ACN High Speed
Internet
&
ACN High Speed
Internet + Voice

Rogers Territories:
Ontario



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Overview

- Residential High Speed Cable Internet offering with up to 60 Mbps download speeds
- Standalone Internet or Bundled with Voice
- Available in Rogers footprint across Ontario



Industry Stats

- Rogers' Cable Internet reaches 4 million households!
- More than half of these households have High Speed Cable Internet with Rogers



ACN High
Speed
Internet
Bundled & Stand
Alone

→ Service Offering



ACN High Speed Internet

- 15 Mbps, 30 Mbps & 60 Mbps speeds available in Ontario
- Standalone Plans starting as low as \$55.99/month
 - Price includes modem rental
- Activation fee of \$30.00 and \$9.99 Shipping & Handling fee*
- Rewards Card to offset upfront fees for Standalone Internet
- Professional installation included (if required)
- 1 year term commitment



ACN High Speed Internet Bundled & Standalone

- Competitively priced plans (includes modem rental)
- Save when you

Bundle!	

Download Speed*	Upload Speed*	Voice	ACN Internet
15 Mbps	1 Mbps	\$78.99	\$55.99
30 Mbps	5 Mbps	\$86.99	\$63.99
60 Mbps	10 Mbps	\$96.99	\$73.99
Activation	r Fee	Waived	\$30.00
Shipping & Handling Fee		Waived	\$9.99
Rewards Card**		\$100	\$100

1 year term

^{**} Bundled Rewards Card is \$100 when transferring number to ACN; and \$160 when taking a new number. Customers taking a new number will pay onetime fees of \$60.97 which includes the following fees: equipment, activation, and shipping.



Standalone

^{*}Up to speeds based on optimal conditions.

ACN Bundled High Speed Internet + Voice Pricing Comparison <u>ACN Offers Higher Speeds at Lower Rates</u>

	ACN			Rogers Cable**	
Speed*	15 Mbps	30 Mbps	60 Mbps	30 Mbps	60 Mbps
Usage Capacity	300 GB	300 GB	300 GB	100 GB	200 GB
Internet Home Phone Long Distance	\$49.00 \$29.99 N/A	\$57.00 \$29.99 N/A	\$67.00 \$29.99 N/A	\$64.99 \$45.91 \$5.00	\$74.99 \$45.91 \$5.00
Total Monthly Price	\$78.99	\$86.99	\$96.99	\$115.90	\$125.90
Shipping & Activation Fees	N/A	N/A	N/A	N/A	N/A
Rewards Cards/Promotions	\$100	\$100	\$100	N/A	N/A
Total 2 year Cost for Existing Rogers Customers	\$1,796	\$1,988	\$2,228	\$2,782	\$3,022
ACN Savings vs Existing Rogers Customers	N/A	\$794	\$794	N/A	N/A
ACN Savings vs New Rogers Customers***	N/A	\$719	\$719	N/A	N/A

Monthly pricing for ACN and Rogers Cable includes modem rental fee.

ACN's phone service is the Home Unlimited World Plan, and the \$60.96 one-time fees are waived when the customer transfers their number. Competitive pricing valid as of April, 2015.

^{*}Up to speeds based on optimal conditions. Not all speeds available at all locations.

^{**}Rogers Home Phone assumes 'Favorites' plan at \$45.91/mo + \$5/mo Long Distance plan (500 NA minutes included).

^{***} Rogers offers a \$75 discount (\$25 off for 3 months) on Internet for new customers.

Standalone ACN High Speed Internet Pricing Comparison

	ACN			Rogers Cable	
Speed*	15 Mbps	30 Mbps	60 Mbps	30 Mbps	60 Mbps
Usage Capacity	300 GB	300 GB	300 GB	100 GB	200 GB
Monthly Price	\$55.99	\$63.99	\$73.99	\$64.99	\$74.99
Shipping & Activation Fees	\$39.99	\$39.99	\$39.99	N/A	N/A
Rewards Cards/Promotions**	\$100.00	\$100.00	\$100.00	N/A	N/A
Total 2 Year Cost for Existing Rogers Customers	\$1,284	\$1,476	\$1,716	\$1,560	\$1,800
ACN Savings vs Existing Rogers Customers	N/A	\$84	\$84	N/A	N/A
ACN Savings vs New Rogers Customers**	N/A	\$74	\$74	N/A	N/A

Monthly pricing for ACN and Rogers Cable includes modem rental fee.

Competitive pricing valid as of April, 2015.

^{*}Up to speeds based on optimal conditions. Not all speeds available at all locations.

^{**}Rogers promotion is for new customers only and is \$75 off Internet (\$25 for 3 months); New Rogers customers also pay a \$64.94 fee for installation and activation.

Benefits

- Competitively priced; and similar to service customer is already getting
- Save money versus competition (Rogers)
- Customer Reward card to offset upfront fees
- Eligible for Strive for 5 (when bundled with Digital Phone Service)
- Customer has relationship with IBO



Main Objection

- Customer: "I like the reliability of my Rogers/Bell Internet service."
- ACN's High Speed Internet service uses many of the same network elements as Rogers. Also, ACN's modems are Rogers' certified, and installation is performed by Rogers' technicians
- In addition, the customer has the opportunity to do business with someone they know



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Service Delivery Process



Setting Expectations with Your Customers

- Customer chooses an installation date (Typically 2-3 weeks out from order date)
- 95% of time our eligible footprint will match Rogers' coverage. IBO can check serviceability on Rogers' website before speaking to customer
- Service and speed availability will be confirmed after the order is submitted this can take
 up to 2 business days for the customer to be notified
 - If the speed selected is available, customer's desired speed will be ordered
 - If the speed selected is unavailable, the next highest speed will be provisioned. Should the
 customer wish to cancel as a result of the desired speed not being available, then the customer
 will need to contact Customer Care prior to installation to cancel the High Speed Internet order
 - Customers will be contacted via email with status updates on progress of orders



Setting Expectations

- Customers will receive an ACN High Speed Cable modem in order to ensure the highest level of service quality.
 - The modem will arrive at the customer's premises prior to the activation/installation date.
- If your customer has existing Internet service with Rogers:
 - Ensure that they cancel their existing service for the date they request the ACN service to be installed on.
- Warn the customer that a win-back attempt may be made when they call to drop service.
 - "Why would you stay with a company that hasn't given you their best pricing until you want to leave?"

Service Delivery Process

- Pre-Order Preparation
- Ordering/Serviceability
- Installation
- Customer Communication
- Support



Pre-Order Preparation

Payment Methods:

- A valid credit card with the understanding that the customer will be billed automatically each month for the service using this payment method. Name on credit card must match name on the account. (Can be changed once the service has been activated to an alternate credit card if desired)
- Pre-authorized debit and Paypal payments also accepted (Note: A 5 day hold applies on orders using these payment methods, as such your order and installation confirmation may be delayed)

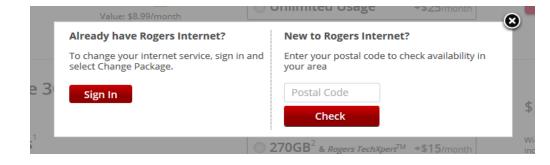
Pre-Order Preparation

- Confirming Serviceability for High Speed Internet:
- If you are unsure of whether your potential customer qualifies for Rogers Cable Internet service with ACN, you may pre-qualify their address using the Rogers retail website.



Confirming Serviceability for High Speed Internet

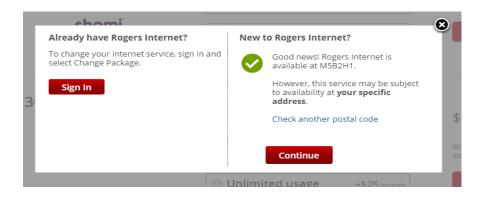
- Visit
 <u>http://www.rogers.com/web/link/hispeedBrowseFlowDef</u>
 aultPlans
- 2. Choose the speed the customer wants, select "Add to Cart"
- 3. Enter the customer's Postal Code
- 4. Select Check



Confirming Serviceability for High Speed Internet

Once the address has been validated, the Rogers retail site will indicate whether cable internet service is available for that postal code

Please note that final serviceability will be confirmed by ACN after the order has been submitted



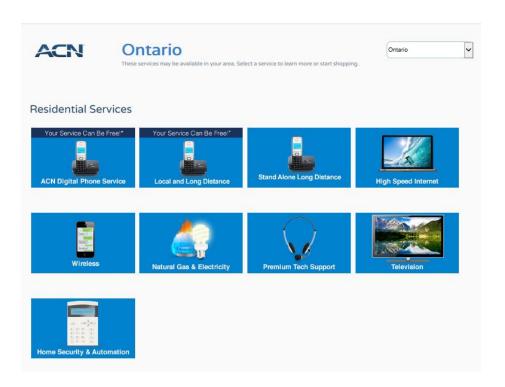


Confirming Serviceability for High Speed Internet

If the results indicate that Rogers is NOT available, the message below will appear:







- Direct customers to your online store to sign up for Standalone High Speed Internet.
- Product will be available by clicking the "High Speed Internet" icon





Details regarding the offering can be found on the Internet page.

Customers should select "Shop Now" to proceed to the ordering portal.



Bundled Services		Features »
High Speed Internet Digital Phone Service	Bundle Digital Phone Service with High Speed Internet and Save! Add Digital Phone Service to your High Speed Internet order for the perfect pair! Choose the speed to meet your needs with options up to 60Mbps. Includes unlimited calling to more than 80 landline and mobile destinations around the world!	Pricing Starting at \$62.99 / month ® Yes! I would like to order Digital Phone Service with my High Speed Internet order
Standalone Services		Features »
Digital Phone Service	Digital Phone Service Includes unlimited calling to more than 80 landline and mobile destinations around the world!	\$29.99 / Month Month Yes! I would like to order Digital Phone Service
High Speed Internet	Standalone High Speed Internet Choose the speed to meet your need with options up to 60Mbps.	Pricing Starting at \$41.99 © Yes! I would like to order High Speed Internet
		Next
I have an existing ACI	N Video Phone or Phone Adapter	

- After clicking Shop Now, customers will be directed to the ACN ordering portal
- Customers can choose between Digital Phone Service, High Speed Internet or bundling the two together



A partial serviceability check is done when the customer enters his address and home phone number.

Enter your Address and Home Phone Number to see the Services Available in your Area			
(note: if you do n	ot have a home phone leave the phone number entry fields blank)		
Phone Number			
Street Number* & Suffix	~		
Street Name* & Type			
Street Direction	~		
Unit / Location Type *	~		
City *			
Province *	~		
Postal Code *			
	*required field		
Cancel	Next		



High Speed DSL

Order DSL using Bell's High Speed FIBE® network. Monthly charge includes a wireless enabled modem.¹

High Speed Internet 7Mbps \$46.99 / month

High Speed Internet 10Mbps \$51.99 / month

High Speed Internet 15Mbps \$56.99 / month

High Speed Cable

Benefit from the stability and reliability of Rogers' cable network. Monthly charges include modem rental fees.¹

High Speed Internet 15Mbps \$55.99 / month

High Speed Internet 30Mbps \$63.99 / month

High Speed Internet 60Mbps \$73.99 / month

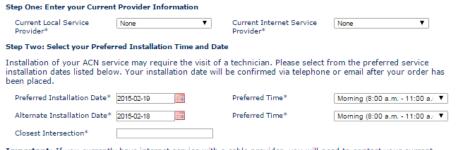
- High Speed Internet packages and pricing will be displayed based on location
- Requested speed subject to availability. If the desired speed is unavailable, ACN will provision the next highest internet speed



 Once the customer chooses a speed, the Monthly Charge will be shown.

High Speed Cable				
-	Monthly Charge			
rees.	\$63.99			
\$55.99 / month	with a 1 year term			
\$63.99 / month	•			
\$73.99 / month	Activation fee: \$ 30.00 Shipping & Handling: \$ 9.99			
	\$63.99 / month			





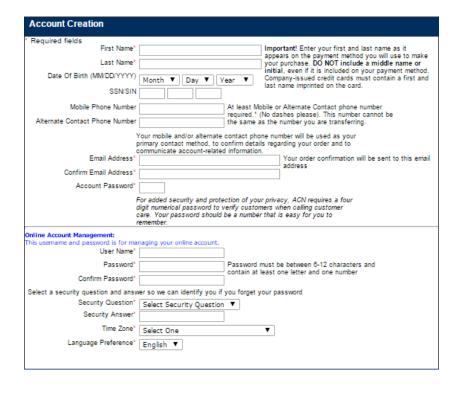
Important: If you currently have internet service with a cable provider, you will need to contact your current internet provider to request a cancellation of your internet service, for the date you requested your new installation with us. This action should be taken within 24 hours of your current order being completed.

Important: The technician will contact you on the day of your service installation to confirm your availability. If the technician is not able to reach you he may not go to your address.



- Once your customer's package has been selected they will be prompted to indicate their current phone and internet provider
- Customers will then be prompted to enter their preferred installation dates and times

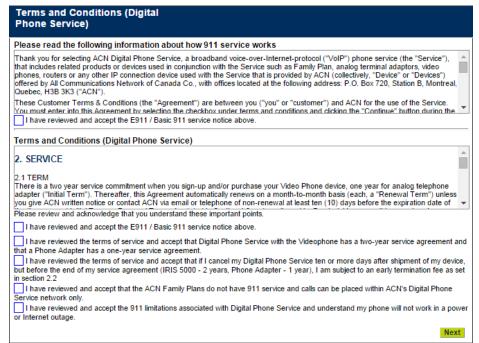




- The customer will then have to fill in the details regarding their account.
- Important things to keep in mind:
- Account name must match name on the payment method
- Customer should use their own contact information for Mobile Phone Number and Alternate Contact Phone Number. Rogers technician will call Mobile number if both numbers are provided
- Email Address will be main point of contact between customer and ACN

New Customer Orders (VoIP)

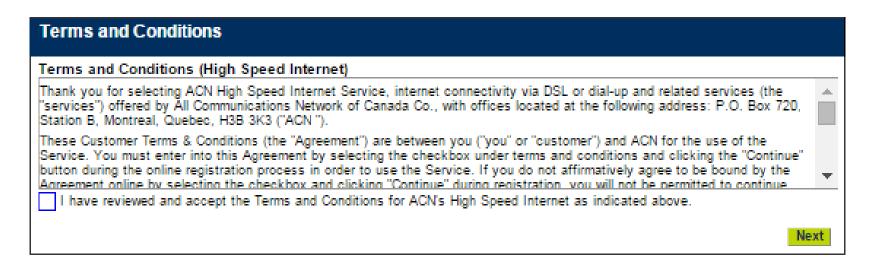
 If bundling Internet with Digital Phone Service, Customer will be asked to review ACN's DPS Terms and Conditions and indicate that they accept by checking off the boxes shown below





New Customer Orders (Internet)

 Customers will now be asked to review ACN's High Speed Internet Terms and Conditions and indicate that they accept by checking off the box shown below



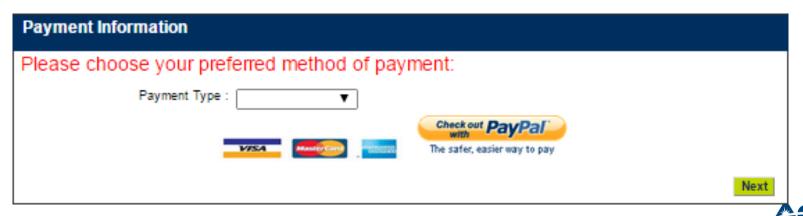


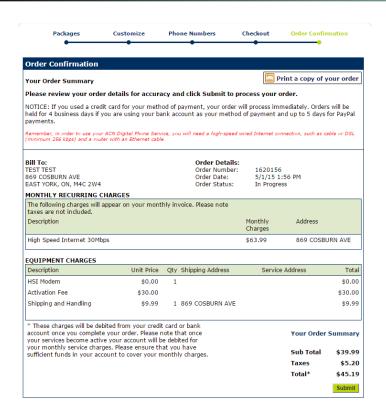
- Prior to entering their payment information customers will be asked to confirm their shipping address. Customers have two options:
- Use the service address which will be pre-populated in the address field
- Enter a new shipping address by clicking "Add New Address". Please note that ACN does not ship devices to P.O. Boxes.

Shipping		
Device	Ship To	
HSI Modem	555 TEST AVENUE, TEST CITY, H2B2Y8	▼ Add New Address
		Next



- Customers will now be asked to select their preferred payment method.
 Please note that the name on the account for the payment method must match that of the account holder
- Important Reminder: Customers opting to pay via Bank Account or Paypal will have a 5 day hold applied to their orders





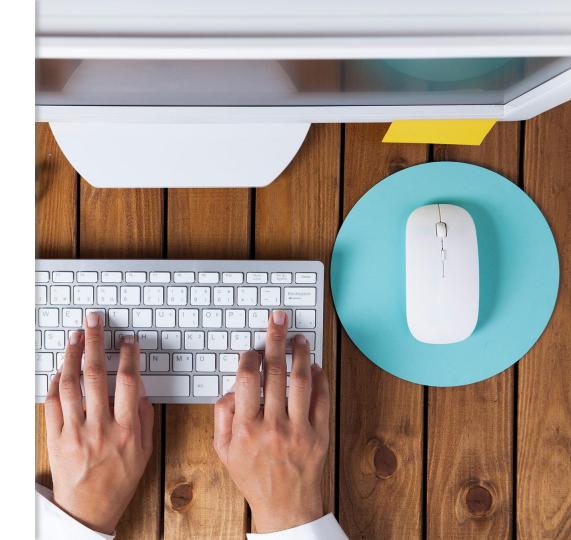
- Once customers have submitted their payment information they will be given a summary of their order.
- The summary will contain all pertinent information regarding their service request including:
 - Monthly and Upfront Fees
 - Service Address
 - Shipping Address
- Important: customers must click "Proceed to Payment" in order to submit their order



- Customers will now be given the confirmation of their order
- It is important to keep a copy of this page along with the order confirmation number
- This is the final step in the ordering process!
- Customers will now receive emails detailing the progress of their orders
- Should customers have any questions regarding their orders they can reach ACN via our Toll-Free number, chat or email service

ACN High Speed Internet

Existing Customer Orders



Adding ACN High Speed Internet

- Existing Digital Phone Service customers will be able to add-on Cable service via the "Add High Speed Internet" link on their customer portal
- Customers will be asked to provide preferred time and dates for the installation/activation of their service
- A modem will be shipped to the customer and a technician may be dispatched to install the service
- For more details, see Installation Scenarios 1 & 2 on slides 40-41



Switching to ACN High Speed Internet

- Customer opting to switch to Cable service from their existing ACN DSL connection will be able to do so using their customer portal by selecting the "Switch to Cable High Speed Internet Service" function in the "Modify your Internet Service Plan" menu
- Customers will be asked to provide preferred time and dates for the installation of their service
- A modem will be shipped to the customer and a technician will be dispatched to install the service. If your customer needs a WiFi network at home, or simply needs to connect multiple devices, ACN recommends purchasing a wireless router such as the Linksys E1200.
- Customers will be required to return their existing DSL equipment once the Cable installation is complete



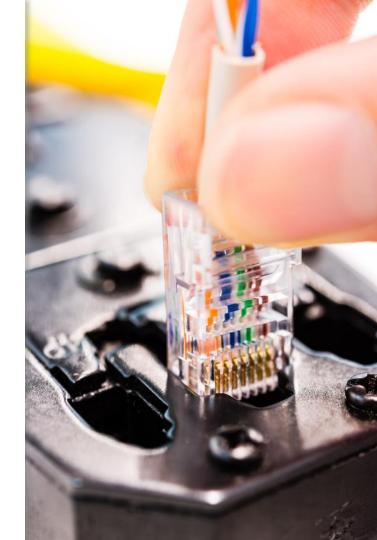
Important Reminders

- Customers adding on or switching to Cable from DSL will be charged upfront fees for their order:
 - Activation Fee: \$30.00
 - Shipping and Handling Fee: \$9.99
- When requesting a switch to Cable from DSL customers will need to return their DSL equipment to avoid a nonreturned modem fee
- ACN's provisioning team will keep your customers posted on the progress of their orders via email



ACN High Speed Internet Bundled & Stand Alone





Important Things to Remember!

- Confirmation and communication of High Speed Internet availability may take up to 2 business days to communicate to the customer.
- In a very small percentage of cases, Cable Internet may not be available even if Rogers Internet service is currently available in that area.
- ACN will notify you of your installation date as soon as possible. Note, it may take up to 7 business days to receive confirmation of your due date



ACN High Speed Internet Customers

Scenario 1 - Transfer: Customer has Internet with Rogers

- Customer selects activation date during ordering process. Name on ACN order must match name on Rogers' account
- 2. Customer requests cancellation, within 24 hours, of their existing service with Rogers for the same date as the activation
- 3. ACN will confirm the activation date with the customer. No technician visit is required
- 4. On the activation date, the customer will unplug their current modem and connect the new modem using the installation guide included with the device
- 5. Once ACN High Speed Internet is active, the customer should return their existing equipment to Rogers



ACN High Speed Internet Customers

Scenario 2: Customer has no Internet service or has service with a DSL provider

- 1. Customer selects installation date during ordering process
- 2. ACN will dispatch a Rogers technician to install the new service
- 3. Once the installation is completed the customer will connect their modem using the installation guide included with the device
- Once ACN High Speed Internet is active, the customer can cancel their DSL service and return their existing equipment to their DSL provider (if applicable)

What can the customer expect from the Rogers technician?

Prepare the customer for the following:

- A service technician from Rogers will be installing the service on ACN's behalf
- The technician may call prior to arriving at the customer's premises. If there is no answer, the technician may not show up for the appointment



What can the customer expect from the Rogers technician? (con't)

Preparé the customer for the following:

- The technician will install a cable to the customer's specifications
- Technician will check signal strength at the jack or cable location of customer's choice and activate the service
- The technician is not responsible for installation of the modem.
 Customers should use the installation guide found with the modem to connect the device
- Note: it may take up to 10 minutes for the modem to connect to the internet

Important Reminders

- Things for your customer to keep in mind:
- If your customer needs a WiFi network at home, or simply needs to connect multiple devices, ACN recommends purchasing a wireless router*



ACN High Speed Internet Bundled & Stand Alone





<u>Support</u>

Installation Support

- This team provides your residential customer with assistance prior to service activation.
- Customer should contact installation support to reschedule appointments, request additional field work, provide feedback or report issues with their service installation. This team can be reached at 800-886-2556 from:
 - Monday to Friday: 8:30 am to 10:00 pm ET
 - Saturdays: 9:00 am to 5:30 pm ET



<u>Support</u>

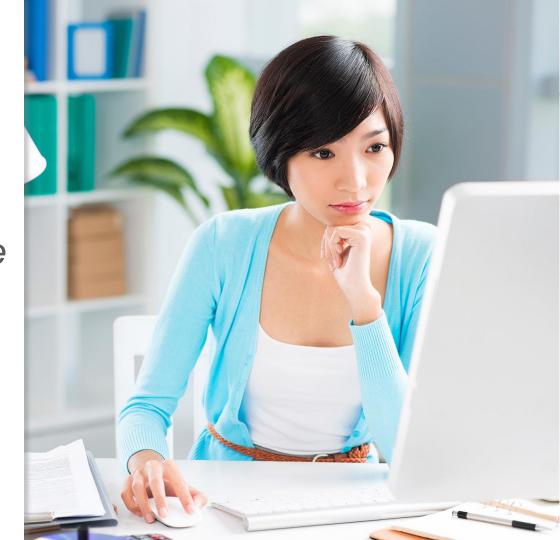
Technical Support

- Once the customer's service has been installed and is working as expected, support related calls are directed to our technical support agents. These agents are available by phone or by text message at 866-913-3445 from:
 - Call Monday through Friday, 8 am to Midnight and Saturday & Sunday, 9 am to 9 pm ET
 - Text or Chat Monday through Friday, 9 am to 9 pm ET



ACN High Speed Internet Bundled & Stand Alone





Customer Rewards Redemption Process

- A \$100 reward card for those customers that select Standalone ACN High Speed Internet
- \$100 reward card if ACN High Speed Internet + Voice
- Locate the details within the Customer Rewards



Customer Rewards
Save Money. Make Money. Talk About a Win-Win!

→ Find out more

Customer Rewards Redemption Process

- Customer must complete an online redemption form within 30 days of placing the order
- Redemption form is available at myacncanada.ca & through IBO's storefronts
- The customer's service must be active and in good standing for 120 days
- It may take up to 6 weeks to receive the Reward Card after the 120 day time period has passed

for Standalone =\$4 in Speed Internet	Internet Customer Rewards Redemption Form
for Standalone ACN High =\$1	* Customer First Name
Cable Internet in Ontario and	* Customer Last Name
	* Customer Address
ogram Requirements:	Customer Address 2
ACN customers who sign up by May 31, 2015. Wearrant Card per customer. mer must complete the online redemption within 30 of placing the order. Once the service has been active placing the order. Once the service has been active mains in good standing for 120 days the customer is set fire git card. Note that it may alse up to 6 veels be fire git card. Note that it may alse up to 6 veels recard Reward Card. In the service of the desired of the service will need to use the MasterCard Reward Card specified expiration period - typically 90 days.	ve
	* Province * Postal Code
	* Customer Phone Number 2
e issued by Citibank. Canada pursuant b a locense from and international managed by Citi Proposition Silven and international and managed by Citi Proposition Silven and Control and Contr	ces.
	* ACN Order Confirmation Number
	Provided on the Order Confirmation Screen once enrollment is completed, begins with a 1
	* Speed: HSI 2 Mbps
	☐ HSI 7 Mbps
	HSI 10 Mbps
	☐ HSI 15 Mbps
	Cable HSI 5 Mbps
	Cable HSI 10 Mbps
	Cable HSI 20 Mbps
	Cable HSI 25 Mbps
	Cable HSI 30 Mbps
	Cable HSI 50 Mbps
	Cable HSI 60 Mpbs
	* Date Ordered
	ACN IBO Business ID
	* Indicates Descense Dequired

ACN High Speed Internet

Online Customer Portal



Online Customer Portal

- ACN Cable Internet customers benefit from the following features on their Online Customer Portal:
- View your invoices
- Manage Payment Methods
- Increase your Internet speeds
- And More!



Online Portal: Standalone Internet Customers

Existing ACN Standalone Cable Internet customers will be able to add-on ACN Digital Phone Service from their customer portals!

Customers adding on Digital Phone Service will benefit from lower rates on their internet service!

