

**BEFORE THE WASHINGTON
UTILITIES & TRANSPORTATION COMMISSION**

WASHINGTON UTILITIES AND TRANSPORTATION COMMISSION,

Complainant,

v.

QWEST CORPORATION D/B/A CENTURYLINK QC,

Respondent.

DOCKET UT-171082

SUSAN M. BALDWIN ON BEHALF OF PUBLIC COUNSEL

EXHIBIT SMB-10

CenturyLink's Response to Public Counsel Data Request 8

June 1, 2018

Re: Docket UT-171082

CenturyLink's Responses and Objections to Public Counsel DR Nos. 5 through 12

Date: April 30, 2018

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PC-8 Reference CenturyLink's description of declining demand for its voice lines (see, e.g., pages 62 and 64-65 of CenturyLink's response to PC-2).

- a. Please describe fully CenturyLink's efforts to (i) retain existing residential customers; and (ii) attract new residential customers.
- b. Please provide any strategic, business or marketing plans prepared by or on behalf of CenturyLink or its parent corporation since January 1, 2014 that address or discuss CenturyLink's plans for responding to the declining demand for its voice lines.

Response: CenturyLink generally objects to this question as overbroad and unduly burdensome. It also requests information not relevant to the issue in this proceeding and which is unlikely to lead to the discovery of admissible evidence.

Without waiving this objection, CenturyLink QC states that it actively markets to new and existing customers and offers various promotions from time to time in an effort to attract and retain its circuit switched telephony customers.

Respondent: Phil Grate