ACN High Speed
Internet
&
ACN High Speed
Internet + Voice

Shaw Territories:
Western Canada (Alberta and British Columbia)



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#### ACN High Speed Internet

#### AVAILABLE IN MOST OF SHAW'S FOOTPRINT

- Standalone Internet or Bundled with Voice
- Residential High Speed Internet offering with up to 60 Mbps download speeds
- Available in most of Shaw's footprint: Western Canada (Alberta and British Columbia)



#### ACN High Speed Internet in Shaw Territories

- Available to New and Existing ACN Digital Phone Service Customers
- Competitive Pricing/Good Value offer several high speeds at lower prices
- Up to 4 Customer Points (Bundled with Voice)
- Residuals for Life of Customer
- 100% Commissionable

High Revenue, High Value & Long Term Customers



# Industry Stats

- Shaw's cable internet reaches 3.5 million households
- Almost 2 million of these households are Shaw Internet subscribers!



ACN High Speed Internet + Voice & ACN High Speed Internet

Shaw Territories:
Western Canada (Alberta and British Columbia)



#### **Bundled Service Overview**

- Cost-effective, feature-rich, VoIP-based phone service combined with a reliable and powerful High Speed Internet Connection
- ACN Digital Phone Service
  - Unlimited domestic and international calling to more than 80 landline and mobile destinations
  - 20 Calling Features
  - Keep your own number or choose a new one
  - Take your service On the Go with ACN Companion Mobile App
- ACN High Speed Internet
  - Lightning-fast speeds
  - Competitive pricing



# ACN High Speed Internet

- Cable Internet 5 Mbps, 15 Mbps, 30 Mbps & 60 Mbps available in Alberta and British Columbia
- Standalone Plans starting as low as \$41.99/month
  - Price includes modem rental
- Activation fee of \$30.00 and \$9.99 Shipping & Handling fee\*
- Professional installation
- 1-year term commitment



<sup>\*</sup> Important: High Speed Internet speeds are subject to availability by location and are "up to" the speeds selected

ACN High Speed Internet

Bundled & Standalone

→ SERVICE OFFERING



#### ACN High Speed Internet Bundled & Standalone

Competitively priced plans (includes modem rental)

Download Speed*	Upload Speed*	pload Speed* Bundled Internet + Voice		
5 Mbps	512 Kbps	\$63.99	\$41.99	
15 Mbps 512 Kbps		\$76.99	\$54.99	
30 Mbps 2.5 Mbps		\$89.99	\$67.99	
60 Mbps 3 Mbps		\$123.99	\$101.99	
Activat	ion Fee	Waived	\$30.00	
Shipping & F	Handling Fee	Waived	\$9.99	

- Save when you Bundle!
- \$100 Rewards Card on Standalone to offset upfront fees
- 1-year term



<sup>\*</sup>Up to speeds based on optimal conditions

# ACN Bundled High Speed Internet + Voice Pricing Comparison ACN Offers Higher Speeds at Lower Rates

		ACN				Shaw Cable**			
Speed*	5 Mbps	15 Mbps	30 Mbps	60 Mbps	5 Mbps	15 Mbps	30 Mbps	60 Mbps	
Usage Capacity	300 GB	300 GB	300 GB	400 GB	60 GB	125 GB	250 GB	400 GB	
Internet	\$34.00	\$47.00	\$60.00	\$94.00	\$53.00	\$63.00	\$73.00	\$93.00	
Home Phone	\$29.99	\$29.99	\$29.99	\$29.99	\$36.00	\$36.00	\$36.00	\$36.00	
Long Distance	\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	\$10.00	\$10.00	\$10.00	
Total Monthly Price	\$63.99	\$76.99	\$89.99	\$123.99	\$99.00	\$109.00	\$119.00	\$139.00	
Activation Fees	N/A	N/A	N/A	N/A	\$29.95	\$29.95	\$29.95	\$29.95	
Rewards Cards/Promotions***	\$100	\$100	\$100	\$100	N/A	N/A	N/A	N/A	
Total 2 year Cost for Existing Shaw Customers	\$1,435.76	\$1,747.76	\$2,059.76	\$2,875.76	\$2,405.95	\$2,645.95	\$2,885.95	\$3,365.95	
ACN Savings vs Existing Shaw Customers	\$970.19	\$898.19	\$826.19	\$490.19	N/A	N/A	N/A	N/A	
ACN Savings vs New Shaw Customers	\$642.29	\$535.29	\$428.29	\$22.29	N/A	N/A	N/A	N/A	

Monthly pricing for ACN and Shaw Cable includes modem rental fee. \*Up to speeds based on optimal conditions. Not all speeds available at all locations. \*\*Shaw Home Phone assumes basic \$30 plan + \$10, 500 minutes of North American Long Distance + \$6 Voicemail \*\*\* Shaw promotions are for new customers only and as follows \$327.90 for 5 Mbps, \$362.90 for 15 Mbps, \$397.90 for 30 Mbps and \$467.90 fdr160 Mbps.

The ACN scenario is for transferred numbers. Competitive pricing valid as of August, 2015.

#### Standalone ACN High Speed Internet Pricing Comparison

	ACN				Shaw Cable			
Speed*	5 Mbps	15 Mbps	30 Mbps	60 Mbps	5 Mbps	15 Mbps	30 Mbps	60 Mbps
Usage Capacity	300 GB	300 GB	300 GB	400 GB	60 GB	125 GB	250 GB	400 GB
Monthly Price	\$41.99	\$54.99	\$67.99	\$101.99	\$53.00	\$63.00	\$73.00	\$93.00
Activation Fees	\$39.99	\$39.99	\$39.99	\$39.99	\$29.95	\$29.95	\$29.95	\$29.95
Rewards Cards/Promotions**	\$100	\$100	\$100	\$100	N/A	N/A	N/A	N/A
Total 2 Year Cost for Existing Shaw Customers	\$947.75	\$1,259.75	\$1,571.75	\$2,387.75	\$1,301.95	\$1,541.95	\$1,781.95	\$2,261.95
ACN Savings vs Existing Shaw Customers	\$354.20	\$282.20	\$210.20	(\$125.80)	N/A	N/A	N/A	N/A
ACN Savings vs New Shaw Customers	\$161.20	\$54.20	(\$52.80)	(\$458.80)	N/A	N/A	N/A	N/A

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

<sup>\*</sup>Up to speeds based on optimal conditions. Not all speeds available at all locations.

<sup>12 \*\*</sup>Shaw promotions are for new customers only and as follows \$193 for 5 Mbps, \$228 for 15 Mbps, \$263 for 30 Mbps and \$333 for 60 Mbps Competitive pricing valid as of August, 2015.

#### Benefits

- Competitively priced; and similar to service customer is already receiving
- Save money versus competition (Shaw)
- Customer Reward card to offset upfront fees
- Eligible for Strive for 5 (when bundled with Digital Phone Service)
- Customer is doing business with someone they know



## Main Objection

# Customer: "I like the reliability of my Shaw Internet service."

- ACN's High Speed Internet service uses many of the same network elements, high quality modems, and installation is performed by same technicians as Shaw
- In addition, the customer has the opportunity to do business with someone they know



# ACN High Speed Internet Bundled & Standalone

→ SERVICE DELIVERY PROCESS



# Service Delivery Process

- Pre-Order Preparation (Payment Methods)
- Ordering/Serviceability
- Installation
- Customer Communication
- Support

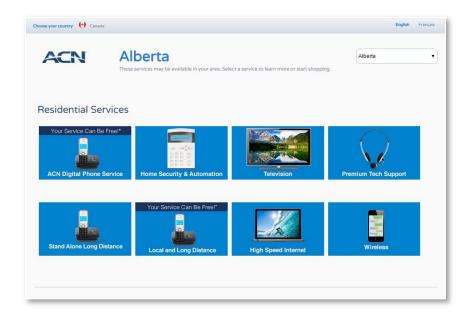


### Pre-Order Preparation

#### **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)





Direct customers to your online store to sign up for Shaw Internet

Product will be available by first clicking the "High Speed Internet" icon and then selecting the "Shop Now" option

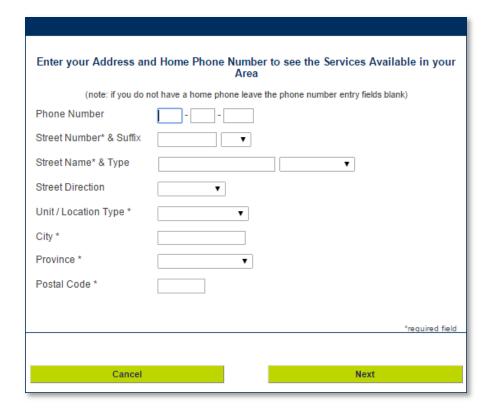


Bundled Services		Features »
High Speed Internet Digital Phone Service	Bundle Digital Phone Service with High Speed Internet and Save!  Add Digital Phone Service to your High Speed Internet order for the perfect pair!  Choose the speed to meet your needs with options up to 30Mbps.  Includes unlimited 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  O 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 30Mbps.	Pricing Starting at \$41.99  © Yes! I would like to order High Speed Internet
	ı	Next
I have an existing ACN	l Video Phone or Phone Adapter	

- After clicking Shop Now, customers will be directed to the ACN ordering portal
- Customers will reach this screen whether they order DPS or Standalone Internet
- Customers can choose between
   Digital Phone Service, High Speed
   Internet or bundling the two together



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



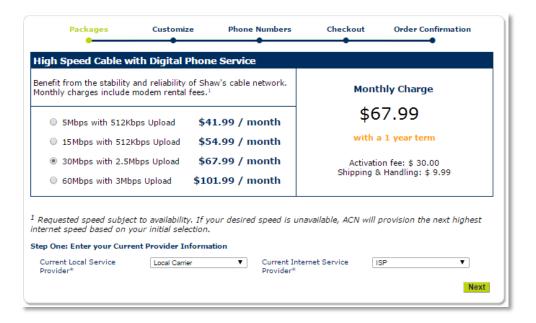
- High Speed Internet packages and pricing will be displayed based on location
- ACN will confirm speed and service availability within 2 business days after the order is submitted. If the desired speed is unavailable, ACN will provision the next highest internet speed.

High Speed Cable with Digital Phone Service					
Benefit from the stability and reliability of Shaw's cable network. Monthly charges include modem rental fees. <sup>1</sup>					
5Mbps with 512Kbps Upload \$41.99 / month					
<ul><li>15Mbps with 512Kbps Upload</li></ul>	\$54.99 / month				
<ul><li>30Mbps with 2.5Mbps Upload</li></ul>	\$67.99 / month				
60Mbps with 3Mbps Upload	\$101.99 / month				

 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.



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





- 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/activation date, which is approximately 2-3 weeks from today's date.







- 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 must use their own contact information for Mobile Phone Number and Alternate Contact Phone Number
  - Email Address will be main point of contact between customer and ACN

Alternate Contact Phone Number		required.* (No da	shes please). This number cannot be number you are transferring.
	our mobile and/or alternate orimary contact method, to c communicate account-related	onfirm details rega	arding your order and to
Email Address*			Your order confirmation will be sent to this email
Confirm Email Address*			address
Account Password*			•
0	For added security and prote digit numerical password to v are. Your password should r emember.	rerify customers w	hen calling customer
Online Account Management:			
This username and password is for ma	naging your online account.		
User Name*			
Password*			e between 6-12 characters and one letter and one number
Confirm Decomposit		contain at least t	me letter and one number

# New Customer Orders (Internet)

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

#### Terms and Conditions

#### Terms and Conditions (High Speed Internet)

Thank you for selecting ACN High Speed Internet Service, internet connectivity via DSL or dial-up and related services (the "services") offered by All Communications Network of Canada Co., with offices located at the following address: P.O. Box 720, Station B, Montreal, Quebec, H3B 3K3 ("ACN").

These Customer Terms & Conditions (the "Agreement") are between you ("you" or "customer") and ACN for the use of the Service. You must enter into this Agreement by selecting the checkbox under terms and conditions and clicking the "Continue button during the online registration process in order to use the Service. If you do not affirmatively agree to be bound by the Agreement online by selecting the checkbox and clicking "Continue" during registration, you will not be permitted to continue.

I have reviewed and accept the Terms and Conditions for ACN's High Speed Internet as indicated above.



- 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.

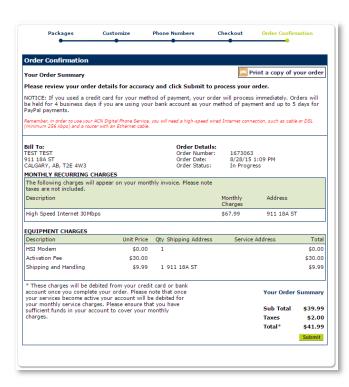
Shipping		
Device	Ship To	
HSI Modem	555 TEST AVENUE, TEST CITY, H2B2Y8	▼ Add New Address
		Next



- 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

Payment Information	
Please choose your preferred method of payment:	
Payment Type : ▼	
PayPal Check out The safer, easier way to pay	
	Next

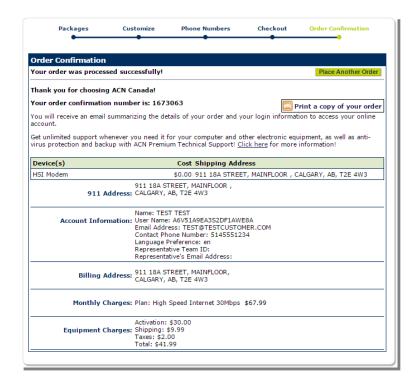




- Once customers have submitted their payment information they will be given a summary of their order.
- The summary will contain all pertinent information regarding their service request including:
  - Monthly and Upfront Fees
  - Service Address
  - Shipping Address
- Important: customers must click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







# ACN High Speed Internet

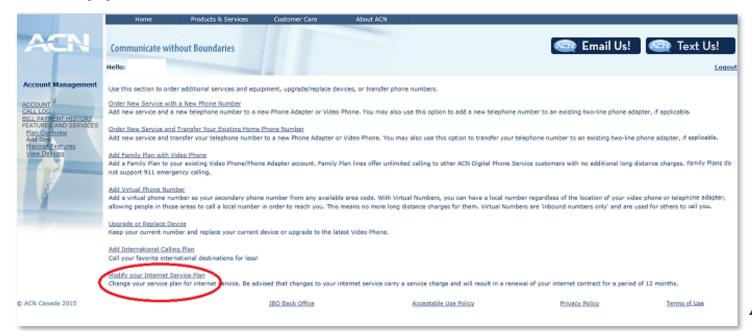
→ EXISTING ACN
CUSTOMER
ORDERS

# 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** (Fees: Activation Fee of \$30.00 and Shipping and Handling Fee: \$9.99)
- 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

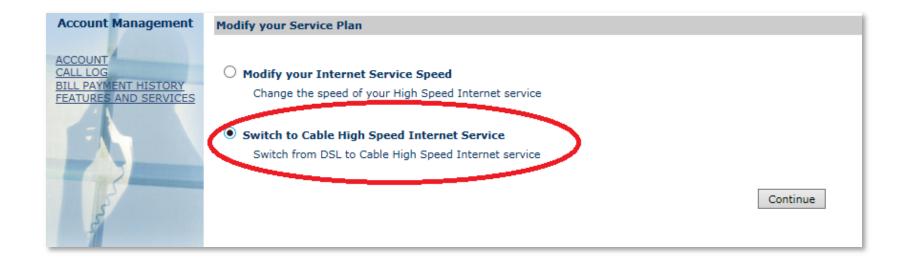


 Customer opting to switch to Cable service from their existing ACN DSL connection will be able to do so using their customer portal by selecting "Modify your Internet Service Plan"





Then by selecting "Switch to Cable High Speed Internet Service"





 Customers will be asked to provide preferred time and dates for the installation of their service

Switch to Cable High Speed I	nternet
Your current DSL Plan	High Speed Internet Service 15
Your desired Cable Plan	High Speed Cable Internet 30\$67.99 ▼
	will require the visit of a technician. Please select from the preferred service Installation Dates listed below. Your installation date will be confirmed via telephone or email after your order has been s not available we will contact you regarding your order.
All service plan changes will rene Failure to return per modern equ	ew the contract on your high speed internet for a term of 12 months. Please note that once your service installation is complete you will be required to return your Cable modem equipment to ACN.
*Preferred Installation Date	Choose One ▼ *Preferred Time Choose One ▼
*Alternate Installation Date	Choose One ▼
Sp. sial Instructions for technician	
	(Maximum characters: 250) You have 250 characters left.
Service Address	
Address:	NAME AND ADDRESS OF THE PARTY O
City: Province:	
Province: Postal Code:	<u> </u>
Continue	



- A modem will be shipped to the customer and a technician will be dispatched to install the service
- Customers will be required to return their existing DSL equipment once the Cable installation is complete



ACN High Speed Internet

Bundled & Standalone

→ INSTALLATION



# Important Things to Remember

- Confirmation and communication of ACN High Speed Internet availability may take up to 2 business days to communicate to the customer.
- In some areas, Internet may not be available even if Shaw Cable 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



# Important Things to Remember

- If your customer has existing Internet service with another provider – other than Shaw Cable – please ensure that they do not cancel their existing service until the ACN High Speed Internet is installed and activated to avoid any service interruption.
- If your customer wants to transfer a phone number to ACN's Digital Phone Service, please make sure your customer is aware that the transfer will take place the same day the High Speed Internet is installed and activated.



# **ACN High Speed Internet Customers**

#### In Shaw Territories

#### Scenario 1: Customer has Internet with Shaw

- 1. Customer selects activation date during ordering process
- 2. ACN will confirm the activation date with the customer
- 3. On the activation date, the customer will unplug their current modem and connect the new modem using the installation guide included with the device
- 4. Once ACN High Speed Internet is active, the customer should return their existing equipment to Shaw. If equipment is not returned, the customer may incur fees from Shaw.

# Cable 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 Shaw technician to install the new service
- 3. Once the installation is complete the customer will connect their modem using the installation guide included with the device
- 4. Once ACN High Speed Internet is active, the customer should return their existing equipment to their DSL provider (customer may continue to be charged if equipment is not returned)



#### What can the customer expect from the Shaw technician?

#### Prepare the customer for the following:

- A service technician from Shaw 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 to the customer's premises.



#### What can the customer expect from the Shaw technician?

(con't)

#### Prepare 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:

- ACN's Cable modem does not provide Wi-Fi capability
- If your customer needs a Wi-Fi network at home, or simply needs to connect multiple devices, ACN recommends purchasing a wireless router\*



ACN High Speed Internet

Bundled & Standalone

→ SUPPORT



# Support

#### **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



# Support

#### 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 & Standalone

→ CUSTOMER REWARDS



## Customer Rewards Redemption Process

- A \$100 reward card for those customers that select Standalone ACN High Speed Internet
- Up to \$160 reward card if ACN High Speed Internet + Voice
- Locate the details within the <u>Customer Rewards</u> section of myacncanada.ca



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



### Customer Rewards Redemption Process

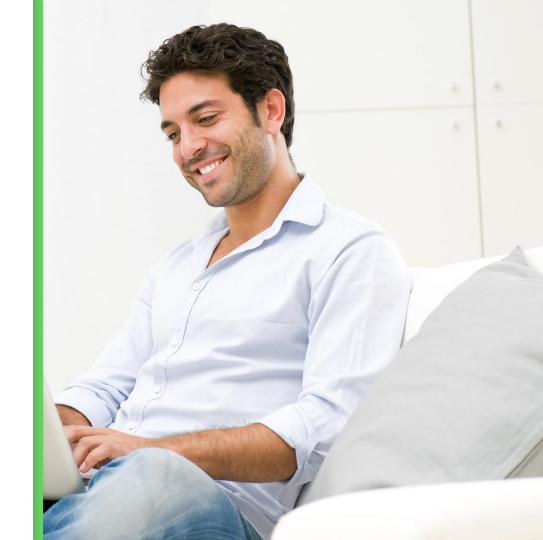
- Customer must complete an online redemption form within 30 days of placing the order
- Redemption form is available at myacncanada.ca
   & through IBO's storefronts
- The customer's service must be active and in good standing for 120 days
- It may take up to 6 weeks to receive the Reward Card after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





# ACN High Speed Internet

→ EXISTING DPS CUSTOMERS



#### Online Customer Portal

ACN High Speed Internet customers benefit from the following features on their Online Customer Portal:

- View your invoices
- Manage Payment Methods
- Increase your Internet speeds
- And More!



#### Servicing Existing Standalone Internet Customers

Existing Standalone ACN 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!

