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E.120

TELEPHONE NETWORK AND ISDN

OPERATION, NUMBERING, ROUTING AND MOBILE SERVICE

INSTRUCTIONS FOR USERS OF THE INTERNATIONAL TELEPHONE SERVICE

ITU-T Recommendation E.120

(Extract from the *Blue Book*)

NOTES

1 ITU-T Recommendation E.120 was published in Fascicle II.2 of the *Blue Book*. This file is an extract from the *Blue Book*. While the presentation and layout of the text might be slightly different from the *Blue Book* version, the contents of the file are identical to the *Blue Book* version and copyright conditions remain unchanged (see below).

2 In this Recommendation, the expression “Administration” is used for conciseness to indicate both a telecommunication administration and a recognized operating agency.

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Recommendation E.120

INSTRUCTIONS FOR USERS OF THE INTERNATIONAL TELEPHONE SERVICE¹⁾

Preamble

This Recommendation outlines the principles and guidelines for Administrations in the preparation of user instructions.

The growth of the worldwide telephone network emphasizes the urgency to improve customer performance when using telecommunications services. The absence of clear and up-to-date information and instructions for users of the worldwide telephone service can only result in a low degree of customer satisfaction and unnecessarily high costs to Administrations. Consequently, Administrations are urged to promote, through the use of this Recommendation, progress towards the adoption of the guidelines which follow.

1 General principles

1.1 Up-to-date comprehensive instructions should be made readily available to users of the public telephone service, by Administrations.

1.2 The objective of such instructions is to allow customers to complete calls themselves to the maximum extent possible and reduce errors in the use of the international network, thus:

- assisting the user and providing greater satisfaction on his part,
- effecting significant cost savings by Administrations through more efficient use of the network.

1.3 On this basis, the full availability of current instructions should be considered as equally important as the overall planning, provisioning, operating and maintaining processes, the costs of which are a normal and inherent part of the supplying of good telecommunications service.

1.4 Established instructions provided by Administrations should be evaluated a regular and continuing basis with a view to their improvement. Observations of service quality, studies of customer calling difficulties, questionnaires, customer comments, laboratory experiments, and any other means which may be available or practicable should be considered the normal tools for furnishing good instructions.

1.5.1 The introduction of new services shall include clear and easy to use instructions for use by the customer. These instructions constitute a normal part of the introduction of these services.

1.5.2 Every effort should be made to test the effectiveness of instructions before issue and then to promote and promulgate on an international basis those proven to be most effective in practice, with due regard to the needs of different countries.

1.5.3 Design of instructions should play a key role in the development of proposed new services, from the customer point of view, rather than being considered belatedly in operational and hardware decision making and manufacture.

1.5.4 Optimal instructional practices as proved in service might be made available to all interested Administrations in order to improve customer performance and effect significant cost savings.

2 Instructions

2.1 The most common means of providing a range of instructions and information to customers for the effective use of the telephone service is through the medium of printed *public telephone directories* issued on a general basis by Administrations.

¹⁾ Other Recommendations which should be considered in this respect are: E.115, E.121, E.122, E.123, E.126, E.127, E.128, E.160, E.161.