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## Press Release

### **Starbucks Provides Customer Service Insights at Allconnect's 2005 Utility Summit**

**St. George, UTAH, March 16, 2005**—Howard Schultz of Starbucks, and Founding Partner of Maveron, a leading venture capital fund, delivered the keynote address at the Allconnect 2005 Utility Industry Summit in St. George, Utah.

Mr. Schultz discussed the critical success factors of delivering a world-class consumer experience and framed the importance of creating and constantly reinforcing a culture that embraces employees at all levels. He also spoke about the partnership between Power Companies and Allconnect and the importance of helping people during their relocation.

“I elected to share my thoughts with this audience because I believe they have a unique opportunity to help people during one of the more stressful times in their lives. Helping people and supporting families as they transition into their new communities are important topics. That is why I am participating in this event and that’s why Maveron invested in Allconnect,” Schultz stated.

“The fundamentals of a great consumer experience transcend individual businesses or industries. Howard Schultz has built one of the world’s greatest brands by delivering customer service on an entirely new level,” said Mark Miller, Chairman and Chief Executive Officer of Allconnect. “Our partnership with leading utilities is all about enhancing the satisfaction of their customers with our own brand of unsurpassed service. Discussing consumer service ideas and insights with Mr. Schultz, one of the world’s most respected thought leaders on the subject, is an inspirational experience.”

The 2005 Summit unveiled Allconnect’s new 25,000 square foot call center. The theme of the 2005 Summit was, “Getting Plugged in to Customer Satisfaction.” Attendees had an

opportunity to hear from industry experts, expand their knowledge of call center best practices and interact with many of the nation's largest utility companies.

In addition to Mr. Schultz, Dipankar Chakravarti, Professor of Marketing and The Ortloff Professor of Business at the University of Colorado, addressed the summit audience. Dr. Chakravarti is an acclaimed marketing scholar with a 27-year track record of assisting organizations such as Proctor and Gamble, Hewlett Packard, IBM, Sun, Kroger, The Government of India, and the Electrical Power Research Institute. Dr. Chakravarti has also written extensively on managerial and consumer decision making.

Chakravarti presented the highlights of an extensive research initiative that focused on the motivations and behavior of consumers during their relocation. His work is designed to tap into the "voice of the customer" and help advance the utility industries' understanding of consumer satisfaction and loyalty.

Dr. Chakravarti reported that utilities could enhance customer satisfaction by delivering carefully planned suites of services, targeting specific segments of people during their relocation. Highly desirable services included: home improvement, natural gas, information on restaurants, information on fire and emergency, telephone products and cable services. Time, delivery channel and demographics were important drivers of new product content.

"We electronically sampled over 198,000 people and we've received over 12,000 completed surveys containing over 140 fields per customer. I was pleasantly surprised at the volume and quality of the data. We have already discovered that Allconnect and the utilities have definitive opportunities to enhance customer satisfaction. Together we will be releasing the details of our findings in the coming weeks and months," said Chakravarti.

"It's important for us to continue to learn how we can ease the burdens associated with moving," Miller added. "Every year 20 million households relocate and it's one of life's most angst filled events for most families. This research provides unbiased insight into the relocating consumers' perspective."

Allconnect, Inc., sponsor of the 2005 Utility Industry Summit, is the leading relocation provider for new residential services. Founded in 1998 to help people during their relocation process, the company establishes a number of residential services for consumers, including power, telephone, sewer, cable television, Internet, newspaper, and lawn care all in one call, and at no cost to consumers. Allconnect partners with more than 25 power companies and hundreds of service providers across the U.S.

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