

# Retention Options- Article no. 9028

---

**Important: Do not use the first Step (BOB) & the last Step (All-In Pricing) at the same time on an account**

- **First Step:** Review and Probe
  
- **Step 2:** Use Special Retention **BOBs** to reduce the rate
  
- **Step 3: Remove** any **LOB** not being used
  
- **Step 4:** Year **2/3 Retention** Pricing
  
- **Step 5: Year 1 pricing** (See Support for Assistance)
  
- **Last Step Cannot be used with Step 2 - FWA offers (See Support for Assistance)**

- 2 Year Price Lock on Data Speeds greater than 300mbps
- 1 Year Price Lock on Data Speeds of 300mbps or less (increases \$10 after 12 months)

## **Retention & Rate Adjustment Resources**

[Current Retention Step Guidelines Surcharge FAQs:](#)  
[Truth About Channel Negotiations Features & Benefits Statements](#)

Value Responses: Feel, Felt, Found



Competitive / Cost Saving Fast Facts

BOLT Note Tips for Rate Event

## 2024 Rate Event Details, Tools and Tips

CA, OR, WA

Texas

DC Metro / MD, IL, IN, MA, NY, PA

## BOB Usage and Rules

**Prorates and Promo Roll-Off Methods Marketing ID List for Retention Using NR Service Codes During Rate Event**

**Training Resources and FAQs**

[Ask Lexi LinkRate Event FAQs](#)

Retention Guidelines Slide Show [Featured Rate Event FAQs from Training](#)

[Retention Offers, Competitor Information and Special Retention BOBs](#)

## Callers with billing increases asking to disconnect or reduce charges/fees

---

### Who are we Speaking with?

- Verify the person we are speaking with is authorized to make changes/disconnect the account
- **Verify CPNI: authenticate two (2) Security Questions OR the CPNI PIN and one (1) security question before discussing or changing any applicable CPNI and PII-protected information; customers cannot opt-out of CPNI verification**

## Why are they Disconnecting?

- Competitor
- Moving out of area
- Pricing / Saw new customer pricing
- Technical Issue
- No longer need
- Multiple Price Changes

## Where are they Moving to?

- **Obtain** the new address
- If customer is moving to an Astound **service area** use ICOMS [transfer](#) function

## What services do they have? Or What service issues are they having?

**Work from home , gamer, stream movies/videos**

**# of devices** connected at one time. like **tablets, computers, iPad, phones, Echo/Alexa, Google Home, doorbells, smart devices etc.**

- **Probing** to find potential needs/issues
- Find out **how** they use their services to allow you to show value

- Check what **bundled services** and **add-on packages** they have, need, or are not using
- Check the work order and note history of **technical issues** or visits
- Gather enough information by interacting with the customer to make an appropriate recommendation or determine how and what to troubleshoot

## How can we save them with the least amount of reduction in MRC?

Review the account and ask probing question:

- **Overall monthly charges**

- Understand what customer is paying and for what services/equipment

- **Speed the Customer currently has**

- Ask qualifying questions
- Do they still need this speed?
- Do they need **more** speed?
  - The answer isn't always to go down in service or price – it may be to offer **more**
  - Speed/services to resolve issue(s) - (a little more \$ but value outweighs cost)
- Astound West – is data usage charges the problem?

- Offer plan with unlimited data – even for a few dollars more, this may be a better option for the customer

- **Right-size:**

- Equipment

- What equipment does the customer have?

- Do they need all of the equipment they have – can they do without converter boxes?

- Are they interested in purchasing their own modem/router to reduce cost?

- Channels

- Do they need all the channels they currently have?

- Do they have pay channels or premium tier channels they can remove?

- Can they go to the lowest tier of cable channels?

- Phone

- If customer has phone ask if they still need it – phone has a good amount of taxes

- **Technical Issues**

- Conduct appropriate troubleshooting
- If unable to resolve issue, offer trouble call being certain customer understands the instances in which they are charged for this visit
- If it is our issue – no charge

Online URL: <https://agentx-astound-kb-qa.hgsdigital.com/article.php?id=194>