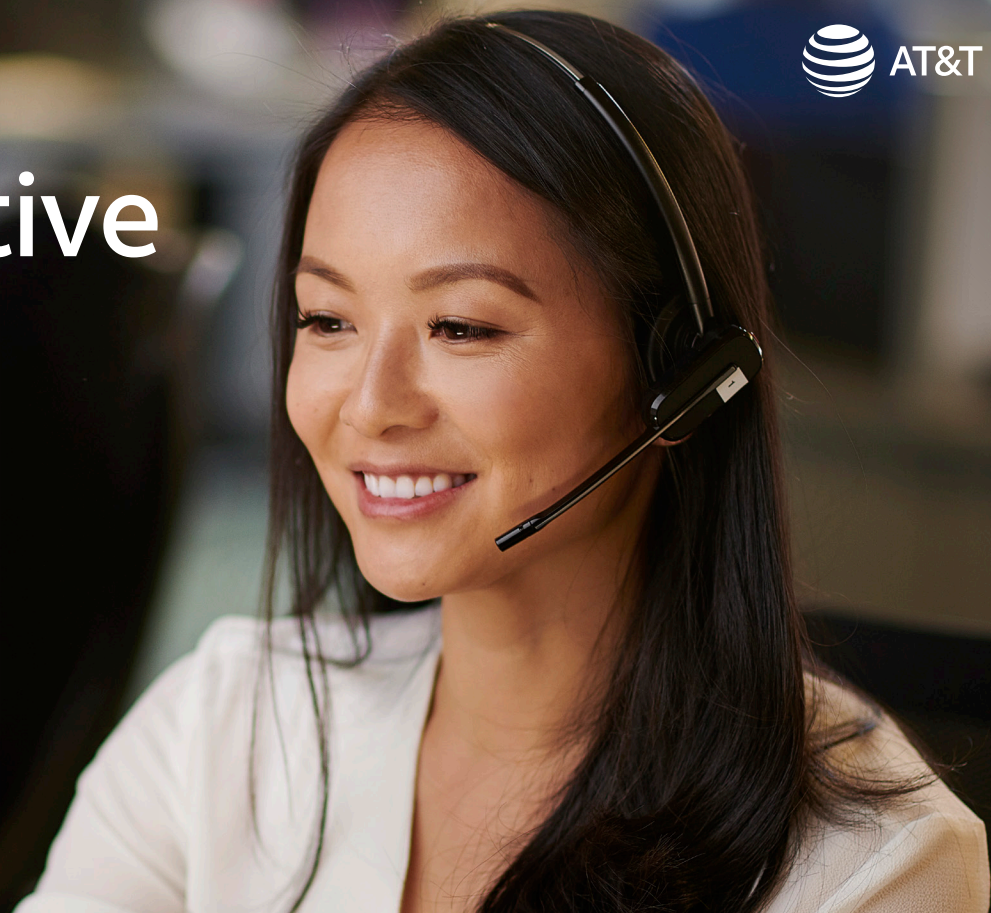


Successful branch porting

Our rep was a tremendous asset to my main branch porting project. His attention to detail and coordination of information was key to my project's success. He followed up on scheduling issues and made sure we did not run into any problems on the night of the cutovers. Our rep was on every cutover call, which provided great value when issues arose. I don't think this project would have been successful as it was without his help. In short, he was awesome and a pleasure to work with. A true asset to AT&T Business!

— Online stockbroker firm

Clear and proactive processes and communication



Streamlining communications

We ensure that everyone who interacts with your business can view your account details and history, to reduce the number of communications we send. When additional information is required, we communicate these requests concisely and clearly.

Delivery as promised

We manage processing delays by monitoring and tracking orders end-to-end. This helps us resolve issues before they impact delivery.

Process automation balanced with sales rep support

We automate processes to be efficient for you. Plus, your sales account team has additional support for your larger deals. The right person from the right team is enabled with the right information to help.

Expedite if needed

For some products, you can invest to upgrade your order priority if the time crunch is on. Our dedicated escalation managers will work to meet your expedited due date.

Your timeline is our priority

We confirm both your delivery date and technician availability together so that we can perform your install on the date you request.

More ways for support

AT&T Business offers a suite of support tools to give you more ways to resolve a question or issue. These include Business Center support, online chat, Express Ticketing, and conversations with a live agent. Our Customer Service agents are highly trained, can engage directly with engineers and manage any needed escalation, and are equipped with vendor technical information. They can perform basic triage, remotely access routers, perform connectivity testing, and resolve carrier management and local access issues.

You'll receive timely progress updates using your preferred communication method—either email, call, SMS (text), online, chat, or interactive voice response. We work to quickly resolve your problem so you can focus on your business.

Flexible self-service

We help empower you to solve issues on your end but are available if you need more help. For example, our self-service tools enable you to check on the delivery and resolution of your issue. You'll see a transparent, near-real-time status. If you have a question or change to make, your primary delivery manager is listed with your order information, so you can know exactly who to contact.

But we don't stop there. We're growing our self-service environment, working to provide you:

- Tools that give you more visibility into your network
- Capabilities to make near-real-time changes to your service and/or network
- The ability to perform testing to self-diagnose issues before submitting a ticket
- Knowledge Bases to help you fix issues you identify through self-testing

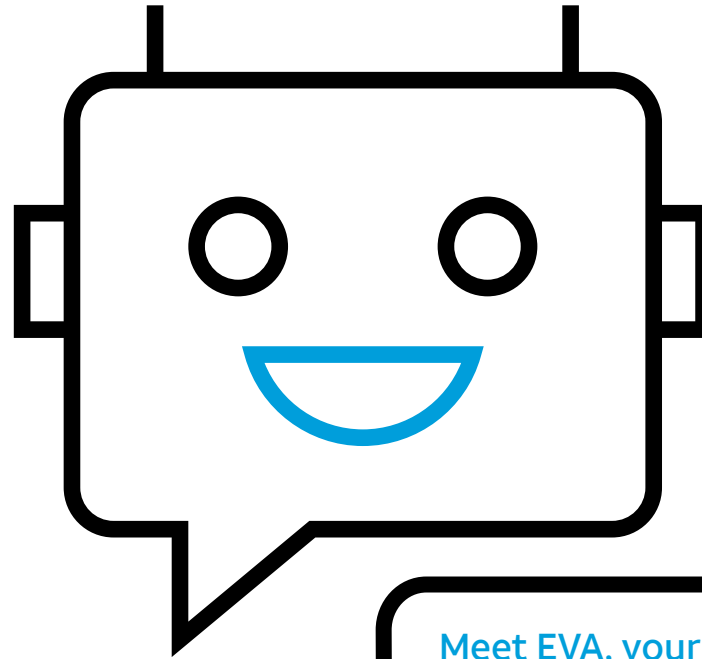
In addition, our modernized networks are designed to provide flexibility and resiliency using intelligent traffic routing to give you the agility and scalability you need to serve your customers' many needs. We also offer a built-in backup solution that enables you to have two independent connections at your location. This allows customer managed traffic and failover to travel across both connections to ensure a consistent experience.



Flexible service options to help keep your business moving

Self-service tools and expert support when needed

To serve your customers without interruption, you'll need support that's available around the clock. We have teams available 24 hours a day, 7 days a week. Expect a support team that cares about your business and is dedicated to resolving problems quickly.



Support when you need it

Flexibility is key to making sure that you have support 24/7. We want to make it easy for you to get the level of support you need with technology that is flexible and scalable to meet changing demands. Our goal is to help you simplify your technology and connectivity solutions and make them easier to manage. We're committed to delivering high-quality service and support, and bringing value to your operations through our products and expertise so you get the solutions and answers you need to drive your business forward.

Meet EVA, your Enterprise Virtual Assistant. A chatbot designed to provide real-time updates for maintenance tickets with AT&T Business.

During chats, EVA works behind the scenes to gather details on:

- Latest incident status
- Analytics for repair time estimates
- Dispatch status of technician's current location and estimated time of arrival
- Outage details and if it's part of a major incident or fiber cut
- Outstanding authorization or validation requests, and more

End-to-end visibility into your account



Powerful correlation capabilities

We understand the impact major network issues and interruptions can have on your business. Our correlation capabilities enable us to quickly identify the problem and better prioritize restoration efforts.

- We keep you informed of network issues before they affect your business. To help you stay prepared, we proactively inform you of larger network issues impacting your own service and provide status and updates through to resolution.
- We can correlate your network issues with major events, enabling us to identify and communicate the reason for an outage faster.

Resolutions from a single point of truth

Our Software as a Service (SaaS) platforms enable a robust experience for managing customer incident tickets. These platforms deliver customer data and inventory details all in one location so our teams provide the latest, most accurate information on a ticket.

Know the status of your trouble ticket

We're providing near-real-time information to you about your problem by updating your trouble tickets. We include technician comments, test and troubleshooting results, and technician dispatch information, even enabling you with the ability to find out "where's my technician" on a map.



Managing your service with you and for you

We're committed to caring for your business

Technology is complex and changes quickly. It can be difficult to know if you're making the right communication and connectivity choices. That's why AT&T Business makes you and your business our top priority.

Customer success program management

We understand larger organizations require technology solutions that offer the kind of flexibility and agility that enables them to adjust to the pace of their business. In addition to the guidance and strategic planning advice we provide, you'll feel confident knowing that we

continue to invest in the latest next-generation technology. This includes network connectivity solutions built to support the ever-increasing amount of data we use, store, and share each day. Solutions that are flexible and scalable enough to support a wide range of use cases as your business grows, adapts, and transforms.

We're also committed to helping you work quickly and efficiently by providing connectivity where your business needs it the most. As the nation's largest fiber internet provider with the largest, most reliable wireless network, our teams help you connect faster and with less effort. We're focused on keeping our business customers primed for the future as we continue to extend our fiber services through new fiber and 5G sites.

Expect our experts to...

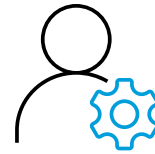
- Offer advice to help you achieve your business goals
- Use our technology and industry expertise to assist you with strategic planning
- Work with you to implement, change, and address challenges quickly
- Oversee escalated issues through resolution
- Develop and deliver service action plans
- Empower you with self-service tools for completing simple tasks
- Work across AT&T to advocate for you

Synchronizing your applications

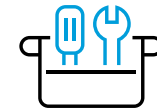
Large enterprise customers also have the option to eBond with AT&T Business. This powerful technology can exchange data between two applications. That way, our teams are able to better service your business and provide faster, more accurate support.

Our Managed Services teams are stewards of your technology and advocates for your business who are dedicated to meet your current and future business needs—staying agile today and preparing for the growth of your business.

An improved customer experience



97% **first-touch resolution** for Managed Services in 2022



Repair time for Managed Services has **decreased by 4%**, with the average repair time of **4.9 hours**

We've heavily invested in improving our delivery time. Here's how it's paying off for our customers.



Excellence in continuity

Great service! I really appreciated the continuity of service through several reps on chat and the phone. I liked that the person on chat stayed with me until my issue was fully resolved on the phone and my representative was very nice, knowledgeable, and helpful. Best customer service I have had in a long time! The AT&T Business services team has done an outstanding job of listening to our concerns and taking action to fix any issues. I've been pleased with the support.

— Global technology manufacturer

Simplifying the management of large service accounts



We hold ourselves accountable through service level agreements (SLA)

Our SaaS platforms enable us to manage one end-to-end SLA plan for your solutions to better meet your service requirements.

We want to ensure that the right measures are in place to track your service quality so you can be confident you're getting what you're paying for.

Streamlined to save you time

As we've adopted the industry-leading SaaS solution, ServiceNow, as our post-sale platform, we've consolidated roles, streamlined processes, introduced more automation, improved data quality, and enabled more self-service options—all so you can spend less time managing your solution and more time focused on your business.

Customer success stories



Cybersecurity for higher education

Challenges: To protect its networks and staff endpoints, Los Angeles Pacific University wanted to understand and address the threats to its network environment.

Results: The school identified key areas for improvement in defending against cyberthreats to its systems, networks, data, and information. It developed a stage-by-stage plan to enhance their cybersecurity.

Solution: AT&T Business performed a cybersecurity risk assessment and a network penetration test. Based on the findings, the university opted to deploy SentinelOne Endpoint Security and added a vulnerability management solution from AT&T Business.

To learn more, visit [Cyber Risk Assessment Reveals Potential Vulnerabilities \(att.com\)](#)

Connectivity for out-of-the-way places

Challenges: ZTelco's advanced digital phone system saves money and simplifies operations for customers in areas with adequate bandwidth. To provide this bandwidth, they needed to deliver robust connectivity to customers in out-of-the-way places.

Results: ZTelco was able to provide phone, text, and video conferencing technology for its customers. The ultra-fast, reliable connectivity enables optimal operations for ZTelco's customers, even those in remote locations.

Solution: AT&T Business Fiber and AT&T Switched Ethernet on Demand makes it easy to create comprehensive communications infrastructures for ZTelco clients everywhere.

To learn more, visit [AT&T Business Fiber and Switched Ethernet on Demand Solution \(att.com\)](#)



Simplifying complexities

While all carriers are subject to outages, AT&T Business provides us with an account team that manages our needs for both service and provisioning (sales) to assist us with navigating the red tape of an organization as large and complex as AT&T. While we understand we pay a premium for AT&T, we feel the provision for our account team justifies the premium because it provides us with tangible results.

- Financial institution

AT&T Business is here for you

We're committed to the growth and success of your business. Our goal is to provide you with helpful guidance, advice, and support so you meet your goals. For that to happen, you need your solutions to be delivered as promised and supported through ways that are easiest for you.

The AT&T Business team—from first contact through the life of your products, solutions, and services—is dedicated to serving your business. We don't just say it. We demonstrate our commitment in every interaction with you, every piece of feedback you give, and every moment of innovation you inspire. We, as always, are here for you.

For more resources, [visit us online](#).

To learn more about AT&T Business service and support options and benefits, contact your representative directly.