

## Eliminating the Competition...A Classic Tale

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In the past couple of years I've written about **Verizon FIOS** and my experiences with the service. Verizon has had ample time to make an impression and I can attest that service as reliability goes- at least for me has been a positive good experience. The Verizon service is better but it could be best and it's not.



So for my pal that gets after me for being too lenient on Verizon- this BUD's for you.

Verizon still doesn't know how to deliver a customer experience that exceeds expectations. Most are just happy to get dial tone or the reported issue resolved and to get on with business or life. It comes from leadership and a style that can envision the customer and needs of the customer that isn't thrown into a life cycle churn with a spin to earn more revenue in less time. Although Verizon is earning faster and spending less than what folks realize- they have pulled off an incredible magic trick.

I thought that by throwing the responsibility of the "**power**" to the customer was very clever. FIOS customers must provide the power to use the Verizon FIOS network and services. It seems fairly small but it's huge in savings for Verizon.

The really cool trick that Verizon has played is by playing by the rules. Under the Telecom Act of 1996, Verizon and other Telcos must lease their competitors' access to their copper network. One of the notable benefits to Verizon in building a fiber network is the reduction of copper facilities and maintaining them- especially the older ones.

According to CED Magazine, the ILECs such as Verizon, do not have to lease the fiber loops to CLECs. Retiring copper is a process that can happen in as little as seven days with the FCC. It appears that Verizon's leverage has the CLECs very worried. Reading **the report from Texus** gives further details about the powerless position that CLECs are now finding themselves. Verizon, QWEST and BellSouth have all been replacing copper loops with fiber and all have filed **copper retirement notices**.

The past retirement of copper didn't get any attention from the CLECs so one must ask who's sleeping? I'll admit that I do favor Verizon and I do want to see them succeed and yes, I do a lot of blind forgiving when they make a mess of my services or customer services. For the record I'll go on to say that if getting fiber to more American homes, farms and businesses means more profit for Verizon then so be it. When the cable TV companies were laying coax to homes in the 1980's I couldn't understand it. Why didn't they install coax with dark fiber?

No matter. Verizon, you're doing a good job but my hope is that you will learn to do a great job. What one thing could you do to learn the point? Throw out all your PCs and go to your neighborhood Apple Stores. Buy MACs as replacements. Then report back your overall experience? Was it good or was it great?

Now for one more magical moment- if the Telcos don't rip out abandoned copper then who's copper is it? With world demand for copper, aluminum and other metals up along with current favorable prices for scrap; there seems to be another opportunity at least in recovering and recycling what's already been abandoned.

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