

# 6/3 New and Existing Customer Changes

## Overview

There are quite a few Q3 changes being implemented on June 3, 2010. Many changes are minimal pricing changes, to round the package up to an even dollar amount. Some changes will impact you significantly. We will mention the pricing changes, and cover the changes that will impact you in depth. You will get new charts to insert into your Installation Reference Handbook noting changes you will need to know on a daily basis as you interact with our customers.



## Module Time

15 minutes



## Preparation and Setup

- Installation Reference Handbook inserts (one of each per participant)
- Facilitator Guide

## 6/3 New and Existing Customer Changes



### Value Statement

Efforts have been made to make existing customer offers more enticing to retain the customers we have. New customers have some exciting opportunities for great service and equipment. What can you do to ensure customers understand their service and operation of their equipment?



### Objective

By the end of this training, you will be able to:

- Recognize and explain Q3 changes for new and existing customers



### Installation Reference Handbook Inserts

#### Instructions

- Hand out Installation Reference Handbook inserts
- Discuss each of the inserts, ensuring the technicians fully understand them
- Charts have red text to indicate changes
- Be sure to provide possible missing details
- This should take a total of 10 minutes

## 6/3 Changes

#### Model Families

Models	Receiver Model Family	Description	TVs	DVR	HD <sup>1</sup>	1 <sup>st</sup> Receiver Charge <sup>2</sup>	2+ Receiver Charge	DVR Fee <sup>3</sup>
<b>922</b>	<b>922</b>	<b>Slingloaded DVR</b>	<b>1</b>	<b>x</b>	<b>x</b>	<b>\$9</b>	<b>\$17</b>	<b>\$10</b>
622, 622hz, 722, 722k	622	HD Duo DVR	2	x	x	\$9	\$17	\$6
522, 625	522	Duo DVR	2	x		\$9	\$17	\$6
222, 222k	222	HD Duo	2		x	\$9	\$14	0
322	322	Duo	2			\$9	\$14	0
612	612	HD Solo DVR	1	x	x	\$9	\$10	\$6
512	512	Solo DVR	1	x		\$9	\$10	\$6
211, 211k, 411	211	HD Solo	1		x	\$9	\$7	0
301, 311, 381, other	311	Solo	1			\$9	\$7	0
510	510	Solo DVR	1	x		\$9	\$7	\$6
501, 508	508	Solo DVR	1	x		\$9	\$7	0

<sup>1</sup> tv1 only

<sup>2</sup> if no qualified programming

<sup>3</sup> one per account

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# 6/3 New and Existing Customer Changes

## Model Family Changes

### 922 Slingloaded DVR

- For TV1 only
- 1st Receiver charge \$9 only if there is no qualified programming
  - Example: Customers with locals only don't have qualified programming
- \$17 Receiver charge for 2+ receivers
- One \$10 DVR fee per account

## 6/3 Changes

### Plans (previously called Promotions) and Offers

Receiver Models	DHA24* / DHA*		Flex24*		Flex*		MSRP Pricing	DIU (Offer)
	Primary	Additional 2-3	Primary	Additional 2-3	Primary			Primary
922	\$200	\$649	\$600	\$649	\$600		\$649	\$200/\$400
622, 622hz, 722, 722k	\$0	\$100	\$200	\$400	\$400		\$449	\$100/\$200
522, 625	\$0	\$0	\$0	\$100	\$100		\$149	\$0
222, 222k	\$0	\$0	\$0	\$100	\$100		\$149	\$50/\$100
322	\$0	\$0	\$0	\$100	\$100		\$149	\$0
612	\$0	\$100	\$200	\$400	\$400		\$449	\$100/\$200
512	\$0	\$0	\$0	\$100	\$100		\$149	\$0
301, 311, 381, other	\$0	\$0	\$0	\$100	\$100		\$149	\$0
211, 211k, 411	\$0	\$0	\$0	\$100	\$100		\$149	\$50/\$100

\* MSRP pricing is used: DHA24/DHA/Flex24 when 4+ receivers are purchased; Flex 2+ are purchased.

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## Plan Changes

- DHATOO is now called Flex24, where the account is Pay in Advance (PIA) and the customer LEASES their receiver
- FlexTV is now called Flex, where the account is PIA and the customer OWNS their receiver
- DHA24, DHA, Flex 24, and Flex are now called Plans instead of Promotions
- Customers can purchase additional 922's for the MSRP price of \$649
- Flex24: With the addition of the 512, 522, and 625, six receiver models are now free to customers when they are the primary receiver, which is a great deal for our customers
- Current DHA, DHA24, Flex24, Flex, WildBlue, and the Activation Plans have been extended to 9/28

## 6/3 New and Existing Customer Changes

### Offers

- DISH'n ItUp! (DIU) primary receiver pricing has been updated
  - 2 and 3 Star customers pay the higher primary receiver price
  - 4 and 5 Star customers pay the lower primary receiver price

Question: What is the MSRP for a 922 receiver?

Answer: \$649

## 6/3 Changes

### Programming – International and South Asian

Programming	Change	Price after 6/3	Programming	Change	Price after 6/3
Chinese: Elite Pack	\$5.00 increase, added to IBQ	\$19.99	Bangla: Mega Pack	\$5.00 increase, changed from IBQ to IAQ	\$39.99
Portuguese: RTPi	\$5.00 increase	\$9.99	Kannada: Udaya TV	\$5.00 increase	\$19.99
Russian - NTV America	\$5.00 increase	\$19.99	Malayalam: Mega Pack	\$5.00 increase	\$29.99
Taiwanese: Skylink	\$5.00 increase	\$9.99	Malayalam: Surya TV	\$5.00 increase	\$19.99
Taiwanese: Super Pack	\$5.00 increase	\$34.99	Tamil: KTV	\$5.00 increase	\$19.99
Ukrainian: Inter+	\$5.00 increase	\$19.99	Tamil: Sun TV	\$5.00 increase	\$19.99
Bangla: Elite Pack	\$5.00 increase	\$34.99	Telegu: Gemini	\$5.00 increase	\$19.99
Pan-African Bouquet	Made IBQ	\$24.99	Gujarati: TV9 Gujarat	\$5.00 increase	\$9.99
Taiwanese: Elite Pack	Made IBQ	\$19.99	Urdu: ARY Digital/Geo TV Pack	\$5.00 increase	\$29.99
Bangla: NTV Bangla	\$5.00 increase	\$19.99	Urdu: Geo TV	\$5.00 increase	\$19.99

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- Much of the International and South Asian programming has increased by \$5.
- The consolidation of programming is continuing causing some programming to be eliminated, and some to be "grandfathered"
  - "Grandfathered" means those that have it can keep it, but if they move from the programming they cannot get it back
- Notice that there are changes to the International Basic Qualified (IBQ) and International As Qualified (IAQ) programming options

# 6/3 New and Existing Customer Changes

## 6/3 Changes

### Programming

Package	Change	6/3 Pricing
DISH Family	No longer available to purchase. Customers can keep programming if they already have it. Once they change to different programming, they cannot go back to DISH Family.	\$19.99
DISH America	\$5.00 decrease, w/o locals eliminated	\$29.99
DISH America Silver	w/o locals grandfathered except for out-of-spot/VI (\$5.00 less)	\$44.99
DISH America Gold	w/o locals for out-of-spot/VI (\$5.00 less)	\$54.99
America's Top 120	w/o locals for out-of-spot/VI (\$5.00 less)	\$39.99
America's Top 120+	w/o locals for out-of-spot/VI (\$5.00 less)	\$44.99
America's Top 200	\$2.00 increase, w/o locals only for out-of-spot/VI (\$5.00 less)	\$54.99
America's Top 250	\$2.00 increase, w/o locals only for out-of-spot/VI (\$5.00 less)	\$64.99

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- All programming will now include locals (excluding International)
  - This is a plus for our customers, since they no longer have to pay \$5 for locals
  - If locals are out-of-spot the programming cost will decrease by \$5
- DISH Family is no longer available for purchase, but it has been "grandfathered"
- DISH America's price has decreased by \$5 to \$29.99
- DISH America Silver and Gold prices will be \$5 less if the customer is out-of-spot for locals
- America's Top 120 and 120+ prices will be \$5 less if the customer is out-of-spot for locals
- America's Top 200's price increased by \$2, and is now \$54.99
  - Prices will decrease by \$5 if the customer is out-of-spot for locals
- America's Top 250's price increased by \$2, and is now \$64.99
  - Prices will decrease by \$5 if the customer is out-of-spot for locals

Question: Per the Programming job aid, what happens if a customer is out-of-spot for locals?

Answer: Their bill is decreased by \$5.

## 6/3 New and Existing Customer Changes

### 6/3 Changes

#### Programming – Premium Channels

Channel	Change	6/3 Pricing
Cinemax	1¢ increase	\$13
HBO	1¢ increase	\$16
Playboy	1¢ increase	\$16
Showtime	1¢ increase	\$13
Starz	1¢ increase	\$13
2 Premiums	\$2.00 increase	\$24
3 Premiums	\$2.00 increase	\$33
4 Premiums	\$2.00 increase	\$42
5 Premiums	\$2.00 increase	\$52

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- Premium channels increased by one penny to round prices to even dollar amounts
- There is a \$2.00 increase in the cost of 2-5 Premium channels
  - 2 Premium channels are now \$24
  - 3 Premium channels are now \$33
  - 4 Premium channels are now \$42
  - 5 Premium channels are now \$52

### Debrief

- Are there any items on the inserts that we need to discuss further?
- Place the new inserts into your Installation Reference Handbook.
  - Begin using new inserts starting 6/3.



# 6/3 New and Existing Customer Changes



## Talking Points

### 6/3 Changes

#### Talking Points

Point	Change
<b>HD Free for Life Existing Customers</b>	1) Pay one time \$99 fee via CSA Web or an agent, or 2) 24 month commitment, CC AutoPay, Paperless billing, via CSA Web
<b>HD Free for Life New Customers</b>	1) Pay one time \$99 fee at time of sale, or 2) 24 month commitment, CC AutoPay, Paperless Billing, via CSA Web
<b>HD Programming</b>	Name Change Only: HD Bronze to HD120, HD Silver to HD200, HD Gold to HD250 New Programming or Changes: HD Dos introduced for DishLATINO Dos at \$10/month, HD120 Free, 200 Free, 250 Free, HD Dos Free, HD Max Free free to customer, HD Platinum now a \$10.00 add-on for HD Free, existing customers with HD120/200/250 & Platinum migrate to HD 120/200/250 Free and HD Platinum
<b>DIU Cancel Fee</b>	Fee decreased to \$240, pro-rated at \$10 per month
<b>Offers Extended</b>	Residential: Americas Top 120↑ -\$15/12 months, DishLATINO Clásico↑ -\$10/12 months, Antenna upgrade, DishMOVER, DishMOVER with DIU, DIU, Right size, HBO/Showtime Free for 3 months, DHA24/Flex24 Service Plan free 6 months
<b>Antenna Upgrade</b>	\$15/\$95 Technician Visit, Upgrade to 500+/1000+ for 118.7 an additional \$100
<b>DishMOVER</b>	Technician Visit cost eliminated, no limit to free customer moves, WildBlue DishMOVER an additional \$100

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## HD Free for Life Existing Customer

Effective 6/3, new free HD programming packages will be offered to Existing Customers who have HD televisions and an MPEG-4 receiver. Customers can choose to continue to pay the \$10/month for HD, or choose one of these HD Free for Life options based on the following qualifications:

- Option 1: Pay a one time non-refundable \$99 HD Upgrade Fee collected at the time of the request with an agent or on the CSA Web
- Option 2: Agree to 24 month commitment with Credit Card Auto Pay and Paperless Billing via the CSA Web ONLY
  - 24 month commitment carries a \$240 Cancellation Fee prorated \$10/month
  - Customers currently under DHA24/Flex24 and HD Free for Life with a 24/12 Month Commitment will have two commitments present on their accounts
    - If cancellation occurs, only one cancellation fee will be charged (whichever is the greater of the two)

Question: Which job aid shows the options available for HD for Life?

Answer: Talking Points

## 6/3 New and Existing Customer Changes



### **HD Free for Life New Customer**

Effective 6/3, new free HD programming packages shall be offered to New Customers who have HD televisions and an MPEG4 receiver. Free HD programming shall be available for any existing customer based on the following qualifications:

- Option 1: Pay a one time non-refundable \$99 HD Upgrade Fee collected at the time of sale
- Option 2: Agree to 24 month commitment with Credit Card AutoPay and Paperless Billing
  - 24 month commitment carries a \$240 Cancellation Fee prorated \$10/month
  - Customers currently under DHA24/Flex24 and HD Free for Life with a 24 Month Commitment will have two commitments present on their accounts
    - If cancellation occurs, only one cancellation fee will be charged (whichever is the greater of the two)
- Exception: PCO/ATTVS customers are restricted to the \$99 option



### **HD Programming**

There have been name changes in the HD offerings:

- HD Bronze is now HD120
- HD Silver is now HD200
- HD Gold is now HD250
- HD Dos introduced for DishLATINO Dos package at \$10/month
- HD120 Free, 200 Free, 250 Free, HDDos Free, and HD Max Free will be at no cost to the customer
  - Paladia and HD Theater not included
- HD Platinum is now a \$10.00 add-on package for HD Free
- Existing customers with HD120/200/250 & Platinum will migrate to HD 120/200/250 Free and HD Platinum, and will continue to pay \$10/month



### **DIU Cancellation Fee Decrease**

- The cancellation fee for existing DIU customers has decreased to \$240, and will be pro-rated at \$10/month
  - All Existing Customer 24 month commitments will follow the same cancellation fee rule



# 6/3 New and Existing Customer Changes



## Residential Offers Extended Through 9/28

- With America's Top 120 or higher customer receives \$15 off for 12 months
  - 24 month commitment required
  - Valid for DHA24 and Flex24 - Residential
  - Valid for MDU DHA24 and MDU DHA12 - Commercial (residential like)
- DishLATINO Clásico or higher receives \$10 off for 12 months
- Antenna upgrade
- DishMOVER, DishMOVER with DIU
- DIU
- Receiver right size, receiver purchase
- HBO/Showtime Free for 3 Months
  - Requires AutoPay and Paperless Billing
  - Not available to customers that have participated in the past 12 months
- DHA24 and Flex24
  - Service Plan Free for 6 Months



## Antenna Upgrade

- \$15 Technician Visit with the Service Plan
- \$95 Technician Visit without the Service Plan
- Antenna Upgrade to a 500+/1000+ dish for the 118.7° requires an additional \$100 above the Technician Visit Fee



## DishMOVER

- \$15/\$95 Technician Visit cost has been eliminated
- There is no limit to the number of free moves a customer can have
- 1 Star and all PIA (Pay in Advance) accounts require an additional \$100
- Upgrade to a 500+/1000+ dish for the 118.7° requires an additional \$100
- WildBlue DishMOVER requires an additional \$100

## Debrief



- Are there any topics discussed that we need to clarify?
- Are there any questions about the changes we discussed?
- Place new inserts in the Installation Reference Handbook
  - Begin using new inserts starting 6/3.