

Arch Telecom Transcription Policy

Scope: This policy applies to any verbally recorded data collected from an Arch Telecom survey. Transcription services are not available for voice mail, therefore this policy does not apply to voice mail.

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A. General

HAL: Home Affordability Line

An optional feature, transcription can be used with any configuration of SurveyPlus, including a stand-alone survey, a debit survey, Voice Broadcast with live transfer to a survey, survey that replaces Powerline voice mail, or a Powerline “option 12 HAL” survey.

While most transcription scripts include “name” and “address,” any type of data can be transcribed. To enter a zip code in a survey that includes name and address prompt, the caller enters the ZIP code using touch-tones. The survey system automatically populates the city and state based on the zip code entered. To prevent confusion on the caller’s behalf, the survey still prompts for “city” and “state.” At times, there is more than one city name for a particular zip code. In these cases, Arch defaults to the United States Postal Service designated city name. US Mail is always delivered based on the ZIP code.

Because Canadian postal codes are alphanumeric, they are recorded and transcribed instead of entered by touch-tone. Following transcription of the Canadian postal code, the city and province are populated automatically by the survey system.

B. Script Selection

The script must match the data intended for transcription. For example, if the script prompts the caller to say an email address, the customer should not simply rerecord the prompt to ask for a fax number. Fields are validated and formatted based on type. Customers that arbitrarily change the integrity of the script are assessed and additional transcription charge. Should you feel it necessary to rewrite your script, please contact an Arch representative for assistance. Rewriting scripts may require an additional charge.

C. Prompt Recording

When recording over the default prompts for the survey, consider the instructional wording of the original prompt. In most cases, the wording of the default prompts have been carefully considered and should not be changed. For instance, if the original prompt is “After the tone, please say your street address and then press #. Do not say your city or state,” do not omit the phrase “Do not say your city or state” when rerecording. Omitting words and/or phrases could cause confusion on behalf of the survey respondents and transcribers and result in inaccurate survey results reported.

D. Retrieving Survey Results

To retrieve reports go to
[http://www.archtelecom.com/
internet_customer_services.htm](http://www.archtelecom.com/internet_customer_services.htm)

See section F in this policy on
guaranteed turnaround times
for transcribed data..

Transcription results are available on the Arch interactive website immediately upon completion of transcription. Survey results are also available in scheduled email reports, however, delivery is delayed by up to one business day. For example, if you receive response on a Thursday at 5:01 p.m. central standard time, transcribed results may not be delivered by email until the following Tuesday morning (see section F for a detailed explanation).

E. Charges

The base charge for each transcription script is \$0.50 per transcription. The charge includes transcribed name, address, and one additional field, i.e. company name. Additional fields are \$0.10 per transcription and email addresses are \$0.20 per transcription. The additional field transcription fee is assessed only if there is a response in the field to transcribe.

A transcription charge is billed to your account for each transcription record that is presented to the transcriber. A charge will be billed for calls in which the caller presses the key to leave a recorded response but hangs up prior to leaving a recorded response. No transcription charge is billed for calls to a survey in which the caller does not press a key to leave a response.

F. Turnaround Time

Arch guarantees a “one business day” turnaround time for completed transcription of survey responses, however, completed transcription may be delivered earlier than the guaranteed turnaround time. Business hours are 8:00 a.m. to 5:00 p.m. Monday through Friday, excluding Arch holidays. See the chart below for example turnaround times.

*COMPLETION: posting completed transcribed records to report data

<u>Time of Call/Response</u>	<u>Guaranteed time of completion*</u>
Monday 7:00 a.m.	Tuesday 8:00 a.m.
Monday 8:00 a.m.	Tuesday 8:00 a.m.
Monday 3:15 p.m.	Tuesday 3:15 p.m.
Monday 4:59 p.m.	Tuesday 4:59 p.m.
Monday 5:01 p.m.	Wednesday 8:00 a.m.
Monday 10:00 p.m.	Wednesday 8:00 a.m.
Friday 4:59 p.m.	Monday 4:59 p.m.
Friday 5:01 p.m.	Tuesday 8:00 a.m.
Saturday 10:00 a.m.	Tuesday 8:00 a.m.
Sunday 3:00 p.m.	Tuesday 8:00 a.m.

To retrieve reports go to http://www.archtelecom.com/internet_customer_services.htm

Please note that scheduled email reports are generated each business day at 5:00 a.m. Therefore, transcription data will be delivered a day later than it’s available on the Arch interactive website. If you need more timely transcription than what the email delivery reports can provide, please retrieve your reports from the Arch interactive website.