



**Promoting the introduction of local 10-digit dialing
and new area code 782 in Nova Scotia and Prince
Edward Island**

Final Report

January 2015

Promoting the introduction of 10-Digit Dialing in the 902 Area Code (NS / PE)

Presented by: Eastlink operating under Bragg Communications Inc.

Eastlink submits this Final Progress Report to the CATF and NITF to provide final comments on its activities during the implementation of mandatory 10 digit dialing and introduction of the 782 area code, in the provinces of Nova Scotia and Prince Edward Island.

Eastlink has followed the schedule of the Relief Implementation Plan for NPA 902. Eastlink's network is properly configured to route all calls dialed using 10 digits and to provide reminder announcements when calls are placed using 7 digits.

Eastlink was successful in providing information and raising awareness about the new local dialing procedures. Eastlink was successful in communicating the potential impacts 10-digit dialing would have on consumers, both residential and commercial.

Performance Metrics

- YouTube Video - <http://www.youtube.com/watch?v=7QuVbPIPRlo> 763 views (as of November 12 2014)
- Residential 10 Digit Dialing webpage - <http://www.eastlink.ca/telephone/10digitdialing.aspx> April 2014 - October 2014
 - 3368 pageviews
 - 2799 unique pageviews
 - Average time on page = 97.6 seconds
 - August saw the largest jump in pageviews and unique pageviews while September had the longest average time on page.
- Business 10 Digit Dialing webpage - <http://www.eastlink.ca/businessservices/telephone/10digitdialing.aspx> April 2014 - October 2014
 - 662 pageviews
 - 538 unique pageviews

- Average time on page = 63.9 seconds
- August saw the largest jump in pageviews and unique pageviews. There were no large jumps in longest average time on page.

Key Learning's

- Affected businesses may need more time to change their systems
- Eastlink was able to successfully communicate the move to 10-Digit dialing notwithstanding that we opted out of the Telecommunications' Alliance. The primary difference in communication efforts between Eastlink and the Alliance was that the Alliance created the www.dial10.ca website; however Eastlink communicated the changes in various other ways.
 - Our communications efforts were successful and we did not experience customer confusion or concern over our non-involvement with the Telecommunications Alliance.
 - Internal customers received the same message in a direct and clear manner.

The transition of Eastlink's customers to 10-digit dialing was a smooth one, with one exception. We did encounter and issue with calls misrouting to one particular customer. Eastlink has been working with ILEC to trace and resolve the issue.

While 10 digit dialing and the introduction of a new area code were both new to Nova Scotia and Prince Edward Island, the amount of negative feedback from the general public was minimal to nil.

Submitted By: Alexander Buchan (Eastlink) – Channel Optimization Manager.

Promoting the introduction of new area code 782 in the 902 region.	
Date	Description
May, 2013	Bill Messages begin on June 3 rd bill cycle (Residential and Business customers)
May, 2013	Posted FAQ's and content on our www.eastlink.ca website. Page went live May 17 2013 www.eastlink.ca/Telephone/10DigitDialing
May, 2013	Internal communications circulated to all staff in NS and PEI
May, 2013	Media release issued
May, 2013	Eastlink Magazine airs interview on May 27 with CRTC commissioner for the Atlantic and Nunavut on EastlinkTV. Video will be broadcasted on a recurring basis. Video has been uploaded to YouTube.

Progress Report #2

Promoting 10-Digit Dialing and the introduction of new area code 782 in the 902 region.	
Date	Description
May, 2014	Bill Messages beginning May 3 rd bill cycle – 4 cycles per month. (Residential, Business, and Wireless customers).
May, 2014	Restructured dedicated web page. Page went live May 17 2013. www.eastlink.ca/Telephone/10DigitDialing
May, 2014	Internal communications circulated to all staff in NS and PEI.
May, 2014	Message in weekly external communication to Maritimes customers.
May, 2014	Internal training with all Customer Care staff.