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**Before the  
Federal Communications Commission  
Washington, DC 20554**

In the Matter of	)	
	)	
Consumer Information and Disclosure	)	CG Docket No. 09-158
	)	
Truth-in-Billing and Billing Format	)	CC Docket No. 98-170
	)	
IP-Enabled Services	)	WC Docket No. 04-36

**COMMENTS OF DIRECTV, INC.**

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October 13, 2009

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## EXECUTIVE SUMMARY

DIRECTV is committed to customer-friendly policies, products, and services and consistently scores higher in customer satisfaction than any other major cable or satellite provider. In the fiercely competitive video market, a high-quality customer experience is critical so that DIRECTV is able to differentiate itself from other providers in the marketplace. Based on all of the available data, DIRECTV customers are happy with their service.

DIRECTV's success in attracting and retaining customers has been achieved in large part as a result of providing current and potential customers with clear and complete information regarding the types of services offered by DIRECTV, how those services are made available, and on what terms and conditions. In addition to television and print advertising, DIRECTV's website includes detailed information on DIRECTV products and services. DIRECTV customer service representatives also are provided with detailed scripts that enable them to discuss the terms and conditions of any offer with an existing or potential customer. Further, the company's standard welcome and confirmation letter (sent to all new customers and existing customers who upgrade service) clearly specifies what is being ordered, how to request any changes, and what services or features must be ordered to access certain content or use certain equipment.

DIRECTV advertising lists the price of the programming package that the customer selects, *i.e.*, the cost for a certain number of channels for a certain number of dollars per month, and clearly states any additional fees. When a rebate is offered, the advertised monthly price assumes that the rebate has been redeemed and will clearly state that fact. Also, to ensure that customers understand any temporary promotional pricing, not only does DIRECTV include the length of the promotional pricing, but it also includes the standard package price on the advertisement. In its customer communications, DIRECTV clearly discloses any early cancellation fees and their prorated reduction over the length of a service plan.

Finally, DIRECTV is committed to customer care and to customer-friendly resolution of any complaints. The company's processes are designed to ensure "first call resolution" for all customer calls, and the DIRECTV call centers are staffed with highly-trained CSRs to respond to 80 to 90 percent of incoming calls within 30 seconds. DIRECTV also has a process in place to deal with those rare situations that cannot be addressed by this initial call. DIRECTV tracks customer complaints and escalations and regularly monitors the disposition of complaints. As a result of this tracking and monitoring – including an in-house "best practices" billing team, outside consultants, and focus groups – DIRECTV consistently is improving its customer billing and complaint resolution experience.

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**COMMENTS OF DIRECTV, INC.**

**I. INTRODUCTION**

DIRECTV, Inc. (“DIRECTV”) submits these comments in response to the above-captioned Notice of Inquiry (“*NOI*”)<sup>1</sup> issued by the Federal Communications Commission (“FCC” or “Commission”). The record solicited here will assist the Commission in determining that consumers have significant access to relevant and accurate information about the availability of communications services.<sup>2</sup>

As discussed in detail below, DIRECTV<sup>3</sup> is committed to customer-friendly policies, products, and services. The company consistently scores higher in customer satisfaction than

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<sup>1</sup> *Consumer Information and Disclosure; Truth-in-Billing and Billing Format; IP-Enabled Services*, Notice of Inquiry, CG Docket No. 09-158, CC Docket No. 98-170, WC Docket No. 04-36 (rel. Aug. 28, 2009) (“*NOI*”).

<sup>2</sup> These comments do not address the jurisdictional issues raised in the *NOI*. See *NOI*, ¶¶17-22, 61-64. Irrespective of the open questions regarding the scope of the Commission’s authority to apply truth-in-billing or related consumer disclosure rules to subscription video services, DIRECTV is pleased to respond to the Commission’s efforts to collect data regarding best practices for consumer disclosure.

<sup>3</sup> DIRECTV is the nation’s leading satellite television service provider, with 18.3 million customers.

any other major cable or satellite provider. For example, over the past nine years, DIRECTV has been top-ranked in customer satisfaction as compared to the largest national cable and satellite providers by the American Customer Satisfaction Index.<sup>4</sup> In fact, when compared with other services, the Commission receives a limited number of complaints regarding DBS industry billing practices in general.<sup>5</sup> DIRECTV also continues to have one of the lowest levels of customer churn in the industry. In short, based on all of the available data, DIRECTV customers are happy with their service. In the fiercely competitive video market, a high-quality customer experience is critical so that DIRECTV is able to fully differentiate itself from other providers in the marketplace.

DIRECTV agrees with the Commission that “access to accurate information plays a central role in maintaining a well-functioning marketplace.”<sup>6</sup> Certainly, DIRECTV’s success in attracting and retaining customers has been achieved in large part as a result of providing current and potential customers with clear and complete information regarding the types of services offered by DIRECTV, how those services are made available, and on what terms and conditions. This drive to excel in customer service is particularly relevant given the intense competition in the video marketplace and the costs that are incurred by both customers and providers when customers elect to switch among multichannel video programming distributors (“MVPDs”).

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<sup>4</sup> See [http://www.theacsi.org/index.php?option=com\\_content&task=view&id=149&Itemid=157&c=DIRECTV](http://www.theacsi.org/index.php?option=com_content&task=view&id=149&Itemid=157&c=DIRECTV) (last visited Oct. 9, 2009).

<sup>5</sup> See “Quarterly Report on Informal Consumer Inquiries and Complaints Release,” News Release at 9 (rel. Sept. 8, 2009). The total number of complaints regarding cable and satellite billing and rates for the first quarter of 2009 was less than 600, compared to more than 3,000 complaints filed against wireless carriers for billing and rate issues for the same period. (Of course, DBS billing and rate complaints represent only a subset of the 583 total cable and satellite billing and rate complaints; DBS billing complaints represent an even smaller subset; and DIRECTV-related complaints represent a smaller subset still).

<sup>6</sup> *NOI*, ¶5.

Consequently, as DIRECTV has worked to create compelling and affordable services and programming packages (featuring both standard and high definition (“HD”) programming) to attract customers, the company also has focused consistently on providing consumers with all relevant information in a clear, easy-to-understand, plain English format. Based on this knowledge, DIRECTV submits these comments to assist the Commission in its efforts to collect data regarding the tools available for the consumer purchasing experience.

## **II. DIRECTV PROVIDES CONSUMERS WITH CLEAR AND COMPLETE INFORMATION NECESSARY TO CHOOSE DIRECTV AMONG OTHER MVPDS AND TO SELECT AMONG DIRECTV’S MULTIPLE SERVICE PLANS AND EQUIPMENT OFFERINGS**

In the *NOI*, the Commission asks questions about the type of information that is available to consumers “at all stages of the purchasing process” including: (1) choosing a provider; (2) choosing a service plan; (3) managing use of the service plan; and (4) deciding when to switch providers or plans.<sup>7</sup> As demonstrated below, DIRECTV provides – in multiple formats and multiple times within each format – written and oral information that is easy to understand. This allows consumers to know exactly what they are ordering, how much it will cost, and how DIRECTV compares to its competitors.

### **A. Learning About and Choosing DIRECTV**

DIRECTV works to promote a high-quality customer experience from the very beginning by ensuring that the company’s marketing materials and customer communications clearly define and disclose the terms and conditions of a service relationship with DIRECTV. DIRECTV strives to ensure that its advertisements and promotional materials contain the necessary information to assist a consumer in making an informed choice about DIRECTV and an

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<sup>7</sup> *NOI*, ¶4.

appropriate DIRECTV service plan. In addition to television and print advertising, DIRECTV's website includes detailed information on DIRECTV products and services. For example, with respect to service quality,<sup>8</sup> DIRECTV provides comparison data indicating that the company offers more HD channels and better sound than competing MVPDs, numerous exclusive sports packages, 99 percent signal reliability, and other benefits in technology and programming.<sup>9</sup> For those customers who contact DIRECTV by telephone, DIRECTV customer service representatives ("CSRs") are provided with detailed scripts that enable them to discuss the terms and conditions of any offer with an existing or potential customer. These scripts include prices for service packages and equipment so that a CSR can provide a caller with information necessary to allow a comparison between DIRECTV and its competitors.

*Welcome and confirmation letter.* When a consumer does become a new customer of DIRECTV – or when an existing DIRECTV customer elects to upgrade service – DIRECTV sends a confirmation letter (by either electronic mail or U.S. Mail, depending on customer information provided) that clearly specifies what is being ordered, how to request any changes, and what services or features must be ordered to access certain content or use certain equipment.<sup>10</sup> In order to address unique customer situations with the most appropriate correspondence, the company utilizes slightly modified versions of the same basic letter. For example, a new DIRECTV customer who signs up for service via the website will receive a different version of the letter from a new DIRECTV customer who has ordered the service

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<sup>8</sup> *Id.*, ¶26.

<sup>9</sup> See <http://www.directv.com/DTVAPP/content/directv/competition?footernavtype=-1#lone-title> (last visited Oct. 5, 2009).

<sup>10</sup> As discussed below, the letter also includes information regarding any applicable trial period or termination fee.

through one of DIRECTV's telecommunications partners. In the sample letter attached as Exhibit A, the DIRECTV welcome letter uses easy-to-understand language to direct the customer to take four distinct steps immediately upon receipt:

- First, "Check your order" – the letter explicitly states that any changes to the order should be made at least 24 hours before scheduled installation in order to avoid rescheduling. To make it perfectly clear to consumers what they are receiving, the letter lists three categories of line items: (1) "Your equipment selection" (e.g., type of antenna, set-top box, digital video recorder ("DVR")); (2) "Additional" (e.g., installation fee, delivery and handling fee, taxes); and (3) "Your programming selections, special offers, and services" (e.g., base programming package, additional programming options, additional services requested such as DVR services).
- Second, "Confirm your installation" – a four-hour window and phone number for rescheduling are provided.
- Third, "Review your customer agreement" – the letter not only directs the customer to review the agreement but notes in the text the term of the agreement: "Please take a moment to familiarize yourself with the 24-month service agreement by visiting [directv.com/agreement](http://directv.com/agreement) and reviewing the Terms and Conditions on the reverse side of this letter." The letter also states that the installer will provide a copy of the agreement during installation.
- Fourth, if applicable "Redeem your rebate" – the letter provides a reminder to new customers to immediately redeem a rebate online in order to "ensure your rebate credits appear on your first bill." Bold print next to the line-item purchase list also encourages the customer to "Redeem your rebate today!"

In addition to the clear information in the letter regarding the specific details of the customer order and future obligations, DIRECTV also includes two other categories of information:<sup>11</sup>

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<sup>11</sup> It should be noted that some information is repeated in several places within the letter to maximize customer attention such as information regarding the fees charged for certain advanced features (such as DVRs or HD programming) and the length of the agreement. *See, e.g., NOI, ¶25* ("How well do consumers understand the commitments they are making in choosing a provider, including particular contractual provisions, costs for initiating new service, equipment costs, and early termination fees?").

- **“AS YOU APPROACH YOUR DIRECTV INSTALLATION, THERE ARE SOME SIMPLE THINGS TO KEEP IN MIND.”** This list: reminds a new customer to provide a phone number where she can be reached to confirm the installation date and time; notes that landlord approval is needed for a rental property (and provides a website for downloading the necessary permission form); underscores that an adult must be present for the installation; and states that a working phone line is necessary to ensure the customer can “take full advantage” of the DIRECTV service.
- **“HERE ARE SOME OTHER IMPORTANT DETAILS TO REMEMBER.”** This list clearly states: the lease fee for additional receivers; the DVR service fee; the HD access fee; and the term of the service agreement.

Finally, the letter lists **“NEW CUSTOMER OFFER TERMS AND CONDITIONS.”**

Among other bullet points in this section, many of which repeat information already contained in the letter, DIRECTV includes information on its prorated early cancellation fee (“ECF”)<sup>12</sup> policies and clearly states that “if you cancel your order prior to installation, we will provide you with a full refund.” The DIRECTV toll-free telephone number also appears at least three times on the letter.<sup>13</sup>

#### **B. Choosing a DIRECTV Plan**

As discussed above, DIRECTV is focused on providing consumers with all of the necessary information to make an informed choice about an appropriate DIRECTV service plan. The core component of DIRECTV’s advertising is the price of the programming package that the customer selects, *i.e.*, the cost for a certain number of channels for a certain number of dollars

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<sup>12</sup> See *infra*, pp. 8-9.

<sup>13</sup> One additional opportunity for customer communication is the installation visit, where a DIRECTV installer provides, and the customer signs, a copy of the DIRECTV Lease Equipment Addendum.

per month.<sup>14</sup> Any additional fees are at the customer's option – for example, fees for additional receivers or capabilities (such as recording functionality), particular programming packages (e.g., the NFL Sunday Ticket), or high-definition access. So, for example, beyond the advertised price of programming, advertising also will state the price for DVR service and any associated HD access fee. DIRECTV maintains these options as separately-priced products and services because some consumers may not wish to take them.

**Rebates.** In some cases, DIRECTV offers rebates or promotional pricing to attract new customers. In such cases, the advertised monthly price assumes that the rebate has been redeemed and will clearly state that fact. So, for example, advertising may include the notation “Price reflected includes a \$13 bill credit per month for 12 consecutive months after mail-in redemption.” If for some reason a customer has not redeemed a rebate, the amount on the monthly bill will be greater than the advertised amount.<sup>15</sup>

Also, to ensure that customers understand the temporary promotional pricing, not only does DIRECTV include the length of the promotional pricing, as discussed directly above, but it also includes the standard package price on the advertisement.<sup>16</sup> Thus, if DIRECTV is running a promotional price for the “Plus DVR Package,” the company also will make clear that the price

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<sup>14</sup> Because taxes vary widely from jurisdiction to jurisdiction, pricing for programming packages does not include applicable taxes. Accordingly, the language “(plus tax)” typically is noted in DIRECTV advertising.

<sup>15</sup> If a new customer does not immediately redeem a rebate online (as advised by CSRs and in the confirmation letter), the customer may redeem the rebate online or mail-in following installation and service activation. Also, beginning today, a customer may redeem a rebate following installation and service activation via a telephone conversation with a DIRECTV CSR. In either case, however, the rebate may take several weeks to process.

<sup>16</sup> See *NOI*, ¶29 (“We seek comment on whether advertised prices generally include all costs and fees.”).

is “FOR 12 MONTHS” and the advertisement will include the regular price of the Plus DVR Package.

Finally, in order to reduce confusion and ensure that customers receive only the advertised price, DIRECTV clearly urges customers (via CSR phone calls and in the confirmation letter) to apply for the rebate immediately.

*Early cancellation fees.* As touched on above, in its customer communications, DIRECTV clearly discloses any ECFs and their prorated reduction over the length of a service plan.<sup>17</sup> DIRECTV uses ECFs as part of a pricing approach that reflects the distinct costs associated with DBS service, as compared to other industries.<sup>18</sup> Satellite service can be expensive, as it requires a trained installer (1) to mount an antenna at the home, (2) to install receivers in the rooms (usually several) where the customer will watch television, and (3) to run the necessary cabling from the antenna to a multiswitch, if appropriate, and then to each of the installed receivers. The company must send a skilled technician to complete this highly technical work and to ensure that the equipment is functioning and receiving a strong signal from the DIRECTV satellite constellation. Thus, installations for DIRECTV’s advanced products often are more difficult, and thus more costly than those for other MVPDs.

Accordingly, the DBS industry must have flexibility in creating a compelling value proposition for potential customers: when switching from cable, consumers generally are not inclined to spend hundreds of dollars in upfront equipment and installation costs. In order to lower consumers’ upfront costs to zero to facilitate switching, DBS has needed to craft various

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<sup>17</sup> *See id.*, ¶31.

<sup>18</sup> *See, e.g.*, Testimony of John F. Murphy, Senior Vice President, Controller and Chief Accounting Officer, DIRECTV, before Public Hearing on Early Termination Fees, Federal Communications Commission (June 12, 2008).

pricing options and maximize choice. Among other options, consumers can choose to pay full retail price for equipment and installation, thereby eliminating the need for an ECF. Alternatively, they can opt for free equipment and installation with a 24-month commitment and a prorated ECF. For the same reasons, ECFs also apply to some existing customers who upgrade to certain new equipment.<sup>19</sup> In such cases, the confirmation letter clearly specifies that the customer has entered into a new service agreement with a new service term, thus assuming a new ECF responsibility.

Whether for a new customer or existing customer who has upgraded, DIRECTV has always prorated ECFs, reducing them proportionately each month down to zero by the end of the commitment term.

### **III. DIRECTV IS COMMITTED TO CUSTOMER CARE AND CUSTOMER-FRIENDLY RESOLUTION OF ANY COMPLAINTS**

#### **A. Customer Support and Customer Service Representatives**

DIRECTV's customer care efforts begin by ensuring that the company's marketing materials and customer communications present DIRECTV's offers and the terms and conditions of a service relationship with DIRECTV in the most clear and complete manner possible.<sup>20</sup> Nevertheless, customers always will have questions – some customers will seek a change in their DIRECTV service, while others may elect to cancel their DIRECTV service – so DIRECTV has

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<sup>19</sup> Even with existing customers, substantial costs can be incurred with an upgrade as a technician may be required to replace the antenna and all associated wiring to ensure the highest quality video service with the upgraded receiver. This is particularly the case with customers who upgrade to an HD programming package.

<sup>20</sup> See generally *NOI*, ¶50 (“We request comment on whether customers are able effectively and in a timely manner to dispute charges on their bills with their service provider when they call the toll free number provided on the bill.”).

a process in place to deal with those situations that cannot be addressed by the company's upfront customer service efforts.

Customer inquiries regarding billing issues such as the ones described above make up 15 to 20 percent of total customer contacts to DIRECTV. Specifically, DIRECTV's top five billing calls and emails are related to:

- Reinstatement of services previously interrupted due to non-payment;
- Making a payment;
- Clarifying information on promotional offers;
- Inquiring about balance due and/or date due; and
- Requesting additional time to pay the bill.

DIRECTV CSRs are available from 8:00 a.m. to 1:00 a.m. Eastern Time for billing inquiries, as well as for general questions, installation and upgrade support, and retention support. (Technical support is provided 24 hours daily.) The company's automated phone system allows a customer at any time of day to obtain an account balance, make a payment, or reinstate service. In addition to the DIRECTV call centers, email support for billing and general inquiry is available 24 hours a day, seven days a week. Customers also are further able to research answers to billing and other questions on DIRECTV.com at their convenience.

Billing calls and emails automatically are routed to specially trained billing CSRs. The company's processes are designed to ensure "first call resolution" for all customer calls, and the DIRECTV call centers are staffed to respond to 80 to 90 percent of incoming calls within 30 seconds. DIRECTV CSRs utilize well-defined scripts designed to promptly and accurately support all billing information requests. Additionally, the customer care systems used by DIRECTV CSRs deliver complete account history, service support tools, and detailed bill view history of up to 24 months.

DIRECTV CSRs attend a minimum of six weeks of training, including four weeks of formal classroom training and two weeks of on the job training (“OJT”). The training curriculum for billing support educates the CSRs on DIRECTV’s products and services, charges and fees, consumer offers, the customer bill, and the company’s billing policies. This classroom training is followed by two weeks of OJT development training, during which DIRECTV CSRs experience practical application training of classroom materials.

Although DIRECTV CSRs make every attempt to satisfy all customer inquiries on the first call to ensure customer satisfaction, complaints are managed through an escalation process that allows a CSR to request support from a supervisor or resolution specialist.

#### **B. Processes for Service Changes, Billing Disputes, and Cancellations**

*Changes in service packages.* Customers wishing to change their service packages may do so through the DIRECTV automated system or by speaking with a CSR. Specifically, service upgrades can be performed through DIRECTV.com and the company’s interactive voice response (“IVR”) system, while service reductions are directed to CSRs specially trained in DIRECTV service packages and special promotions. These CSRs work with each customer to determine the optimal DIRECTV service to fit the customer’s budget and entertainment needs.

*Billing disputes.* As touched on above, customer bill disputes are primarily addressed by DIRECTV’s CSRs who are well versed in explaining the bill, specific service charges, and current promotional offers. For the limited circumstances in which disputes cannot be resolved in the initial call, customers are transferred to supervisors or resolution specialists. If the call center staff ultimately is unable to resolve a billing issue to the customer’s satisfaction, the customer may write or email the company. These written inquiries are addressed by a team of specialists who research the account, policies, and customer claims and provide a prompt response to the customer (often within 24 hours for email and within five days for letters).

Customers are able to dispute a bill for up to 60 days post receipt of the bill. In rare instances where DIRECTV may have overbilled a customer, a CSR will research the issue and remediate any errors.

***Cancellation.*** Customers wishing to cancel service are referred to a DIRECTV retention specialist who is expert in remediating service issues. The retention specialist works with the customer to address the root cause of the disconnect request. If the remediation process does not address the customer's needs, the retention specialist will work with the customer to establish a service termination date, review all relevant terms and conditions of the disconnect, and provide an estimate of any final charges.

### **C. Complaint Tracking, Monitoring, and Improvement**

***Tracking.*** DIRECTV tracks customer complaints and escalations in a Customer Relationship Management ("CRM") system. This system allows the company to link customer complaints to accounts and manage to resolution. Associating a complaint with a particular customer's account allows a CSR to access complete service history and expedites the handling of any future service or complaint. Additionally, the CRM system allows DIRECTV to track on an aggregate basis the volume and specific issue(s) about which customers have complained.

The volume of customer complaints varies monthly by billing cycles and annually based on special events and seasonal business. Primary customer complaints include issues related to promotional offers, hardware fees, and ECFs. In response to these and any other complaints, DIRECTV ensures that the company's marketing communications are clear and that the company provides on-line and agent-based customer service with CSRs well trained and available to explain our promotions and policies.

***Monitoring.*** On a daily, weekly, and monthly basis, DIRECTV monitors quality of service internally and through independent customer satisfaction companies. The company's

internal Quality Assurance team monitors CSR performance by recording a sample of calls. These recorded calls are used to measure CSR performance against DIRECTV service standards and to direct individual CSR coaching and development programs.

DIRECTV also monitors customer satisfaction through independent sources such as J.D. Power & Associates and the American Customer Satisfaction Index (“ACSI”) provided through the University of Michigan. DIRECTV’s customer satisfaction score has led cable for nine consecutive years, and our ACSI 2009 industry leading customer satisfaction score indicates a great deal of satisfaction with DIRECTV’s product and our service delivery.<sup>21</sup>

***Improvements.*** In addition to tracking complaints and monitoring responsiveness to any disputes, DIRECTV tries to determine the underlying issue at the root of a customer complaint. These root issues help the company to drive enhancements, which in turn improve service delivery and customer satisfaction. For example, DIRECTV has established a Billing Services team to promote billing best practices across the organization. This team works across DIRECTV to ensure that promotions and services are accurately presented on all customer bills. DIRECTV also conducts customer focus groups to identify opportunities to improve bill layout and terminology.

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<sup>21</sup> *See supra* n.4.

The following table reflects examples of changes implemented by DIRECTV to drive billing service improvement:

<b>Issue</b>	<b>Action Taken</b>	<b>Benefit</b>
Bill usability	Conduct customer billing focus groups to identify opportunities to clarify terminology and improve layout of our bill	Increase readability and understanding of the bill and reduce customer confusion
Questions about Promotional Offers	Enabled on-line sign up for promotions and rebates	Expedites application and qualification for promotional offers
Questions about a customer's service package and/or account	Enhanced on-line account access and ability to manage a customer account on-line	Ease of account management including on-line bill pay  Expedited information and eliminated need to call
Responsiveness to customer billing and other inquiries	Enabled on-line support tools to deliver accurate customer information and policies to our CSRs	Ensure consistent information delivery to customers

#### **IV. CONCLUSION**

DIRECTV strives to deliver quality services and customer care, beginning with providing clear and complete promotional materials and customer communications. The company welcomes the opportunity to discuss any questions the Commission may have with respect to the tools available for the consumer purchasing experience.

Respectfully submitted,

**DIRECTV, INC.**

By:           /s/ Stacy R. Fuller          

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October 13, 2009

**EXHIBIT A**

**SAMPLE DIRECTV WELCOME/CONFIRMATION LETTER**



# CONGRATULATIONS, YOUR DIRECTV EXPERIENCE HAS BEGUN!

October 4, 2009

0007031 01 MB 0.382 \*\*AUTO T4 0 1237 97221-340615

-C\_index-I 45 -P00000



Dear [Redacted]

Welcome to DIRECTV through Qwest. You now have access to the best channels, the most HD and cutting-edge technology that will change the way you watch TV. Please follow these simple steps to make sure your DIRECTV experience is off to a great start:

- 1 Check your order**  
Please confirm the details of your order. If you need to make any changes, be sure to contact us at least 24 hours before your installation. Otherwise, your appointment may need to be rescheduled.
- 2 Confirm your installation**  
Your installation is set for October 06, 2009 between 08:00 a.m - 12:00 p.m. If you need to change your appointment, please call 1-800-DIRECTV.
- 3 Review your customer agreement**  
Please take a moment to familiarize yourself with the 24-month service agreement by visiting [directv.com/agreement](http://directv.com/agreement) and reviewing the Terms and Conditions on the reverse side of this letter. For your convenience, your installer will provide a copy of the agreement to you during your installation.
- 4 Redeem your rebate**  
Visit [directv.com/Rebate](http://directv.com/Rebate) before your installation to redeem your rebate and ensure your rebate credits appear on your first bill.

Thanks for joining the DIRECTV family. We look forward to providing you the best TV experience for years to come. Happy viewing.

Sincerely,

DIRECTV

DIRECTV Order Confirmation Number: [Redacted]

DIRECTV Account Number: [Redacted]

◀ Check Your Order

**YOUR EQUIPMENT SELECTION**

Qty	Description		
1	DIRECTV® Standard Receiver	\$0.00	
1	DIRECTV® Slimline Dish	\$0.00	
		Equipment Total	\$0.00

Give us a call if you have a question or need to make a change: 1-800-DIRECTV

**ADDITIONAL**

Installation Fee	\$0.00
Delivery & Handling Fee	\$19.95
Tax	\$0.00
Order Total Paid*	\$19.95

**YOUR PROGRAMMING SELECTIONS, SPECIAL OFFERS AND SERVICES**

Leased Receiver	\$0.00	
CHOICE	\$55.99	
Estimated First Bill**	\$55.99	

**REDEEM YOUR REBATE TODAY!**



Visit [directv.com/Rebate](http://directv.com/Rebate) before your installation to redeem your rebate and ensure it appears on your first bill.

\*Reflects total amount paid at the time of order. This is not a bill; please do not send any form of payment to DIRECTV.

\*\*Estimated first bill amount does not include sales tax or all rebate credits you may be eligible for.

## AS YOU APPROACH YOUR DIRECTV® INSTALLATION, THERE ARE SOME SIMPLE THINGS TO KEEP IN MIND:

**Installation Appointment Confirmation.** We will contact you to confirm your installation date and time. Please make sure you provided a number at which you can be reached prior to the installation.

**Installation Permission.** If you live in a rental property, you need your landlord's permission to have DIRECTV installed. You can find the permission form at [directv.com/installationpermission](http://directv.com/installationpermission). The installer will need this form signed to begin installation.

**Presence of an Adult During Installation.** Make sure someone at least 18 years of age is present at the time of installation.

**Working Phone Lines.** Make sure there is access to a working phone line to ensure you take full advantage of your DIRECTV® service.

## HERE ARE SOME OTHER IMPORTANT DETAILS TO REMEMBER:

**Lease Fee for Additional Receivers.** Each receiver carries a lease fee of \$5/month. This fee is waived for your first receiver.

**DVR Service Fee.** There is a DVR service fee of \$6/month that covers every DVR or HD DVR Receiver in your home.

**HD Access Fee.** There is an HD Access fee of \$10/month to view programming in HD if you have an HD or HD DVR Receiver.

**Service Agreement.** You're set to receive the best in TV entertainment for the period of 24 months as stated in your agreement, which you will receive during your installation. For full details please visit [directv.com/agreement](http://directv.com/agreement).

## IF YOU HAVE QUESTIONS, PLEASE CALL 1-800-DIRECTV.

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### NEW CUSTOMER OFFER TERMS AND CONDITIONS

Please refer to your DIRECTV Lease Addendum for all Terms and Conditions regarding your leased equipment. By placing this order you agree to the following terms:

- You are a new residential DIRECTV customer.
- If you cancel your order prior to installation, we will issue a full refund.
- FAILURE TO ACTIVATE ALL OF THE DIRECTV SYSTEM EQUIPMENT IN ACCORDANCE WITH THE EQUIPMENT LEASE ADDENDUM MAY RESULT IN A CHARGE OF \$150 PER RECEIVER NOT ACTIVATED.
- IF YOU FAIL TO MAINTAIN YOUR PROGRAMMING, YOU AGREE THAT DIRECTV MAY CHARGE YOU A PRORATED FEE OF \$480. RECEIVERS ARE AT ALL TIMES PROPERTY OF DIRECTV AND MUST BE RETURNED UPON CANCELLATION OF SERVICE OR ADDITIONAL FEES MAY APPLY. VISIT [directv.com](http://directv.com) OR CALL 1-800-DIRECTV FOR DETAILS.
- **Offer requires you to purchase 24 consecutive months of any DIRECTV base programming package (priced at \$29.99/mo. or above), or any international services bundle (requirement for MDU customers is 12 consecutive months).**
- In certain markets, programming and pricing may vary. DIRECTV PROGRAMMING AND PRICING SUBJECT TO CHANGE AT ANY TIME.
- You must activate and maintain DVR service (\$6/mo) if you ordered a DVR or HD DVR.
- An HD Access fee (\$10/mo.) is required for HD Receiver or HD DVR leases.
- You accept the \$5/mo. lease fee for the second and each additional receiver.
- Your receiver must be continuously connected to a land-based phone line to activate certain sports programming and to allow pay per view ordering by remote control.
- If you cease to be DIRECTV's customer for any reason (whether voluntarily or involuntarily), you must call DIRECTV at 1-800-531-5000 within seven (7) days after the termination of your DIRECTV® programming and/or services to obtain information from DIRECTV necessary to arrange for a ground or air freight service to pick up and deliver all of your DIRECTV equipment to DIRECTV.
- You and DIRECTV agree that any dispute arising under or relating to your agreements or service with DIRECTV, which cannot be resolved informally, will be resolved through binding arbitration as fully set forth in your DIRECTV Customer Agreement (a copy is sent with your first bill but may also be viewed at [directv.com/legal](http://directv.com/legal)). Arbitration means you waive your right to a jury trial.
- Limit one rebate per DIRECTV account.