

## 2. Commercial Activities

In 1984, work has continued on developing new structures, systems and procedures to facilitate and expedite relations between Telefónica and its subscribers.

Following these lines, implementation of the MIGA (Mecanización Integral de la Gestión de Abonados or Integrated Automation of Subscriber Management) project has been continuing in the provinces of Seville, Córdoba, Almería, Zaragoza, Huesca, Salamanca, Soria, Segovia, Avila, Ciudad Real, Castellón, Tarragona, Lérida, Gerona, Barcelona and Madrid. Furthermore, the development and implementation of new subscriber offices (UGIS) continued, integrating the activities of the Commercial, Maintenance and Billing activities, with 13 such subscriber offices operating at the year end.

The "Telecontracting" system has been implemented in 40 provinces as a new method of executing new-subscriber contracts over the telephone, avoiding time-wasting trips for potential subscribers.

Information technology facilities have been provided at 13 new offices for billing management, and 62 are now completely computerised. The direct debit magnetic tape billing system has incorporated 42 more banking institutions; for the company, 87% of the bills were being settled by this method by the end of the year.

Telephone Directories covering 47 areas were published, totalling 17,197,263 copies. In 10 Directories the information pages gave the general information both in Spanish [Castilian] and in the corresponding regional language of the area concerned. Also, the Business Year Book was published, comprising 10 volumes and a general information Appendix, with a print-run of 8,000 copies per volume. A total of 99 supplements were also published to include new subscribers and modifications arising after the copy date of the Directories.

The 003 Information Service [Directory Inquiries] received 75 million calls during the year, with 76.5% of these having been answered utilising the CARD-COM (computerised) system. Work continued in 1984 on opening up the 9XY-03 level for local subscribers in the towns of Badajoz, Córdoba, Mérida, Gijón, Oviedo, Pontevedra and Vigo. Furthermore, in relation to expanding this facility to provincial area subscribers, this level has been experimentally opened up throughout the entire province of Cádiz with satisfactory results.

As part of the User-Office Expansion Plan, offices have been inaugurated in Santa Cruz de Tenerife and Las Palmas de Gran Canaria in 1984.

### Service quality

During 1984 3,180,014 fault reports were recorded for subscriber equipment, representing 0.4 annual reports per telephone in service, i.e. one recorded per telephone every 50 months. Of the total received, 75% were corrected within 24 hours.

With respect to public telephone maintenance, fault reports recorded in 1984 fell by 6.1% with respect to 1983, 88.4% of these being repaired in less than 24 hours. All of this has contributed to the degree of availability of public coin-operated telephones reaching an average of 96.5% this year.

Development of the Microprocessor Telephone Booth Control System (CCM and SRC 2,000 Systems) has continued, being installed two prototypes in the provinces of Castellón and Cádiz, with highly satisfactory results, signifying a major step forward in plant control and service efficiency.

### Service promotion and demand

A total of 773,812 applications for telephone lines were recorded as received in 1984 which-although slightly lower than the 783,867 received in 1983, the highest figure ever reached in the history of the Company-is still at record levels, at around 17% higher than the average yearly demand over the previous 5 years.

During the year, the stock of telephone equipment in service increased by 425,020 lines and 480,127 telephones, and outstanding applications were reduced by 9.8% with respect to those pending the previous year.

At the year's end Spain had a total of 8,881,727 lines in service and 13,825,457 telephones, representing 35.8 telephones per 100 inhabitants.

With respect to teleprocessing services, a total of 33,537 circuit applications were received during the year, representing an increase of 30.8% over those received in 1983, and signifying a year-on-year increment of 17,753 in the number of circuits installed.

With respect to Public Telephones (PT) a new policy has been initiated that divides installations into two clearly differentiated areas:

— *P.T. belonging to Telefónica.*—At the end of 1984 there were 38,858 coin-operated public telephones installed.

Of these telephones in service, 2,374 are installed in multiple telephone booth groups, to facilitate service availability.

Those cities with a seasonal populations increase had over one thousand coin-operated Public Telephones and 222 seasonal over-the-counter multi-boothed staffed phoning centres with 1,617 lines temporarily installed, providing seasonal services complementing the permanently installed equipment.

— *P.T. not belonging to Telefónica.*—The total number of P.T. not belonging to Telefónica at December 31, 1984 amounted to 151,709. Of these, 13,046 were Public Telephones installed for social purposes jointly with the Provincial Councils, where ownership corresponds to the Local Authorities of the districts in which they are installed.

Call boxes &/or the aforementioned staffed centres are now being opened in 1984 in organizations, or such bodies as have ownership of them. These are serviced and managed by the entity or organization responsible for the building in which they are installed, and are designed to cover telephone demand generated by the users of the principal activity of the organization or entity that installs them.

Considering a different aspect, with the implementation of the Paging System subscribers to this service amounted to 11,437 at the end of the year.

The traffic handled by Coastal Stations of the Mobile Marine Service in 1984 was 666,710 radio calls, 350,955 radiotelegrams, 87,134 navigation aid reports, 2,449 radio medical services, 1,175 radiotelexes and 111 emergency services.

## New services

New services marketed during the year include "Fixed Destination Call Forwarding" that allows for automatic forwarding of all calls corresponding to a certain telephone number to another designated number in the Spanish network.

In the teleprocessing field, Telefónica, in its determination to contribute to the modernization of our country by implementing the most up-to-date telecommunications services, has achieved the following in 1984:

### New subscribers to teleprocessing services

Point-to-point data transmission .....	4,365
Switched telephone network data transmission .....	2,014
Coded Alarm service .....	3,235
Dataphones .....	809
Telegraphy .....	517
Telefax .....	322
Private videotex .....	121
Iberpac network .....	6,405

A service worthy of emphasis is the strong demand for the Dataphone Service having exceeded all forecasts, with 1,960 applications pending connection at the end of the year, which gives an idea of the wide acceptance and rapid spread of this service.

### TELEPHONE/INHABITANT DATA

Year	No. of telephones	% year-on-year increase	Telephones per 100 inhabitants	Av. waiting time for a telephone. Months
1972	5,712,549	11.4	16.5	24
1973	6,331,474	10.8	18.1	25
1974	7,042,968	11.2	20.0	19
1975	7,835,970	11.3	22.0	16
1976	8,604,768	9.8	23.9	13
1977	9,527,781	10.7	26.2	14
1978	10,311,423	8.2	28.0	14
1979	11,107,624	7.7	29.4	13
1980	11,844,623	6.6	31.0	12
1981	12,384,656	4.6	32.9	11
1982	12,820,190	3.5	34.0	10
1983	13,345,332	4.1	34.9	9
1984	13,825,459	3.7	35.8	7