

...Mobile

June (Month 2)



- Media reach per channel (Target: women 45+):

- TV: 89.6%
- Print: 31.3%
- OOH: 22.8%

(Source: Gaither BMP, 2013)

- Messaging Strategy:

- Message 1: Free Smartphone + Benefit driven
- Message 2: Tablet
- Message 3: Free Smartphone + Rate Plan focus
- Message 4: Router

Period	Month 2 - June																														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
	S	S	M	K	W	T	F	S	S	M	K	W	T	F	S	S	M	K	W	T	F	S	S	M	K	W	T	F	S	S	
Suport	Mass Media Advertising																														
	Print Only										TV & Print										TV Only										
Print Messaging	OFF AIR										#3										OFF AIR										
	END	VOC	PH	END	VOC	PH	END	VOC	PH	END	VOC	PH	END	VOC	PH	END	VOC	PH	END	VOC	PH	END	VOC	PH	END	VOC	PH	END	VOC	PH	END
TV Messaging	OFF AIR										#A																				
OHH Messaging	#B																														

Use a spokesperson that is trustworthy and well known to the target group.

	VIDEO	AUDIO
	<p>1. Open with Douglas Candelario walking alongside a woman. The woman is holding a basket with spices that she harvested from her garden.</p> <p>2. Cut to Douglas Candelario and the woman having coffee in a terrace. Douglas is showing her how to use the T-Mobile PRISM.</p> <p>3. Douglas shows her a webpage with pictures of gardens.</p>	<p>Douglas: Dear friend, I've always told you that you can do everything by yourself.</p> <p>And now I tell you that with the T-Mobile Internet on your phone its as easy as 1-2-3.</p> <p>Rosa, check this out! Look how easy it is to find out how to do a garden</p>

TV ran in Spanish. Translated for presentation purposes.

Use a spokesperson that is trustworthy and well known to the target group.

	<p>4. While Douglas is showing her the weather app he points up to the sky with his other hand.</p>	
	<p>5. Cut to a close up of the phone screen to show the weather app.</p>	
	<p>6. See Supers in front of image of Douglas showing to the woman more features on the phone</p> <p>SUPER: -Unlimited Internet -300 minutes to talk -Free incoming calls for only \$11.49 a month -Free T-Mobile PRISM with Internet</p> <p>7. SUPER: If you receive one of these government benefits call 1-877-866-5690</p> <p>Medicaid PAN Energy Subsidies Section 8 TANF School Food Program</p> <p>You can also be eligible for family or individual income.</p>	<p>or check the weather.</p> <p>And now, with the Federal Subsidies Program, you have</p> <p>unlimited Internet, 300 minutes and free incoming calls for only \$11.49.</p> <p>They'll even give you a free phone.</p>
	<p>8. Close with T-Mobile logo.</p>	<p>Call to learn if you qualify.</p> <p>You are learning a lot, right?</p>

Focus:

Message #1

Free Smartphone

Message #2

Rate plan for tablet

Message #3

Smartphone rate plan

Message #4

Rate plan for router

El Internet es simple

Desde tu celular tú también puedes

- Ver noticias
- Enviar y compartir fotos
- Saber el clima
- Buscar información

por solo **\$11.49** al mes

Internet Ilimitado
300 minutos para hablar
Llamadas recibidas gratis



¡Recibes un teléfono T-Mobile gratis!

MEICIANO, PLAN, SUBSIDIO DE ENERGÍA, SECCIÓN 8, TANF, PROGRAMA DE COMEDORES ESCOLARES O SI ESTÁS BAJO LOS ESTÁNDARES DE INGRESOS DE POBREZA, BUENOS ESTABLECIMIENTOS EN LAS ÁREAS FERIALES DE POBREZA.

- No debes ser:
 - Un menor de edad
 - Un residente de un país extranjero
 - Un usuario de un servicio de atención al cliente

Llama para orientarte: 1-877-888-8888

T-Mobile

Tiendas participantes: Tor World Plaza Las Américas | El Monte Town Center Plaza | Plaza del Norte, Norte | Plaza Centro, Caguas Centro, Bayamón | Plaza Urbana | Plaza Central Plaza Vega Baja | Plaza Fajardo

El Internet en tablet sí es para ti

Haz en tu tablet todo lo que puedes hacer con una computadora desde cualquier lugar

- Ver noticias
- Enviar y compartir fotos
- Saber el clima
- Buscar información

por solo **\$19.99** al mes

Internet Ilimitado



Tablet con Internet T-Mobile Springload™ con porcelano™

\$99.91

T-Mobile

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¡Recibes un teléfono T-Mobile gratis!

GRATIS

T-Mobile

Tiendas participantes: Tor World Plaza Las Américas | El Monte Town Center Plaza | Plaza del Norte, Norte | Plaza Centro, Caguas Centro, Bayamón | Plaza Urbana | Plaza Central Plaza Vega Baja | Plaza Fajardo

El Internet es para todos en tu casa

Conecta hasta 5 equipos al Internet con un Wi-Fi hotspot para

- Ver noticias
- Buscar información
- Saber el clima
- Jugar

por solo **\$19.99** al mes

Internet Ilimitado



T-Mobile

Si recibes uno de estos ayudas puedes calificar: MEDICIANO, PLAN, SUBSIDIO DE ENERGÍA, SECCIÓN 8, TANF, PROGRAMA DE COMEDORES ESCOLARES O SI ESTÁS BAJO LOS ESTÁNDARES DE INGRESOS DE POBREZA, BUENOS ESTABLECIMIENTOS EN LAS ÁREAS FERIALES DE POBREZA.

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El Internet es simple

Desde tu celular tó también puedes

- Ver noticias
- Enviar y compartir fotos
- Saber el clima
- Buscar información

por solo
\$11.49

Internet limitado
300 minutos para hablar



Si recibes una de estas ayudas puedes cualificar:

- MEDICAID
- PAN
- SUBSIDIO DE ENERGÍA
- OTROS

Llama para orientarte
1-877-866-5698

Douglas
Candelario
Luchando
Mientras y
Tú también



Teléfono con Internet
T-Mobile Prepaid **GRATIS**

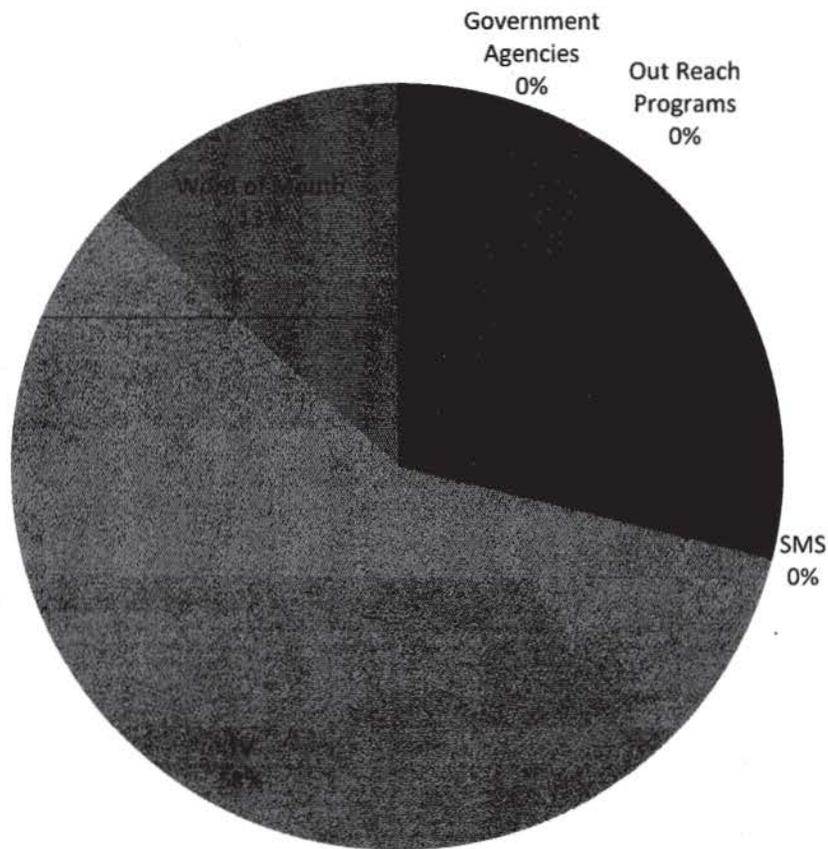
Vertica Mall Media

Solo en tiendas participantes

T-Mobile

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Customers Responses by Medium June



- Mass Media efforts had the greatest impact on sales.
 - June : 87% above forecast
- TV & Print were the main drivers for this program during June.

Conclusions:

- Based on the Point of Sale Survey when activating, TV was the main enrollment driver followed by Print for this program during June.

MONTH 2	Amount	
Direct Mail	68	6%
Government Agencies	0	0%
OOH	55	4%
Out Reach Programs	0	0%
Print Ads	232	19%
SMS	0	0%
TV	712	58%
Word of Mouth	163	13%

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July (Month 3)

Data Feature for Smartphone

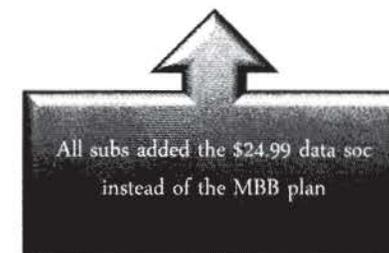
Descriptions	Drop Date	SMS Delivered	MT Copy	Fcst Response Rate	Actual Response Rate
Active Lifeline subs w/o data plan	Jul 12	835	Agrega Internet ilimitado a tu plan lifeline por \$5 mensual + Gratis celular Prism, al renovar contrato. Llama T-Mobile 1-800-866-5690. Hasta Jul 19. Msj Gratis	5.8%	5.5%

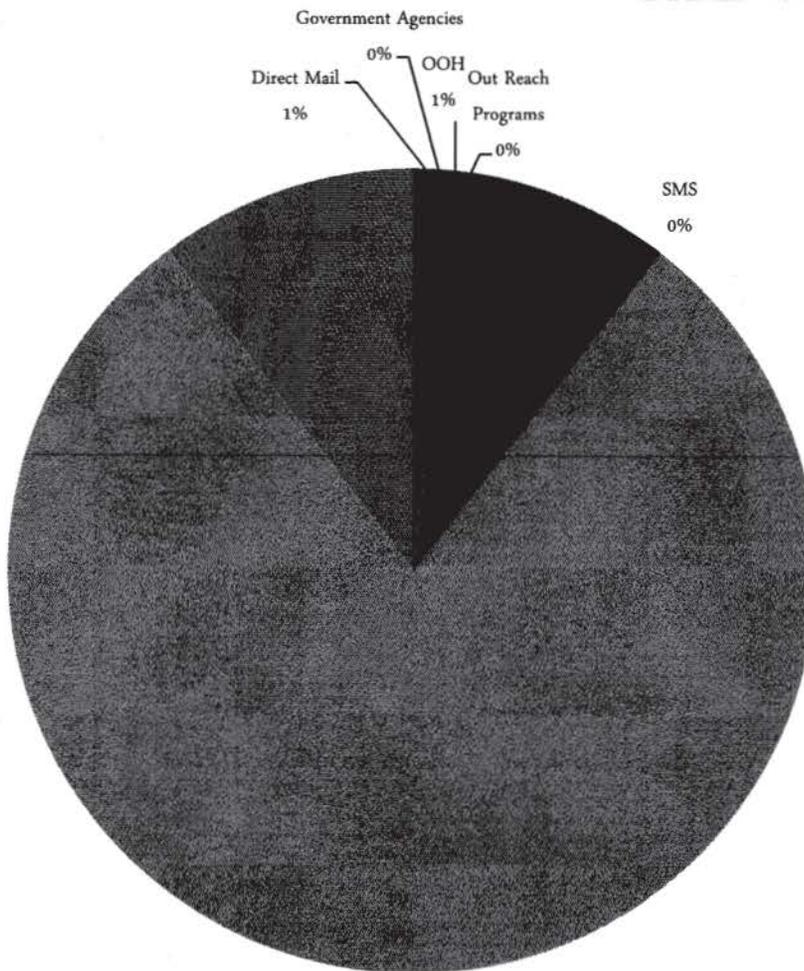
Mobile Broadband

Descriptions	Drop Date	SMS Delivered	MT Copy	Fcst Response Rate	Actual Response Rate
Active Lifeline subs w/o data plan	Jul 17	991	T-Mobile te ofrece conexión al Internet donde tú quieras en PR por solo \$19.99 mensual. Req contrato. Llama hoy 1-800-866-5690. Hasta Jul 26. Msj Gratis	1.95%	3.4%

Translation:

1. Add unlimited Internet to your Lifeline plan for \$5/month + Free Prism phone, when renewing contract. Call T-Mobile 1-800-866-5690. Jul 19. Free msg.
2. T-Mobile offers Internet connection where you want in PR for only \$19.99/month. Requires contract. Call today 1-800-866-5690. Until July 26. Free msg.





- July sales are overstated due to June mass media spillover.
- 79% of July activations learned about the offer via TV, which ran only throughout June.
- 40% of July sales were customers that came to the stores in June but due to excess demand were given appointments for July.

Customer Responses by Medium July

Conclusion:

- Text Messaging Campaign (only marketing effort conducted in July) was a cost efficient effort (less than \$50)
- Expected Responses were comparable to other text message initiatives undertaken by the company.
- Expected Response Rate was achieved, however , the volume of messaging is not sufficient to be effective for such a large scale initiative due to small target.

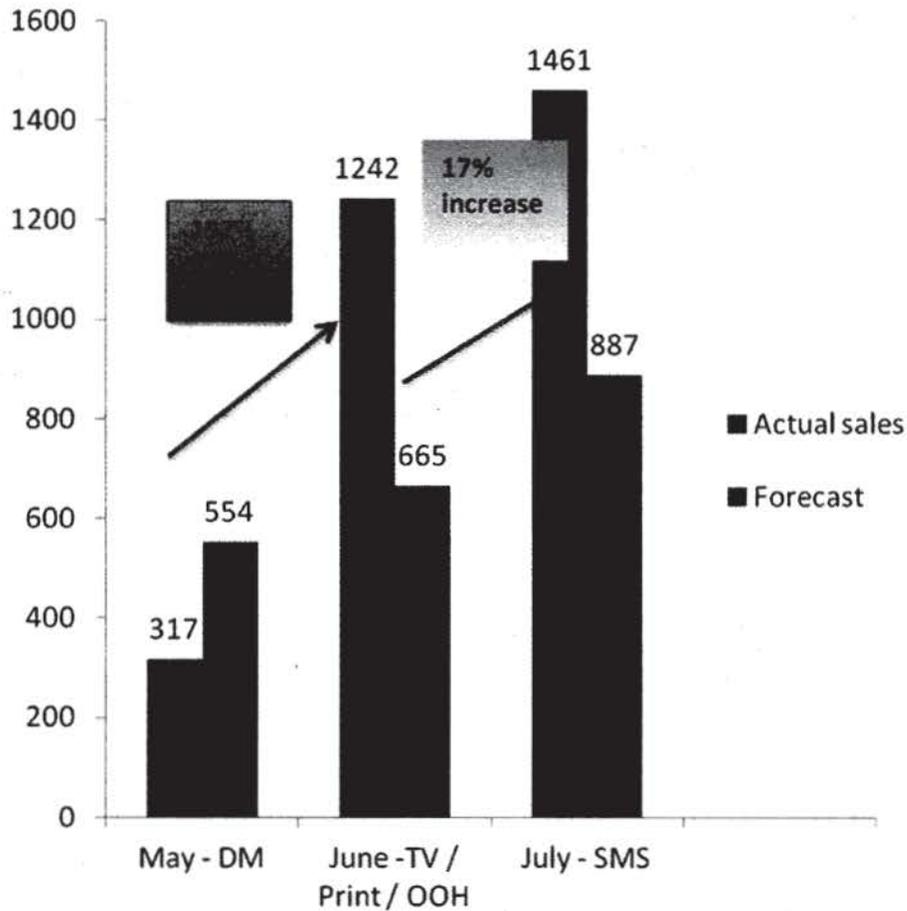
Added Learning's:

- All subs added the \$24.99 2 GB* Smartphone data feature to their existing Lifeline voice rate plan instead of the \$19.99 - 2 GB* MBB (tablets and routers) feature rate plan.

* Rate Plans offer unlimited data but throttle from 4G to 2G speeds when consuming 2GB or more

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Conclusions



- With marketing efforts consisting mostly on DM efforts in May, sales were 43% below forecast.
- TV / Print / OOH efforts had the greatest impact on sales.
 - June : 87% above forecast
 - July: 65% above forecast
- Awareness created by mass media efforts in June also had a spillover effect in July sales.
 - 79% learned about the offer thru TV vs. 0% by Text Messaging.
- **Mass media proved to be significantly more effective to drive adoption vs. other marketing efforts.**



- **Key Question** posed by the FCC:

- “What is the most effective and cost efficient way to increase broadband penetration among qualifying low socio-economic segment of Puerto Rico?”

- **Answer** based on the quantitative results of the pilot:

- Create a simple easy to understand message with a low entry price point and communicate it via mass media.
 - TV is the most effective media to market the FCC Pilot Program in this market.
 - The creative strategy using a recognizable spokesperson to the segment was a key success factor of this program.
 - The preference of a Smartphone far outweighed the demand for other devices offered during the pilot.
 - Combining the existing Lifeline Voice subsidy along with the FCC pilot Broadband subsidy was a key driver that delivered the lowest possible price point to the consumer.

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Retail Training Strategy



Lifeline Broadband Pilot's Training was Delivered in Two Phases:

- **Phase I Part A – Direct Support Training**
 - 9 additional Customer Care Representatives from the original Retail Lifeline Locations were identified as direct support for the Lifeline Representatives during the Pilot.
 - 8 hrs Training was delivered 2 weeks prior to Pilot Launch to allow 1 week of side by side shadowing.
- **Phase I Part B – Lifeline Reps & Direct Support Training**
 - Pilot Training Curriculum was delivered to the original 9 Lifeline Representatives and their direct support Rep, their Store Manager (RSM), and Assistant Manager (RAM).



- **Phase II**

- All Retail Customer Care Representatives (RCSR) were trained on the Basic Lifeline Training curriculum (8 hrs.).

- **On going Support**

- TMO Training Team offered store support to help during the qualification process at their assigned Retail locations.

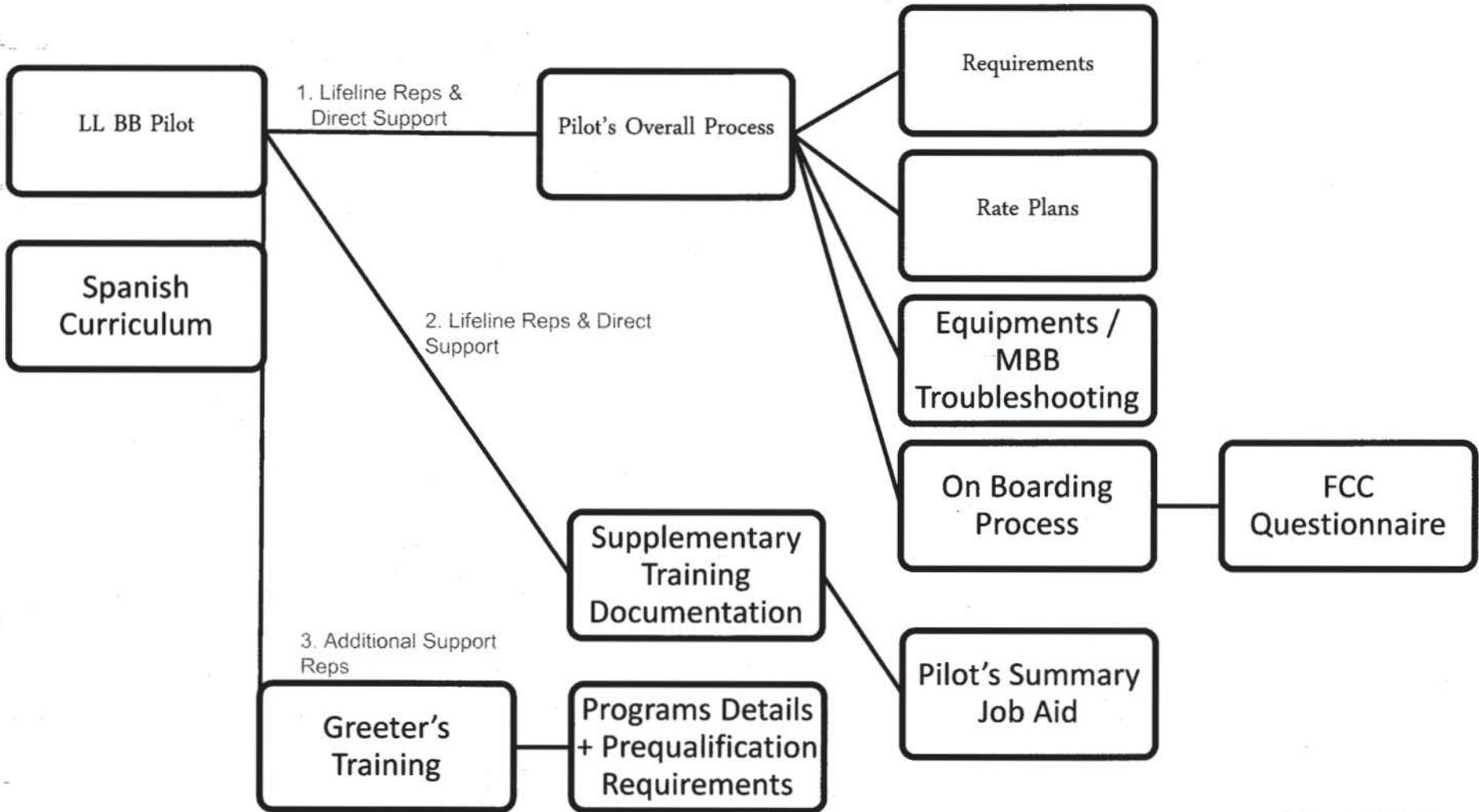


Basic Lifeline Training

Basic Lifeline Program Training was delivered to previously identified Customer Care Representatives at the 9 Lifeline participant locations to serve as direct support

Updated curriculum to include new operational tool

Included examples of official documents for the participating Program:
required evidence and forms



BROADBAND para Lifeline

Programa Piloto:

Broadband (BB) para Clientes de Lifeline

T-Mobile Puerto Rico junto con la FCC, cumplen con el mandato Federal de incrementar la penetración del servicio de Internet de alta velocidad (Broadband) en hogares de bajos ingresos.

Es por esto que participaremos en un Programa Piloto que tendrá una duración de 1 año, donde el cliente puede adquirir servicio de Internet de alta velocidad a través de nuestra red 4G adquiriendo un Smartphone, una Tableta o un "Router" a precios accesibles y con un servicio mensual subsidiado, recibiendo así \$20.00 de subsidio en Data.

Fecha de lanzamiento:
Mayo 1

Periodo de inscripción al Piloto:
Mayo 1 - Julio 13

REQUERIMIENTOS Básicos de Lifeline

- Mayor de 21 años
- ID Válida
- Factura de agua, luz o cable TV a nombre del solicitante
- No cuentas Write Off con TMO
- Evidencia de participación en uno de los siguientes programas:
 - Medicaid
 - PAN
 - TANF
 - Sección 8
 - Programa de Asistencia de Energía para Hogares
 - Estándar Federal de Pobreza
 - Programa de comedores escolares

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Broadband para Clientes Lifeline

Guía del Participante

PR Retail L&D Group
4/26/2013

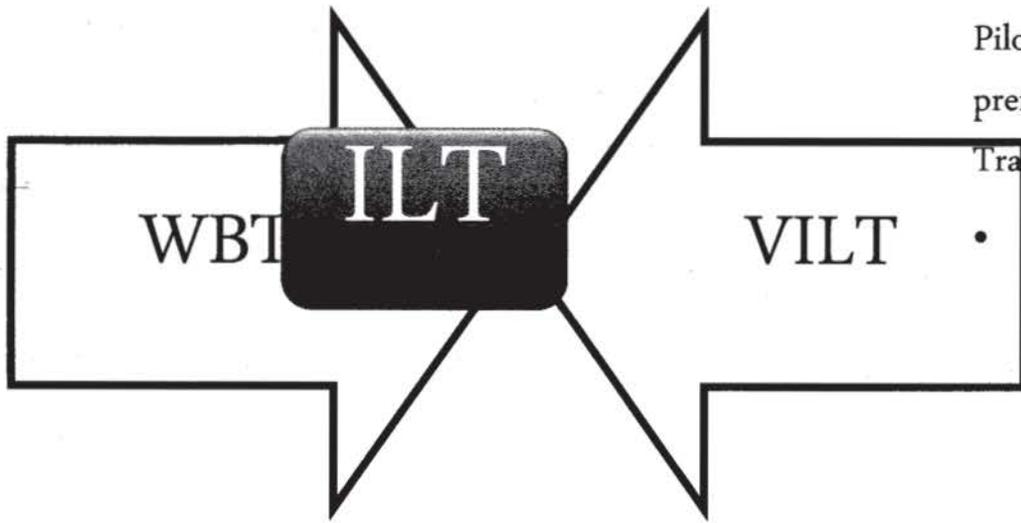
Equipos Mobile Broadband para Clientes Lifeline

Guía Rápida de "Troubleshooting"

En este cuaderno encontrará una guía rápida para ayudarle a determinar las posibles causas de problemas con los productos MBO.

PR RETAIL L&D
4/26/2013

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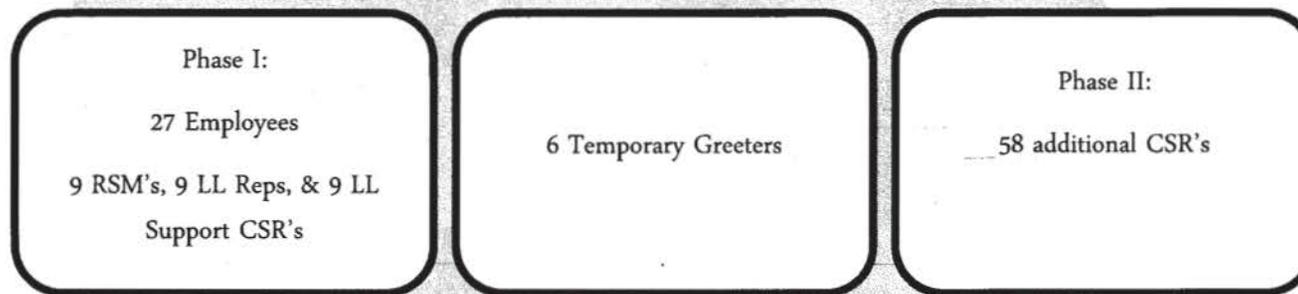


- Due to the complexity and the amount of detail of the Pilot, Instructor Led Training (ILT) was selected as the preferred delivery method, over a WBT (Web Based Training) or VILT (Virtual Instructor Led Training).
- On hands practice, filling out of the required Federal Forms, was needed to ensure proper transfer to work knowledge.

CONCLUSION:

- By having an ILT on a location separate from the Retail store, we ensured to minimize any interruption and to capture the participant's attention to the details of the program.
- A more controlled setting allowed us to go in depth into the program's details and questions.

Total Employees Trained



CONCLUSION:

- The selected training strategy allowed us to maximize our training resources, by training targeted audiences within a small timeframe from the Pilot Program's launch date.
 - A more efficient transfer to work knowledge was achieved, as a result of the minimum time passed since the training date until the program launch date.
- Between all training phases, a total of 109 employees were trained including:
 - CSR's, back office employees, RSM's, RAM's, Greeters & Trainers.

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Sales Results

- El Día Directo Call Center, hosted pre-recorded informational message highlighting the benefits of the Program, enrollment locations, eligibility requirements and associated documentation.
- Support line was incorporated within June mass media campaign which included TV and Newspaper ads.

CONCLUSION

- The use of the support line was an effective add-on strategy along with the marketing campaign, as reflected by the 17,000 calls received during June.

Call Hour Distribution	Hours	June	July	Total
	12:00am - 8:30am	621	113	734
	8:30am- 12:30pm	4,942	695	5,637
	12:30pm - 5:30pm	7,205	880	8,085
	5:30pm - 10:00pm	3,495	271	3,766
	10:00pm - 12:00m	737	50	787
	Total Calls	17,000	2,009	19,009