



Mike L. Zeaman
District Manager
Public Relations

99 Bedford Street
Boston, MA 02111
617 574-3198

December 3, 1987

Robert W. Healy,
City Manager
City of Cambridge
Cambridge, MA 02139

Dear Mr. Healy:

Our local Phone Center manager, Nancy Sullivan, has forwarded to me your October 14th letter and the City Council order for response.

AT&T's decision to close the Phone Center at 45 Prospect Street was made after much deliberation. We based our decision on a number of factors, such as sales volumes, revenues and expenses. Our analyses indicated this particular location did not meet our business expectations. As a company operating in a highly competitive environment, we continually must ask ourselves if each of our outlets makes good business sense.

Although we've decided to close the Prospect Street store, AT&T has not closed the door on a Phone Center store for Cambridge. In fact, we are presently exploring other locations for a new center.

In the meantime, customers seeking either to buy or lease our phones have a number of options available to them. For example, many retailers, such as Sears, Bradlees and Lechmere, carry AT&T phones. Also, our full line of consumer products can be purchased through mail-order by calling 1-800-555-8111.

Customers with leased phones needing repair can also call 1-800-555-8111. A replacement phone will be sent to them free of charge with a prepaid mailer for returning the broken phone.

Next year, AT&T plans to select a service agency in Cambridge to provide a convenient outlet where leasing customers can pick up, exchange or return phones. We'd be happy to sit down and discuss your recommendations for a suitable location.

It is unfortunate that the City Council feels AT&T is insensitive to the needs of Cambridge residents. By no means do we intend to leave the people of Cambridge without the high quality service they've come to expect from AT&T. I'd be happy to meet with you at your convenience and discuss this matter further.

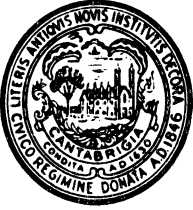
Sincerely,

A handwritten signature in cursive script, reading "Mike Zeman". The signature is fluid and extends to the right with a long horizontal stroke.

cc: J. Jenkins
N. Sullivan

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87 DEC -3 AM 9:56



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139
TEL. 498-9011

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

December 7, 1987

To the Honorable, the City Council:

In response to Awaiting Report No. 21 regarding AT&T's decision to close the Phone Center on Prospect Street, I submit the attached reply I received from the District Manager.

Very truly yours,

Robert W. Healy
City Manager

Agenda Item No. 2

S-707

Re: response to Awaiting Report Item 21 enclosing
a comm. from AT & T on the closing of the phone
center on Prospect St.

In City Council,

December 7, 1987

Placed on file

12-7-87