

Presenter: Ellis D. Hill, President, ResearchFirst, Inc.

Presentation: Broadband Customer Experience Survey Highlights

Abstract:

In early May 2012, ResearchFirst launched a consumer survey addressing the broadband customer's experience, with input from Broadband as well as Sales seminar alumni. Initial results are in and Ellis Hill will share highlights during our May hot topic call. The survey covers general satisfaction, likelihood to recommend and to purchase again from their provider, primary reasons for shopping and for purchasing, channels for shopping and purchasing, installation and technical support issues.

Presenter Biography:



Ellis Hill founded ResearchFirst in 1987 after spending 12 years at AT&T and BellSouth. In 1999, Ellis incorporated The Messaging Industry Association (TMIA) and ResearchFirst managed the organization until 2003. In 2003, Ellis incorporated the Broadband Multimedia Marketing Association (BMMA) and ResearchFirst has served as the organization's executive director since that time.

During his career at BellSouth, Ellis served as a Group Product Manager (Director), ESSX (Centrex) Product Manager, CCS Product Manager, TouchStar/CLASS/ACCS Product Manager, District Public Relations Manager, Commercial Manager, and Plant Foreman. In his position as Group Product Manager, Ellis also managed the Market Research function for BellSouth's Consumer and SBM Lines of Business. Ellis and his team directed the first SS7 network services trials in the world that initially included Caller ID and CLASS and later included enterprise services such as LATAwide Centrex and VPNs. He and his team then planned BellSouth's deployment of these SS7 services. Ellis was a founding member of the International CLASS Advisory Forum, which helped design and promote the current standardized set of CLASS services.

In 1989 Ellis co-founded Rochelle Communications, Inc., a telecommunications test and measurement manufacturing company. He served the company as CEO in 1996-7 and served on its board of directors from 1999 to 2006. Ellis also founded a lawn and garden retail store, a recreation business, a real estate partnership, and gift shop. Ellis was an adjunct faculty member at Mississippi State University from 1977 to 1981. He served as an Affiliate Faculty member for Huntingdon College from 2006 to 2010. Prior to joining BellSouth in 1976, Ellis served 5 years in the US Army most of which was spent in Europe as a Company Commander, Adjutant, Executive Officer, and Platoon Leader.

Ellis and his wife, Lynn, have one daughter, Jennifer Hill Baxter. Ellis received a Master of Science Degree in Business Administration from Boston University in 1975 and a BSBA degree from the University of Southern Mississippi in 1972.

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