

INTERVIEW TRANSCRIPT

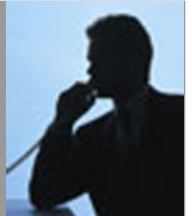
Interview on behalf of Qwest

Brent Walker

Earls Restaurant & Bar

Regional Manager

Last updated: 2010 Apr 29



Product(s): 1FB, CPE: Nortel - Unknown type, CPE: Voice, High Speed Internet, Long-Distance
Industry: Retail, Food Services

1. Why Qwest?

Earls is a Canadian-based company and its about 60 restaurants strong. The majority of that business is done up in Canada, so we sort of forayed into the U.S. the last 10 years. This is a business of a million details, so a couple little things go awry, then youre basically scrambling throughout the whole day to try and solve those issues because any little thing can effect the way the whole day runs. With three locations; they all independently operate so that each person feels they have responsibility to the guests that come to their restaurant and, you know, the phone is a key part of that. It starts ringing at 7:00 or 8:00 in the morning with, you know, suppliers trying to get their orders. You know, we run a pretty organized business so if something comes up that doesnt fit our routine, then it throws us off and we just sort of play catch-up for the rest of the day, so the phone plays a key piece of that.

Weve been a customer of Qwest since basically our inception here in the state, which goes back about 11 years, and everything is sort of bridged together and if one lines busy, it just rolls to the next and it makes it really simple for us to never miss a call. And we dont run with really a voice mail system; we dont want to have any of our customers or suppliers call in and get routed to a voice mail; we want to handle everything on the fly, so its important that that Nortel system performs the way its supposed to. And I really feel that Qwest went above and beyond for us to ensure that. Were not a big business; were probably running total in all three restaurants maybe 15 lines of phone answering service, so in the scope of what Qwest probably handles on a day-to-day basis, Im sure 15 lines doesnt impact their whole experience that much, but for us its what we do every day, so that personalized experience for us really sort of changed the way that we moved forward with Qwest and its definitely strengthened that relationship and enhanced the experience that we have on a day-to-day basis when we come to work.

You know, youre sailing a ship and you need all hands on deck, and if theres one key component of running a ship is that you have to have great communications, and its pretty important in my role for sure that I pick a partner that can support that. I do that basically every day; Im dealing with partnerships, whether its on a supplier level, getting us beer that we need, or making sure that the phone system reaches out to the customers that are reaching out to us, it makes sense to have that great partnership with someone that can support us.

The services we get from Qwest on a daily basis: We picked the Nortel phone system because of our relationships in Canada; Nortel was the system that we used in Canada, so it was something that I already knew very well and wasnt something Id have to be retrained on, so it was an easy system for us to put into place; and then the DSL really runs our credit card processing which is--obviously when youre a guest and its time to get back to work or move on to the next event of your day, we dont want to be held up having to run credit card systems, so the DSL handles all that. Its a separate system from a regular Internet service, so we have a couple of routers that make sure that the credit cards usually go through in 10 to 12 seconds, credit cards are printing up and were able to get that guest on their way and not interrupt the rest of their day.

With suppliers, you sort of feel like you are not a big piece of their business and we definitely dont feel that way when we deal with Qwest.

Telecom would be something that--our hopes would be that we never have to worry about telecom because its something that you just expect to be there for you when you need it, and in our situation weve never had a--I dont believe I come in at the beginning of my day concerned about telecom; Im more concerned about Did the baker make the bread properly? and is everybody gonna show up on time? Telecom for us is really something weve never really been on the front burner; its always been a situation where we come in comfortably every day and know that were gonna get great service.