

FSM Huddle Topic

Determining TV2 Connection Fee for Existing Customers



Module Time

10 minutes



Preparation and Setup

Equipment Needed:

- Installation Reference Handbook pages (one set per participant)



Value Statement / Overview

Although we are making this change, in today's world where broadband and TV's are converging, it will become more important than ever for our customers to connect their receivers to broadband or phone lines. Remember, by connecting their receiver's, customer's are ensuring that they are able to get the most out of their receivers through features like STB Health monitoring, the ability to order Pay-Per-Views, interactive applications, and for our ViP DVR receivers the ability to use Remote Access.

For existing customers:

In order to keep these customers close to what they are currently paying today they have grouped them into three categories:

- Some customers will pay a separate TV2 Connection Fee
- Some customers will have the existing fee removed from their account
- Some customers will receive 1 or more \$5 credits

This is how it is determined:

- If the customer is not DISH DVR Advantage (DDA*) and they do not have any of their current receivers connected they will be charged 1 account level TV 2 connection fee after 2/1.
- If the customer has at least one receiver connected they will not be charged an additional TV 2 connection fee after 2/1
- If customer has more than 1 receiver connected or all of their receivers connected they will receive at least 1 TV 2 connection fee credit for a period of 6 months. In addition they will not be charged a TV 2 connection fee.

*A DDA customer can be identified by the DDA reference on the bottom section of the work order



Objective

By the end of this training, our technicians should be able to:

- Accurately determine which existing customers fall into the three categories for TV2 connection fees payments or credits.



Huddle Activity

Instructions

Provide these scenarios and have the technicians use their provided Installation Reference Handouts to answer the questions. Have them use the formula to help determine what an existing customer will see in TV2 connection fees or credits.

This scenario happens after 2/1: John, an existing customer, has a 522 receiver and has just purchased an HDTV. To get the full benefit of the HDTV John has decided to add an HD Duo DVR receiver to his account. He is DDA, and his receivers will not be connected. What will John pay for TV2 Connection Fees on his account?

- Nothing – he is DDA

Susan has 3 duo receivers on her account, all receivers are connected today, and therefore she doesn't pay the TV2 connection fee. What will Susan pay in TV2 connection fees after 2/1?

- Nothing – she will receive at least one credit for 6 months.

David has 3 duo receivers on his account, no receivers are connected today, and he pays 3 TV2 connection fees for those receivers. He is not DDA. What will David pay in TV2 connection fees after 2/1?

- A separate account level TV2 fee

Debrief

After the presentations, wrap up with this question and clarify as needed:

- What questions do you have before we close?