August Operational Updates - Indirect

Required Data & Provisional Device ID

Overview

Beginning 8/24/14, the following changes are being implemented:

- Customers on a legacy plan who activate or upgrade to a smartphone with a 2 year agreement are required to keep a data package for the length of their contract, regardless of the type of phone activated on the line (including basic phones).

- New Provisional Device ID process (formerly Dummy ESN) that makes it easier and faster for you to add a Provisional Device ID to a customer's line.

Required Data Plans for Smartphone Activations/Upgrades

Customers who upgrade or activate a new smartphone are required to have a data package for the length of their contract, regardless of the type of phone active on the line, if:

- They are a consumer customer on a legacy plan (**not** on a MORE Everything Plan) and

- They purchased a smartphone at a discount with a 2 year agreement

VZW will require a data package systematically, however, if customers are not comfortable with the data package requirement, they can:

- Switch to a MORE Everything Plan

- Purchase or provide a non-contracted smartphone (Verizon Edge, full retail, customer provided equipment, etc.)

Who is affected by this change?

All consumer customers (CLEU customers are not affected) on legacy pricing who activate or upgrade to new smartphone with a 2 year agreement *after* 8/24/14.

> **NOTE**
> If a customer returns the smartphone within the 14 day return period, the data requirement will be removed.

Why are we doing this?

When a customer purchases and activates a smartphone, they are expected to pay for the data service and keep the smartphone activated for 2 years. This change closes the loopholes which allowed customers to activate/upgrade a smartphone and immediately revert back to a basic phone, resulting in a discounted smartphone with no associated data plan.

How should I tell my customer about this?

Before you talk with your customers about the data package requirement, it's best to see if their current plan is meeting their needs. Be sure to:

1. Connect and discover your customer's rate plan needs

2. Check Wireless Account Analysis to see if the MORE Everything plan is a better value for your customer

   a. Remember NFL Mobile, 25GB of cloud storage, and Verizon Education Tools are now included with MORE Everything

3. Recommend the best rate plan solution for your customer

What if my customer wants to keep the legacy plan?

Customers may prefer to keep their existing plan instead of switching to a MORE Everything plan. In these cases, inform your customer that his/her grandfathered plan is required to maintain a 2GB data plan of at least $30/month for the length of the contract, regardless of what device is active on the line.
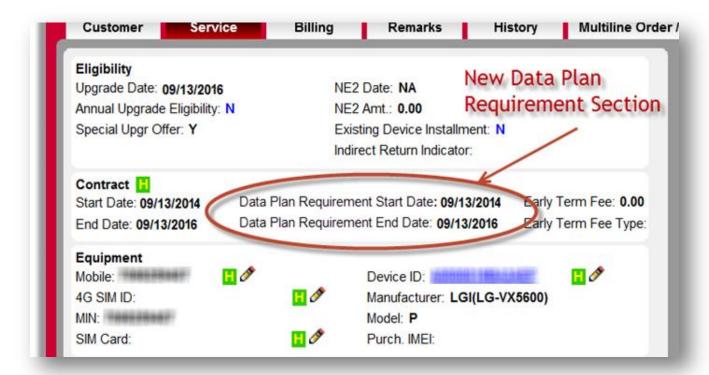
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How can I tell if my customer has the data requirement?

New fields will be added to the contract sections to Point of Sale (POS) that indicate the customer's data requirement beginning and end date. (See screenshots on page 3) Additionally, popup messages will alert you if a required data customer switches from a smartphone to a basic phone.

Let's Practice

PART I – Connect and Discover Rate Plan Needs

Instructions
With a partner, use the practice scenario below to connect with your customer and discover his rate plan needs.

Scenario
Bud has three lines on a Nationwide Talk and Text 1400 minute family plan. All three lines have smartphones, each with the $30 2GB data plan. As a family, they only use about 3GB of data per month. Bud is ready to upgrade his line, and thinks he wants to keep his old plan because "it's a better deal."

PART II – Positioning Required Data

Instructions
Read through the scenario, positioning tips, and example positioning located on page 4. With the same partner, practice positioning the data requirement to a customer.

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Let's Practice (cont.)

Scenario
Bud decided against going with a MORE Everything plan. You tell Bud about the data requirement, and he asks the question

"Why do I have to keep my data plan for 2 years even if I switch to a basic phone?"

Positioning Tips
In these situations, be clear and direct with your customer on the "why", as well as his/her available options:

- The data package is required because of the discount the customer is receiving on the phone

- To avoid the data package, the customer can:

  o Switch to a MORE Everything plan

  o Purchase a non-contracted smartphone, either by paying full retail price or using the Verizon Edge program

Example Positioning

Rep – "Great question Bud. When you purchase a phone and sign a two year agreement, we give you a significant discount off of the retail price of the phone. As a condition of that discount, we require a data package on the account for the length of the 2 year contract. The good news is that there are options available to you if you're not comfortable with the data requirement. You could switch to our new MORE Everything plans, which come with a ton of great features, or you could purchase the phone using our Verizon Edge program."

Provisional Device IDs

Beginning 8/24/14, a new Provisional Device ID (formerly Dummy ESN) process makes it faster and easier to add a provisional device ID onto a customer's account while retaining the same price plan and data features. See the new process for your system below.

How do I add a Provisional Device ID to a customer's line?
Point of Sale (POS) System

To activate a Provisional Device ID on a customer's line using a POS system, follow these steps:

1. Type **TEMP** in the ESN field in POS

2. Appropriate Provisional Device ID will auto populate based on the customer's device history

3. Click **Save**

NOTE: This process is only for Device ID changes. If a Provisional Device ID is needed for a new activation, it must be manually entered.

Why are we doing this?

This change improves efficiency and the customer experience by:

- Eliminating the need to search for or enter temporary ESN numbers

- Ensuring the temporary Device IDs are compatible with the customer's plan

- Retaining all features and services, ensuring everything stays the same when returning the customer to a permanent device.

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