

VISUALIZE

MOBILE SHARE

11.13

HIGH LEVEL OBJECTIVES

- VISUALIZE "OPTIMAL EXPERIENCE"
- BEGIN TO TELL STORY FROM ACTOR'S PERSPECTIVE
- FOCUS ON NEEDS + EMOTIONS
- CAPTURE "WHY"

AS A [ACTOR],
I WANT TO [REQUIREMENT],
SO THAT [FUNCTIONAL NEED],
IN ORDER TO [EMOTIONAL NEED].

AS A NEW CUSTOMER,
I WANT TO BE PROVIDED A
CLEARLY UNDERSTANDABLE RATE
PLAN,
SO THAT I AM WELL INFORMED
ABOUT PLAN DETAILS,
IN ORDER TO FEEL I AM IN
CONTROL OF THE DECISION MAKING
PROCESS.

CHOOSE PLAN

MOBILE SHARE VISUALIZATION

8.5.13

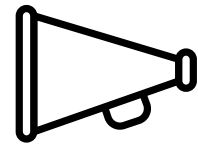
CHOOSE PLAN – KEY TAKEAWAYS

ACTOR	PAIN POINTS	NEEDS	CUSTOMER VOICE	OPPORTUNITIES
COMMON CUSTOMER	CUSTOMER NOT BEING PUT ON THE RIGHT RATE PLAN BASED ON DEVICES AND EXPECTED USAGE, RESULTING IN OVERAGES BEING INCURRED.	CORRECTLY IDENTIFY THE BEST PLAN FOR ME.	WHY DO I HAVE OVERAGE CHARGES ON MY BILL? I JUST GOT ON THIS PLAN!	QUALITY CONTROL AND SCORING
EXISTING CUSTOMER	CUSTOMER NOT BEING PUT ON THE RIGHT RATE PLAN BASED ON DEVICES, EXPECTED USAGE AND PAST/CURRENT USAGE, RESULTING IN OVERAGES BEING INCURRED.			CONSOLIDATE/CO-LOCATE TOOLS THAT LOOK AT EXISTING AND ANTICIPATED USAGE
COMMON CUSTOMER	CUSTOMER NOT BEING PUT ON THE RIGHT RATE PLAN BASED ON DEVICES AND EXPECTED USAGE, RESULTING IN OVERAGES BEING INCURRED.	CORRECTLY IDENTIFY THE BEST PLAN FOR ME.	WHY DO I HAVE OVERAGE CHARGES ON MY BILL? I JUST GOT ON THIS PLAN!	QUALITY CONTROL AND SCORING
EXISTING CUSTOMER	CUSTOMER NOT BEING PUT ON THE RIGHT RATE PLAN BASED ON DEVICES, EXPECTED USAGE AND PAST/CURRENT USAGE, RESULTING IN OVERAGES BEING INCURRED.			CONSOLIDATE/CO-LOCATE TOOLS THAT LOOK AT EXISTING AND ANTICIPATED USAGE
COMMON CUSTOMER	CUSTOMER EXPERIENCES LONG WAIT TIMES AND MANY QUESTIONS ARE ASKED TO GET ON THE RIGHT PLAN.	EFFICIENTLY IDENTIFY THE BEST PLAN FOR ME.	WHY IS IT TAKING THAT PERSON SO LONG TO FIGURE OUT WHICH PLAN I SHOULD BE ON? IS IT THAT COMPLICATED? SHOULD I BE DOING THIS?	SALES IS NOT READING THE INFORMATION BEING CREATED FOR THEM ABOUT MOBILE SHARE. THEY HAVE SO MUCH INFORMATION BEING PRESENTED FOR THEM, THEY CAN ONLY FOCUS ON WHAT THEY PLAN TO SELL. THERE IS A RISK THAT THEY WON'T BE UP TO DATE ON NOTIFICATIONS GENERATED TO ADDRESS PROBLEMS.
COMMON CUSTOMER	CUSTOMER RECEIVES DIFFERENT EXPERIENCES DURING USAGE ESTIMATION ACROSS CHANNELS AND IT'S NOT CLEAR WHY.	CONSISTENTLY IDENTIFY THE BEST PLAN FOR ME.	THE LAST PERSON I TALKED TO RECOMMENDED PLAN A, THIS PERSON IS SAYING PLAN B.	DELIGHTER - DATA ANALYSIS IN PROCESS TO EVALUATE MOBILE SHARE USAGE AGAINST PURCHASED AMOUNT/PLANS - X BUCKET IS UNDERSIZED, X BUCKET IS OVERSIZED, X BUCKET IS JUST RIGHT - ANDY WILKINSON
EXISTING CUSTOMER	CUSTOMER RECEIVES DIFFERENT EXPERIENCES DURING USAGE ESTIMATION, INCLUDING HOW CURRENT/PAST USAGE IS INCORPORATED INTO THE ESTIMATION PROCESS ACROSS CHANNELS AND IT'S NOT CLEAR WHY.		WHY WOULD THEY BE DIFFERENT WHEN I TOLD THEM THE SAME INFORMATION?	PCN ONLY HAPPENS WHEN CUSTOMERS DON'T OPT OUT

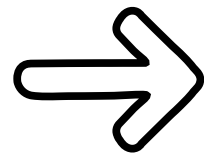
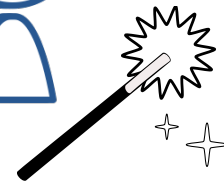
CHOOSE PLAN – KEY TAKEAWAYS

ACTOR	PAIN POINTS	NEEDS	CUSTOMER VOICE	OPPORTUNITIES
CRU CUSTOMER	CUSTOMER IS UNABLE TO SELECT MOBILE SHARE PLAN DUE TO INCORRECT PERMISSIONS	EFFICIENTLY SELECT A MOBILE SHARE PLAN	WHY IS MOBILE SHARE NOT SHOWING UP MY LIST OF PLANS?	IF MOBILE SHARE IS DISABLED DUE TO PERMISSIONS, PROVIDE A MEANS BY WHICH TO RECOVER (E.G. GUIDANCE VIA TEXT AND/OR VIDEO ON HOW TO ENABLE MOBILE SHARE, ALWAYS SHOW MOBILE SHARE AND GUIDE WHEN SELECTED)
CRU CUSTOMER	LACK OF CLARITY/MISUNDERSTANDING REGARDING PLANS, FEATURES(E.G. "PERSONAL" VS. "ENTERPRISE" PLANS, FEATURES)	BE WELL INFORMED ABOUT PLAN AND DEVICE FEATURES, DIFFERENCES	I DON'T UNDERSTAND THE DIFFERENCES BETWEEN MOBILE SHARE PLAN A AND PLAN B.	DESCRIBE FEATURE DETAILS WITH MORE CLARITY, PROVIDE COMPARISON CAPABILITIES TO GUIDE IN CHOOSING THE RIGHT PLAN AND FEATURES.
COMMON CUSTOMER	CAN'T MOVE LINES INTO, REMOVE FROM OR MOVE BETWEEN GROUPS (BASED ON PERMISSIONS THAT WERE PURPOSEFULLY DEFINED THIS WAY TO KEEP INTEGRITY OF GROUPS) NOR RELY ON "FRIENDLY NAME" OF A GROUP	FLEXIBILITY IN MANAGING GROUPS	I DON'T UNDERSTAND WHY I CAN'T MOVE THIS NUMBER INTO ANOTHER GROUP NOR WHY GROUPS APPEAR DIFFERENTLY IN DIFFERENT PLACES	ENHANCED CAPABILITIES AND/OR GUIDANCE IN MANAGING GROUPS.
TCM CUSTOMER	DIFFICULTY IN MANAGING LARGE NUMBER OF LINES	FLEXIBILITY IN MANAGING LINES	IT'S CUMBERSOME TO ADD A LOT OF NEW LINES	ENHANCED CAPABILITIES AND/OR GUIDANCE IN MANAGING LINES.

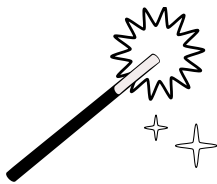
ADMINISTRATOR HAS NOT ENABLED ACCESS



"NEW PRODUCTS" AVAILABLE



SHOW ME ALL THE PRODUCTS AVAILABLE...

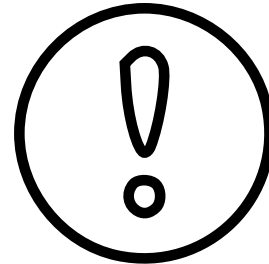
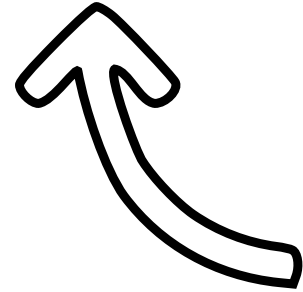


WHERE IS MOBILESHARE?
WHERE TO GO?
WHERE TO FIND INFO...?

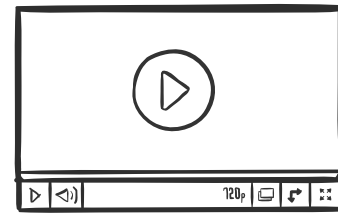
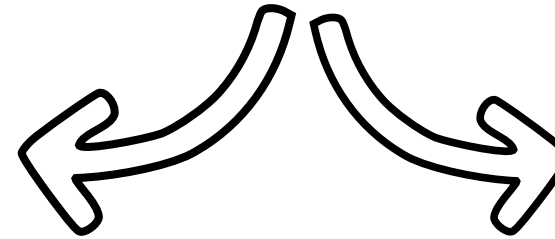
NEED FEW CHOICES - HUMAN VS. ONLINE (MOVING THROUGH THE "FUNNEL")



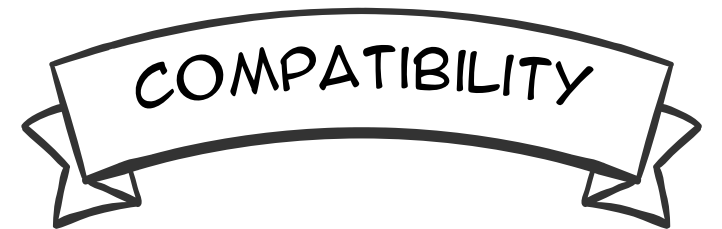
CONTACT SALES (DEEPER ENGAGEMENT)



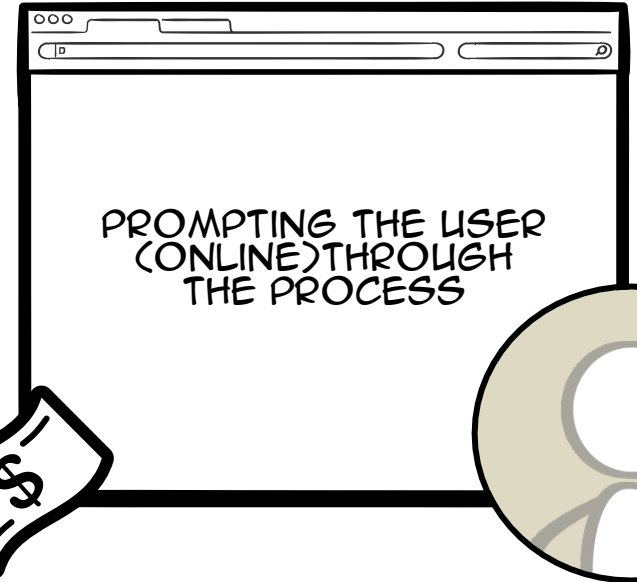
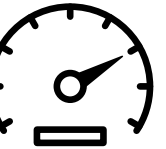
PRESENT RATE PLAN OPTIONS (CUSTOMIZED) DURING "BUY FLOW", "CARE FLOW"



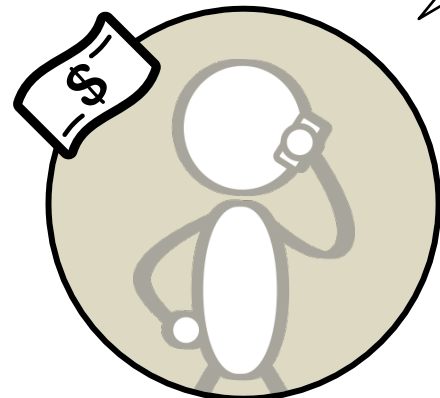
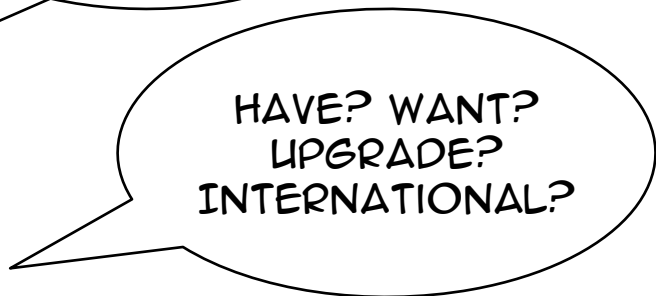
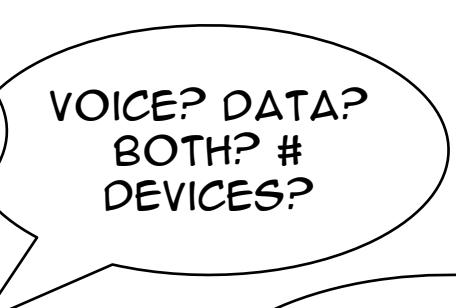
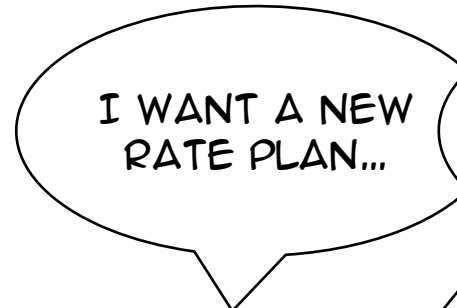
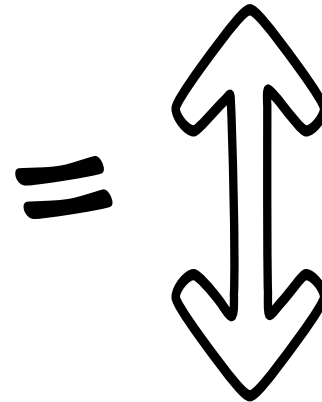
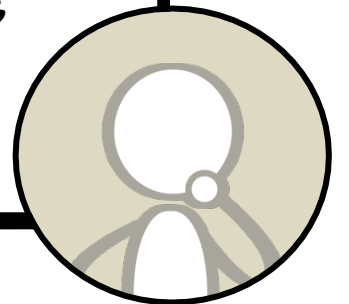
ONLINE VIDEOS



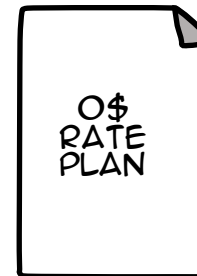
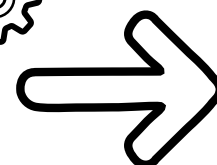
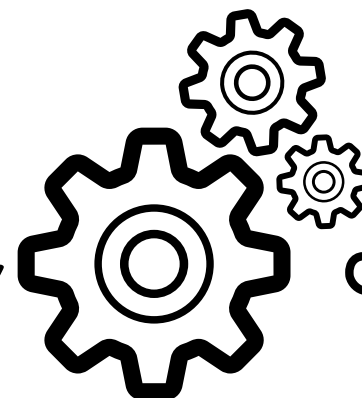
CHOICES, PRICE, EFFICIENCY/SPEED



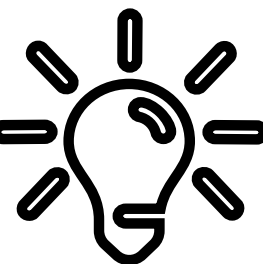
PROMPTING THE USER (ONLINE) THROUGH THE PROCESS



"THE DECISION FLOW"



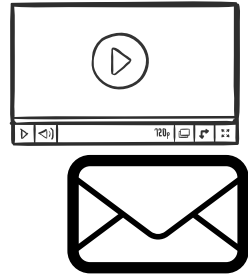
PARTIAL INFORMATION PROVIDED



PROMPTING THE REP THROUGH THE PROCESS

BUY FLOW IS (TYPICALLY) BASED ON DEVICE

"WHY OVERAGES...? I HAVE UNLIMITED DATA"



"WHAT DOES GB MEAN...?"

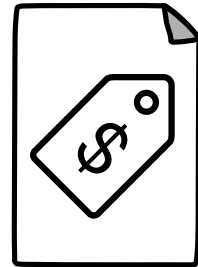
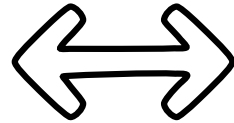
"BUILDING THE RELATIONSHIP WITH THE CUSTOMER" (WE'RE A SERVICE ORGANIZATION)

CONSULTATIVE

ENTHUSIASM!

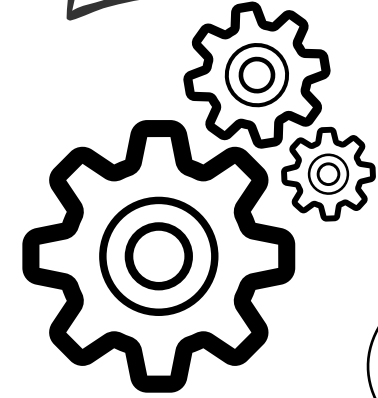
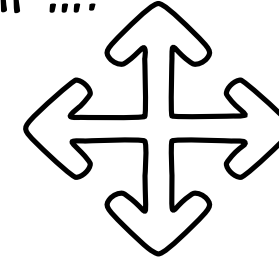
FOUND OUT ABOUT "MOBILE SHARE" (E.G. RADIO, ONLINE, PRIOR CALL - ON HOLD MESSAGE)

FOLLOW UP (E.G. WITH EMAIL, ONLINE VIDEO)



EXPLAIN TO ME... NOT JUST MARKETING

"WHAT HAPPENS IF...?"



CONSISTENCY

EFFICIENCY

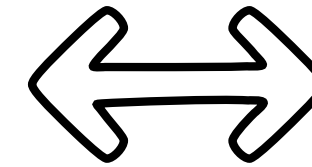
PLAN CLARITY



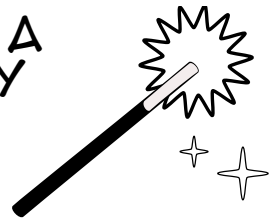
"THE TYPE OF CUSTOMER" INCREASES COMPLEXITY



AVOID: SPEAKING TO MULTIPLE REPS - AND RECEIVING MULTIPLE/DIFFERENT RECOMMENDATIONS

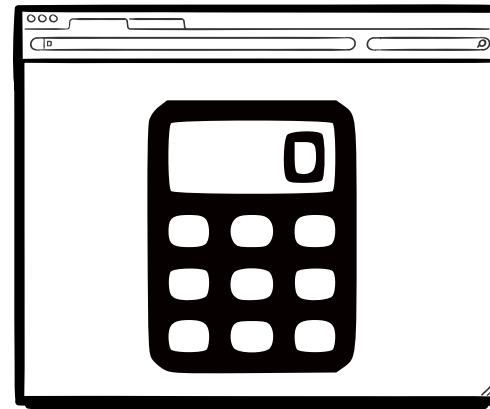
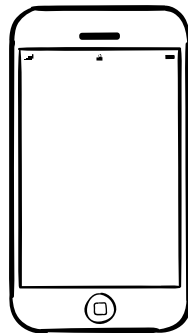


PURCHASING A DEVICE ("BUY FLOW")

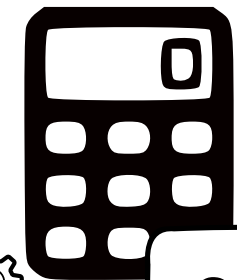
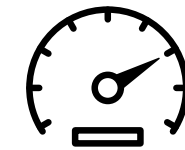


BROAD BASED "CUSTOMER TYPES" NEEDED

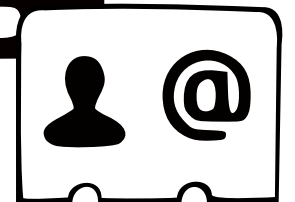
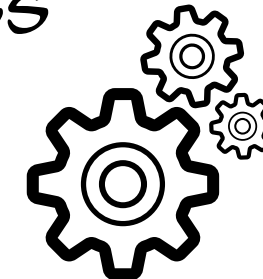
"THE DECISION FLOW"



OPTIONS, ALERTS, AWARENESS



PREDICTIVE BASED ON UNIQUE ID



QUICK ASSESSMENT "TOOL" BASED ON USAGE HISTORY

NEW RATE PLAN NEEDS

ONLINE CALCULATOR (DIY)



BE INFORMED ABOUT PLAN

MOBILE SHARE VISUALIZATION

8.7.13

BE INFORMED – KEY TAKEAWAYS

ACTOR	PAIN POINTS	NEEDS	CUSTOMER VOICE	OPPORTUNITIES
COMMON CUSTOMER	CUSTOMERS DON'T EXPECT AND DON'T UNDERSTAND THEIR PRORATION CHARGES.	TELL ME WHAT I NEED TO KNOW ABOUT HOW I'M IMPACTED BY MY NEW RATE PLAN CHANGE.	THERE ARE PARTIAL CHARGES ON MY BILL THAT I DON'T UNDERSTAND, WHAT'S GOING ON?	<p>ABILITY TO FUTURE DATE RATE PLAN CHANGES IN JULY. BEST CUSTOMER EXPERIENCE IS TO FUTURE DATE:</p> <ol style="list-style-type: none"> 1) DATA PLAN SIZE CHANGES ONLY (MOVE FROM ONE MOBILE SHARE GROUP TO ANOTHER) 2) WHEN CUSTOMERS ARE ONLY MIGRATING LINES WITHOUT ADDING NEW 3) WHEN CUSTOMERS DON'T HAVE IMMEDIATE SERVICE NEED <p>PREMIER: AGREE TO TERMS – CUSTOMERS SHOULD NOT HAVE TO MAKE THEIR "OWN CALCULATION" – LEAVE IT TO CUSTOMER TO CALCULATE IF THEY WILL GET PRORATION CHARGES (IF EFFECTIVE ON...)</p> <p>NEED TO IMPROVE LEVEL OF TRUST (WE MAKE IT "COMPLICATED ON PURPOSE")</p>
	CUSTOMERS DON'T CONSISTENTLY GET TOLD ABOUT PRORATION CHARGES AND WHAT TO EXPECT ON THEIR BILL.	TELL ME WHAT I NEED TO KNOW ABOUT HOW I'M IMPACTED BY MY NEW RATE PLAN CHANGE CONSISTENTLY REGARDLESS OF WHO I'M WORKING WITH.		
	CUSTOMERS ARE NOT EXPECTING THE CHARGES THAT THEY SEE ON THEIR FIRST BILL AND ARE SURPRISED.	TELL ME WHAT I CAN EXPECT MY FIRST BILL CHARGES TO BE.	WOW, MY FIRST BILL IS HIGHER THAN I THOUGHT IT WOULD BE.	
	CUSTOMERS ARE NOT FAMILIAR WITH THE RATE PLAN DETAILS.	TELL ME WHAT I NEED TO KNOW ABOUT MY NEW RATE PLAN AND PROVIDE ME SOMETHING I CAN LOOK AT LATER IN CASE I FORGET.	I REMEMBER SEEING SOMETHING ABOUT DATA LIMITS, WHAT IS MINE AGAIN?	
	CUSTOMERS ARE NOT FAMILIAR WITH THE RATE PLAN DETAILS AND ARE SURPRISED WHEN THEY LOSE THEIR UNLIMITED DATA.	TELL ME WHAT I NEED TO KNOW ABOUT MY NEW RATE PLAN AND BE CLEAR ABOUT HOW DATA CHARGES ARE HANDLED.	I THOUGHT I HAD UNLIMITED DATA, WHY WAS I CHARGED AN OVERAGE?	
	CUSTOMERS ARE SOMETIMES CONFUSED WHEN SUBMITTING MOBILE SHARE RATE PLAN REQUESTS	CLEAR UNDERSTANDING OF WHAT TO EXPECT WHEN SUBMITTING MOBILE SHARE PLAN REQUESTS ONLINE	I'M NOT SURE WHEN THIS WILL GO INTO EFFECT AND AM CONFUSED BY THE MULTIPLE EMAILS SENT TO ME AFTER I'VE SUBMITTED MY REQUEST	

"UNLIMITED" VOICE AND TEXT = DATA?
(CUSTOMER SURPRISED BY OVERAGES)

CHANGE A FEATURE,
SERVICE, PAY BILL...

ANYTHING
CHANGED IN PLANS
SO I CAN LOWER
MY BILL...?

HOW MUCH
DATA HAVE I
USED?

PAPER BILL IN
HAND
(SOMETIMES)

I LOVE MY UNLIMITED
DATA PLAN AND DON'T
WANT TO GIVE IT UP

I NEED TO **BENEFIT**
FROM A NEW PLAN...

SET EXPECTATION

CLARITY

LET ME SEE...
ON FAMILY TALK
NOW? (ASSESSING
DEVICES, DATA
USAGE)... MOBILE
SHARE MIGHT BE AN
OPTION...

WHEN YOU... YOU'LL
RECEIVE
NOTIFICATION, THEN
WE'LL... (E.G. ADD TO
BUCKET)



MULTIPLE NOTIFICATIONS TO BE
SENT...

RECOMMENDED PLAN
SHOULD BE APPROPRIATE
FOR HISTORICAL USE

AUTOMATE

TOLERANCE, WARNING
PROVIDED (TOO LARGE,
TOO SMALL?) - "A
FLAG", "AN OPTIMIZER"

FOLLOW UP

DETAILS... (VIA EMAIL) -
WHAT'S CHANGED,
WHAT HAPPENS GOING
FORWARD

PROACTIVE OUTREACH

TELLIGENCE (3 MONTHS OF HISTORY...
BILL) TAKES SOME TIME...

CONSISTENT

WE CARE

COLLATERAL

FAQS, 2D
BARCODE,
URLS

YOUTUBE
ET. AL.

IN STORE REVIEW

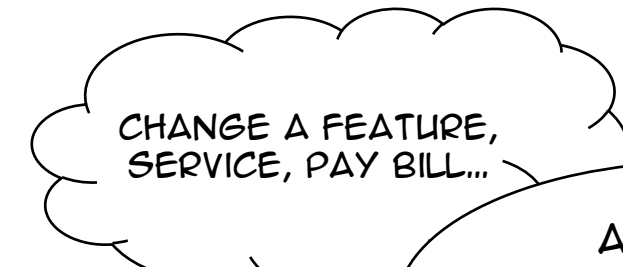
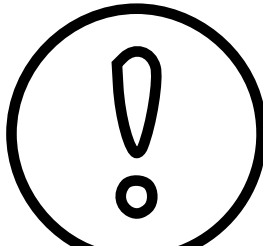
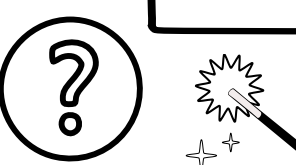
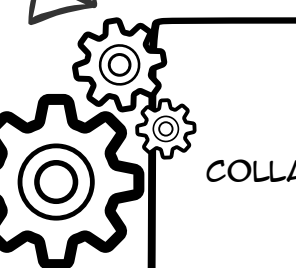
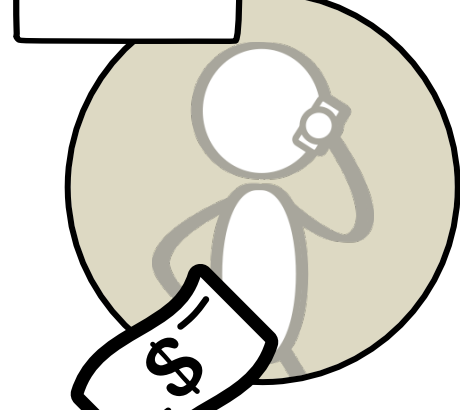
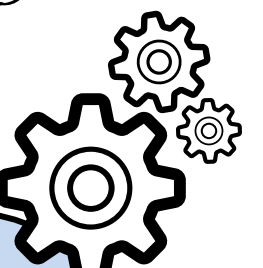
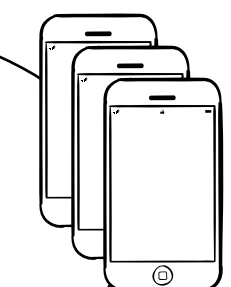
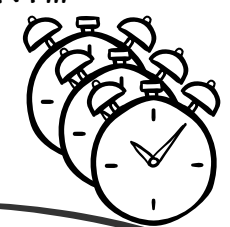
PRODUCT
PAGE
YOUR FIRST BILL...
SUPPORT
MODEL

WANT IT

HAVE IT

CHAT (LIMITED FORUM) -
COULD PROVIDE AGENT AND
CUSTOMER WITH ABILITY TO
DISCUSS DETAILS...

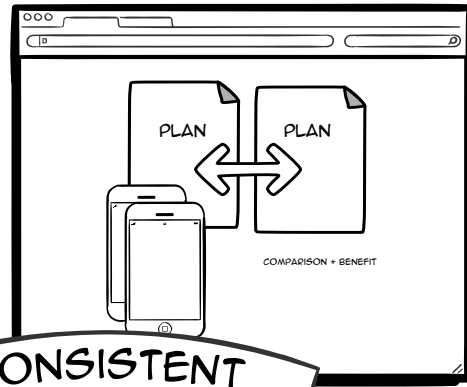
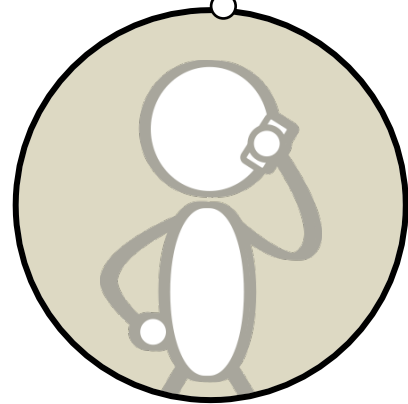
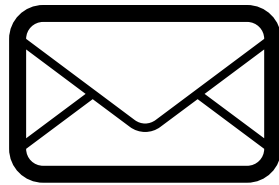
SCENARIO-
BASED, ROLE
PLAYING,
LEARNING TOOLS
(INTERACTIVE)



WHEN/IF I CALL ON...
I'LL PAY...



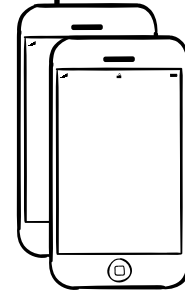
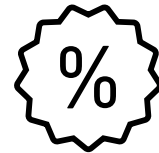
PCN



CONSISTENT

COMPARE
DEVICES,
USAGE...

COMPARISON
+ BENEFIT



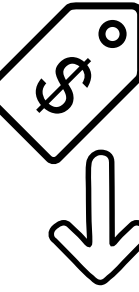
PLAN

PLAN

ADD MORE
DEVICES 😊

POSITIVE POSITIONING

YOU ARE AT A
BETTER PRICE POINT
(IF YOU LOOK AT
WHAT YOU HAD
BEFORE)



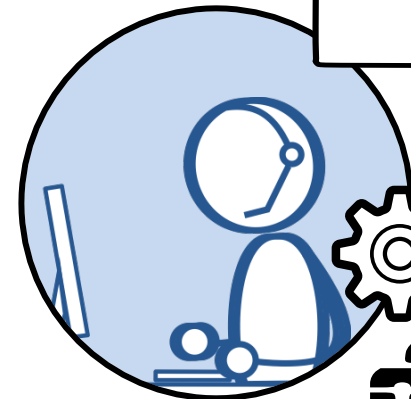
HERE'S WHAT YOU
CAN EXPECT,
IMMEDIATELY,
IN THE LONG TERM...

FOLLOW-UP



TIMING, EFFECTIVE
DATE IS X...
(UNDERSTANDING
WHAT TO EXPECT)

WHAT'S SHARED,
BUCKET, LINES IN
THE PLAN, WHAT IS
NOT IN THE PLAN
(CONFIRMATION)



SCRIPT

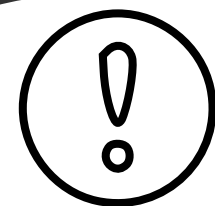


NEED PRORATION
KNOWLEDGE

"HERE'S WHAT YOU NEED TO KNOW..."
HERE'S WHAT YOU DID, HERE'S WHAT
YOU MIGHT WANT TO DO... SO THAT
YOU DON'T END UP WITH...

BILL EITHER WAS OR WASN'T
FUTURE DATED. BASED ON
WHAT YOU CHOOSE, HERE'S
WHAT YOUR BILL (ESTIMATE,
SNAPSHOT, VISUAL) WILL
SHOW...

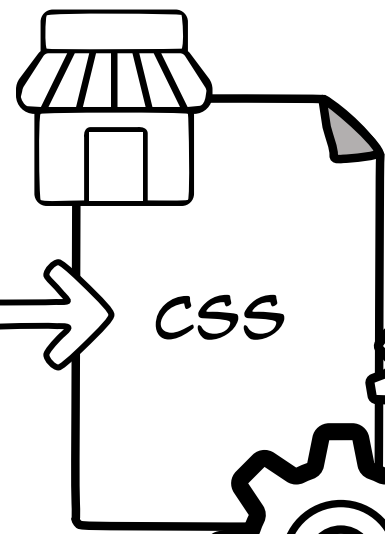
DISCLOSURE



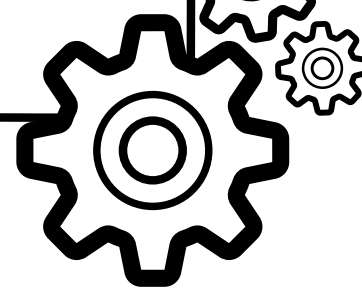
NO BACK-
DATING



CONSTANT
UPDATE/
REFRESH

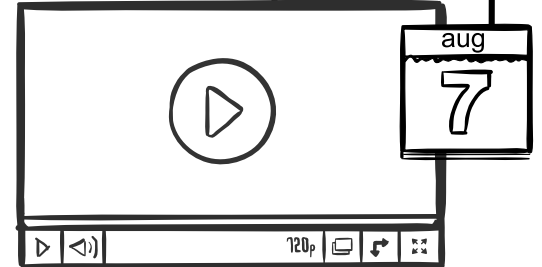


CSS



SHOW VALUE IN
OTHER CHANNELS

PRORATION



BE NOTIFIED ABOUT USAGE

MOBILE SHARE VISUALIZATION

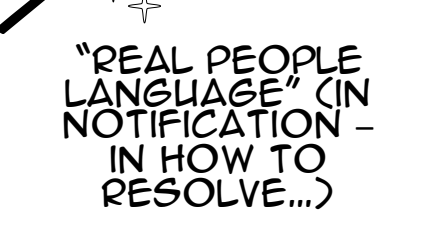
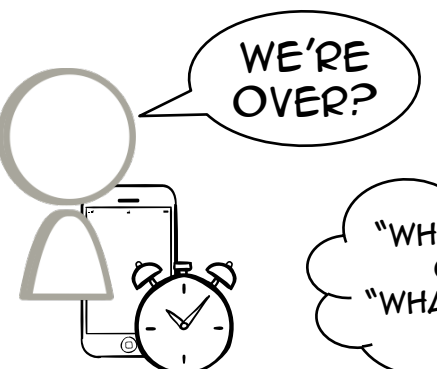
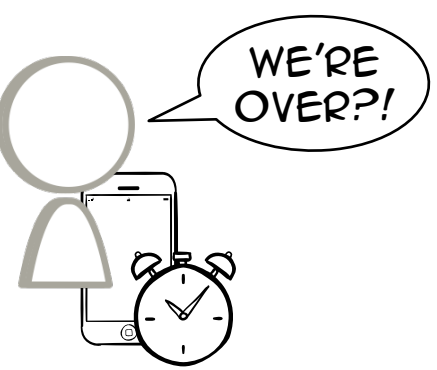
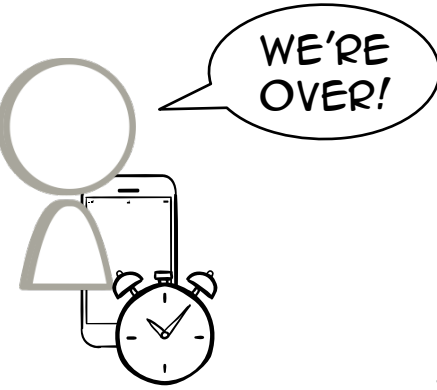
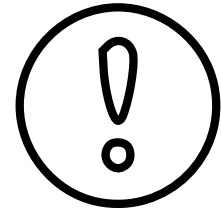
8.9.13

BE NOTIFIED – KEY TAKEAWAYS

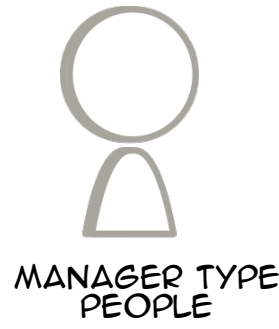
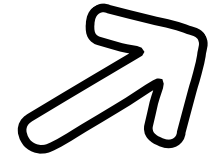
ACTOR	PAIN POINTS	NEEDS	CUSTOMER VOICE	OPPORTUNITIES
COMMON CUSTOMER	CUSTOMERS ARE NOT AWARE OF HOW TO ADDRESS THEIR PENDING OVERAGE NOTIFICATIONS.	TELL ME WHAT TO DO AND WHO I SHOULD CONTACT IF I AM CLOSE TO USING MORE DATA THAN MY PLAN SUPPORTS.	WHAT SHOULD I DO ABOUT THIS PENDING OVERAGE NOTIFICATION? DO I CALL? CAN I FIX IT MYSELF ONLINE?	ABILITY TO FUTURE DATE RATE PLAN CHANGES IN JULY. BEST CUSTOMER EXPERIENCE IS TO FUTURE DATE: 1) DATA PLAN SIZE CHANGES ONLY (MOVE FROM ONE MOBILE SHARE GROUP TO ANOTHER) 2) WHEN CUSTOMERS ARE ONLY MIGRATING LINES WITHOUT ADDING NEW 3) WHEN CUSTOMERS DON'T HAVE IMMEDIATE SERVICE NEED
	CUSTOMERS ARE NOT AWARE OF HOW TO ADDRESS THEIR OVERAGE CHARGE NOTIFICATIONS.	TELL ME WHAT TO DO AND WHO I SHOULD CONTACT IF I HAVE USED MORE DATA THAN MY PLAN SUPPORTS.	WHAT SHOULD I DO ABOUT THIS OVERAGE CHARGE NOTIFICATION? DO I CALL? CAN I FIX IT MYSELF ONLINE?	
	CUSTOMERS ARE NOT CONSISTENTLY NOTIFIED THAT THEY ARE CLOSE TO INCURRING AN OVERAGE.	ALWAYS TELL ME WHEN I'M CLOSE TO USING MORE DATA THAN MY PLAN SUPPORTS.	WHY DO I HAVE THIS OVERAGE CHARGE ON MY BILL? WHY WASN'T I NOTIFIED?	FLAG CUSTOMER ACCOUNTS IF THEY UNDERUTILIZE/OVERUTILIZE DATA SO THE REPRESENTATIVE TAKING THE CALL CAN ADDRESS.
	CUSTOMERS ARE NOT CONSISTENTLY NOTIFIED THAT THEY HAVE INCURRED AN OVERAGE PRIOR TO BILL RECEIPT.	ALWAYS TELL ME WHEN I'VE USED MORE DATA THAN MY PLAN SUPPORTS.	WHY DO I HAVE THIS OVERAGE CHARGE ON MY BILL? WHY WASN'T I NOTIFIED?	
	CUSTOMERS DON'T FEEL THAT AT&T KNOWS HOW TO HELP THEM WHEN THEY CALL IN WORRIED ABOUT A PENDING OVERAGE.	GIVE ME OPTIONS FOR HOW TO ADDRESS MY PENDING OVERAGE.	YOUR COMPANY SENT ME THE NOTIFICATION ABOUT MY PENDING OVERAGE AND YOU DON'T KNOW HOW TO HELP ME?	

BE NOTIFIED – KEY TAKEAWAYS

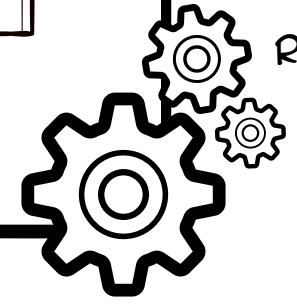
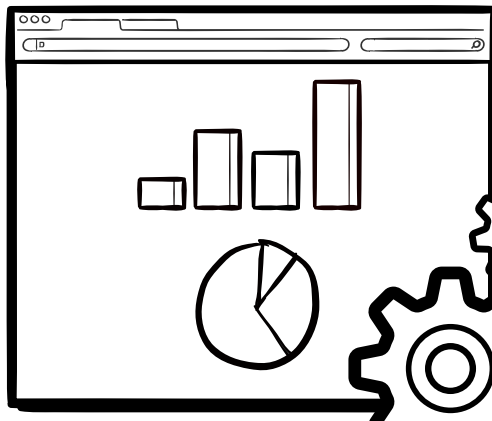
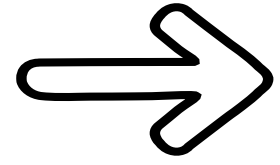
<i>ACTOR</i>	<i>PAIN POINTS</i>	<i>NEEDS</i>	<i>CUSTOMER VOICE</i>	<i>OPPORTUNITIES</i>
COMMON CUSTOMER	CUSTOMERS HAVE DIFFICULTY VIEWING GROUP USAGE ONLINE	I NEED TO BE ABLE TO EFFICIENTLY MANAGE USAGE AND BETTER UNDERSTAND WHO THE "ABUSER" IS	I FIND IT DIFFICULT TO MANAGE USAGE WHEN ONLINE	ENHANCED ONLINE USAGE ANALYSIS CAPABILITIES (STREAMLINING, FLEXIBILITY)
	CUSTOMERS ARE UNABLE TO "ACT ON" NOTIFICATIONS ONLINE	I NEED TO BE ABLE TO EFFICIENTLY MANAGE NOTIFICATIONS	I'M SEEING NOTIFICATIONS THAT ARE NO LONGER RELEVANT SINCE I'VE DEALT WITH THEM ALREADY	ALLOW USERS TO MANAGE THE LIST OF NOTIFICATIONS SHOWN ONLINE (REMOVE, TAG/MARK/FILTER ETC.)



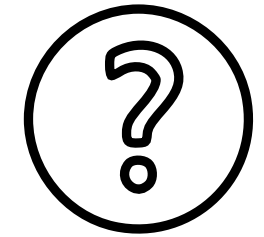
INFORMED



MANAGER TYPE PEOPLE



REAL TIME USAGE



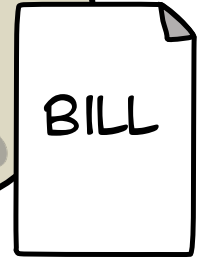
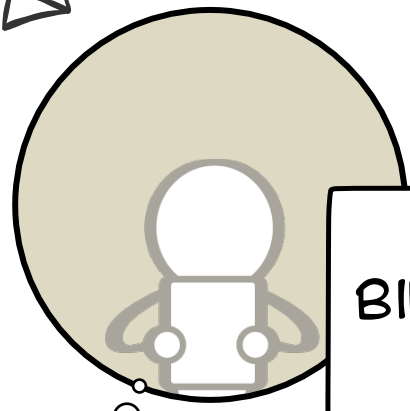
CHANGE PLAN?



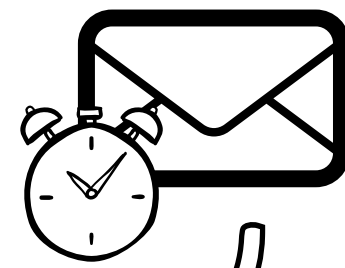
RESPONSIVE

PEAK USAGE IDENTIFIED

CHOICE



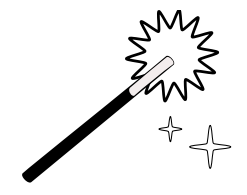
BILL



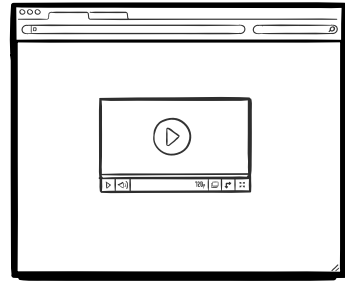
PROACTIVE



WELCOME KIT



FOR ME, IN MY SCENARIO - CUSTOMERS LIKE YOU...



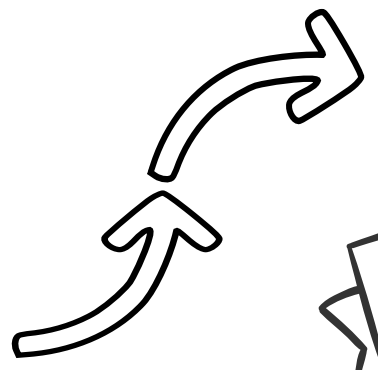
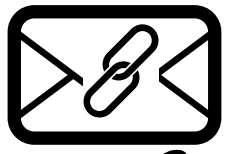
THE SCENARIOS... "WOULD YOU LIKE TO...?"



YOU'RE TRACKING AT... DO YOU WANT THIS TO BE FUTURE DATED?

IN CONTROL

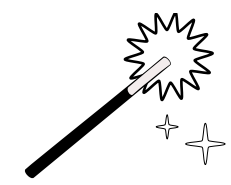
MAKE SURE FUTURE DATING IS MANAGED AGAINST ALREADY PAID FOR USAGE (THE RIGHT AMOUNT TO GET THEM THROUGH)

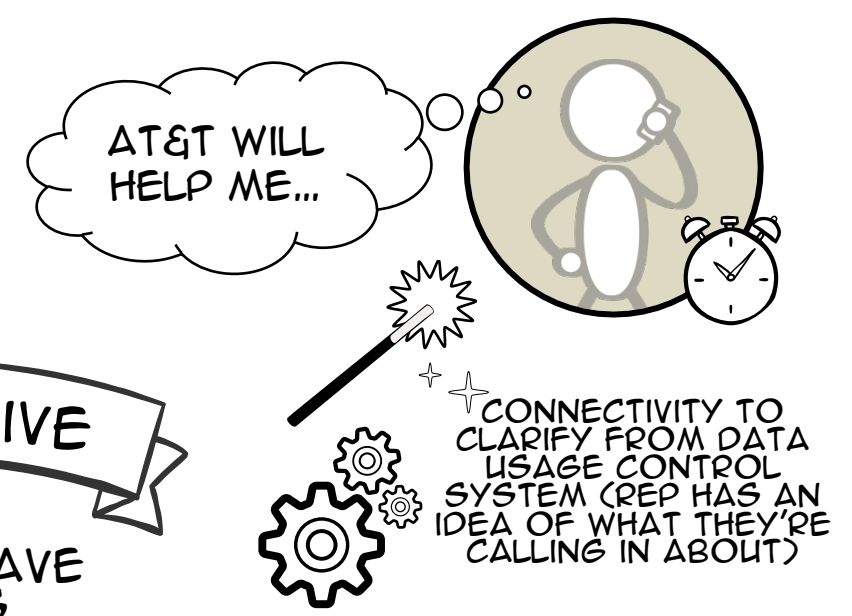
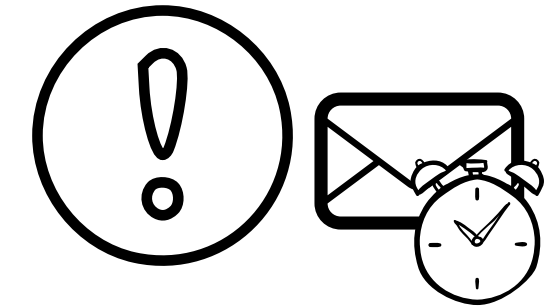
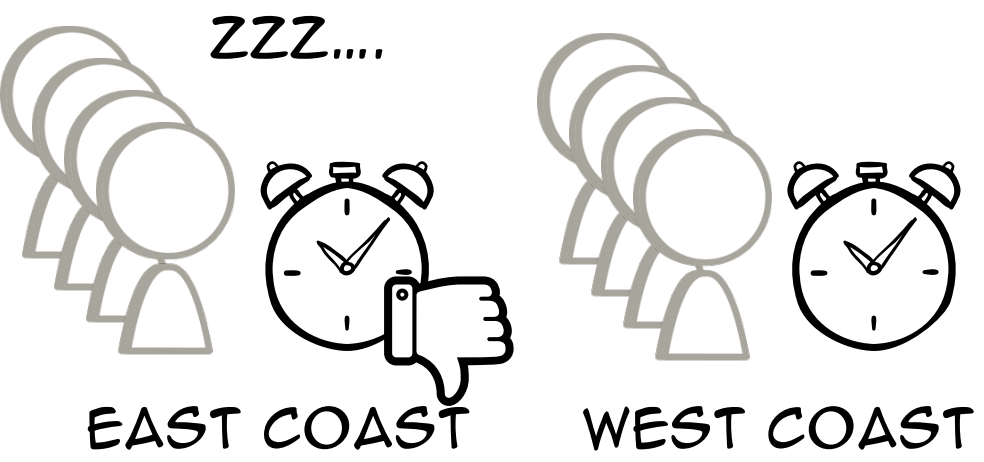


WHAT ARE MY OPTIONS - AT&T?

EMPOWERED

"LIMITED OVERAGE INSURANCE POLICY" (E.G. APPLE CARE PLUS)



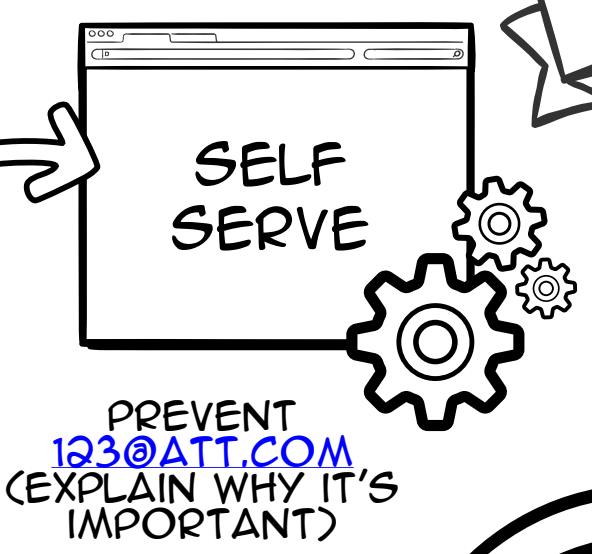
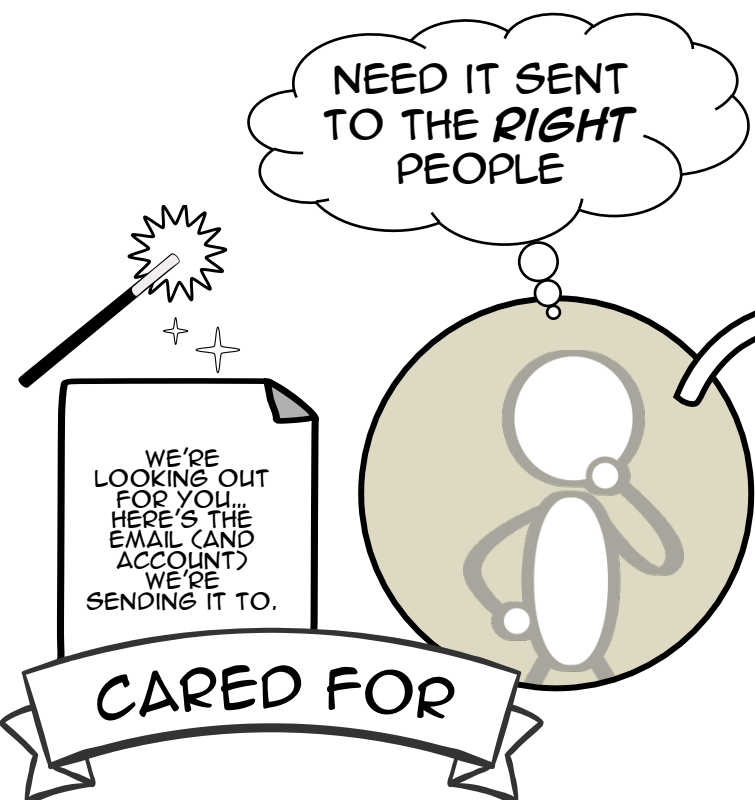


LISTENED TO

PROACTIVE

OPTIONS

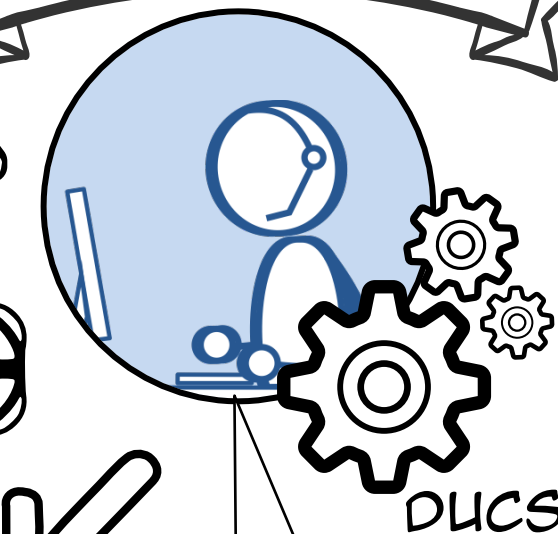
SIMPLE TERMS



"WHEN YOU HAVE OVERAGES... WE'RE GOING TO..."



CROSS CHANNEL

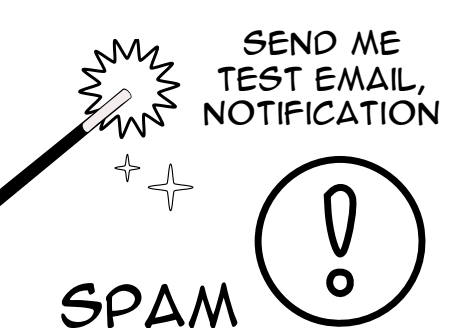


SET EXPECTATIONS

HERE ARE YOUR OPTIONS...

"LOOKING OUT FOR ME"

WE NEED TO "OPT OUT" FOR SOME...



"THIS IS THE CTN THAT WENT OVER"

PRIVACY

OPT-OUT OPTIONS

WHY AM I OVER? WHO WAS IT? WHO WILL BE NOTIFIED?

EFFICIENT