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 Guidlelines 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 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