



**Ron Pfaff**  
SVP, Service Assurance

## **Illuminate the Experience – a series of ‘how to’ communications from operations experts to further your success with Lumen solutions.**

Lumen is committed to your success, and we constantly listen, learn and act on your feedback. As part of our ongoing improvement efforts, communication is an area where we are highly focused.

In this short video, I talk to my peer, Ophir Rahmani, SVP of Service Delivery, about how we approach customer communication for service install and service repair.

[Watch Video](#)

Ophir and I focus on key areas of communication:

- Taking a human approach to our interactions by making it personal
- Being transparent with you, our customer
- Enabling you to engage with us in the way that you prefer
- Providing timely and proactive communication to keep you informed

Read my latest blog: [“Silence speaks, and sometimes it doesn’t say nice things,”](#) for more insights.

We are dedicated to evolving how we communicate to our customers. It is at the core of how we do business and helps us build stronger partnerships with our customers.

Thank you for your feedback and your business.

Regards,

**Ron Pfaff**  
Senior Vice President, Service Assurance

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