

Bluegrass Cellular

What is it?

What features
are offered?

Table of Contents

<u>What is CDMA?</u>	<u>5 – 7</u>
<u>Features Bluegrass offers</u>	<u>8 - 25</u>
<u>What is Mobile Web?</u>	<u>9 - 13</u>
<u>What is BREW?</u>	<u>14 - 17</u>
<u>What is BlueWorks Push-to-Talk?</u>	<u>18 - 19</u>
<u>What is Mobile Office?</u>	<u>20 -25</u>
<u>Service Offerings</u>	<u>26 - 71</u>
<u>Price Plan Types and Coverage Area</u>	<u>27</u>
<u>Bluegrass Cellular Local Price Plan</u>	<u>28</u>
<u>BlueWorks Unlimited Plus Plan</u>	<u>30</u>
<u>BlueWorks Nationwide Price Plans</u>	<u>31</u>
<u>Postpaid Plan Requirements</u>	<u>32</u>
<u>Prepaid Services</u>	<u>33 – 35</u>
<u>Enhanced Features</u>	<u>36 – 71</u>
<u>Text Messaging Packages</u>	<u>37 – 38</u>
<u>Picture Messaging Packages</u>	<u>39</u>
<u>BlueWorks BREW and Mobile Web</u>	<u>40 – 41</u>
<u>BlueWorks Push-To-Talk</u>	<u>42</u>
<u>BlueWorks Mobile Office – Intellisync</u>	<u>43 – 48</u>

<u>BlueWorks Mobile Office – Blackberry</u>	<u>49 – 50</u>
<u>BlueWorks Advanced Data Services</u>	<u>51</u>
<u>Signal Insurance</u>	<u>52</u>
<u>Detailed Billing</u>	<u>53</u>
<u>Voice Mail</u>	<u>55 – 59</u>
<u>What is SMS?</u>	<u>60</u>
<u>Text Messaging – Email/ Sending & Extras.....</u>	<u>61 - 63</u>
<u>MMS – Multi Media Messaging</u>	<u>64 – 71</u>
<u>Activation Process – Completing the CSA</u>	<u>72 – 100</u>
<u> Credit Processing Procedure</u>	<u>84 – 85</u>
<u> Online Activation Process</u>	<u>90 – 95</u>
<u> Addlines</u>	<u>96</u>
<u> Local Number Portability</u>	<u>100</u>
<u>Completing the SAA</u>	<u>101 – 115</u>
<u> Upgrade/Downgrade</u>	<u>103</u>
<u> Renewal</u>	<u>104</u>
<u> Account Changes</u>	<u>105 – 107</u>
<u> Reconnects</u>	<u>108</u>
<u> Equipment Insurance</u>	<u>109</u>
<u> Feature Options</u>	<u>110</u>
<u> Disconnect</u>	<u>111</u>

<u>ESN Changes</u>	<u>112</u>
<u>Other Uses for the SAA</u>	<u>113 – 115</u>
<u>Billing Changeover</u>	<u>116 – 120</u>
<u>Prepaid Services</u>	<u>121 – 132</u>
<u>Lifeline Activations</u>	<u>132 – 142</u>
<u>Bluegrass Cellular Forms – What are they used for?</u>	<u>143 – 149</u>
<u>Port In Letter of Release Form</u>	<u>144</u>
<u>Authorized User Request Form</u>	<u>145</u>
<u>Insurance Form</u>	<u>146</u>
<u>Payment Authorization Form</u>	<u>147</u>
<u>Port Out Authorization Form</u>	<u>148</u>
<u>Trouble Report Form</u>	<u>149</u>
<u>Additional Information</u>	<u>150 – 155</u>
<u>Phone Number Change</u>	<u>151</u>
<u>Mailing Contracts</u>	<u>152</u>
<u>Officers wanting Info</u>	<u>153 – 154</u>
<u>Important Bluegrass Numbers</u>	<u>155</u>

What is CDMA?

❖ CDMA – Code Division Multiple Access

➤ Technology for the radio link which utilizes spread spectrum communication with very tightly controlled power levels by participation.

What does this mean?

Enables many more people to share the airwaves at the same time – without static, cross-talk or interference.

The old system used was called TDMA – Time Division Multiple Access

CDMA compared to GSM

- ❖ Allows Faster Data Needs
- ❖ No SIM card
- ❖ Allows for a larger volume of calls to flow through one channel
- ❖ Normally, offers better coverage in rural areas
- ❖ Offers EVDO technology, allowing for a maximum download speed of about 2mb/s, it is similar to DSL, unfortunately it is not offered everywhere

In Asia, R-UIM cards are available for CDMA handsets.

Provisioning

- ❖ All CDMA activations will require a feature code of CDM
- ❖ All CDMA activations will require a Short Code to activate SMS
 - ❖ Code is 2583 (BLUE) sent as a text message
- ❖ Every CDMA customer will be provisioned in the AAA (using a billing feature)
 - ❖ AAA – Authentication, Authorization, & Accounting
 - ❖ Provided by Bridgewater

Features we are able to offer because of CDMA technology



What is Mobile Web?

- ❖ Mobile Web is a wireless Internet service that allows customers to access the Internet to retrieve information such as news, stock quotes, weather, sports, driving directions, and yellow pages via their wireless phone.
- ❖ Mobile Web is an Internet product based on WAP (Wireless Application Protocol), that takes Internet content and converts it into short, menu driven text, giving the user the ability to access Internet content.
- ❖ The Mobile Web menu options you'll see on your phone are: News, Sports, Weather, Entertainment, Business & Finance, Travel, Mail & Messaging, Shopping and Search & Find.

What does Mobile Web include?

- ❖ News – Get headlines from the Wall Street Journal, USA Today, and more!!
- ❖ Sports – Stay on top of sport scores and news from ESPN.
- ❖ Weather – Know conditions with up-to-date info so you can plan accordingly.
- ❖ Entertainment – Receive movie reviews & show schedules from local movie theatres.
- ❖ Business & Finance – Stay on top of the latest business news, stocks, & track FedEx packages.
- ❖ Travel – Get directions from MapQuest, view flight schedules and more!!
- ❖ Mail & Messaging – Access email accounts from Yahoo, MSN & Hotmail.
- ❖ Shopping – Find information on automobiles from Edmunds2Go & search the best price on retail items with Price Grabber.
- ❖ Search & Find – Visit websites that you type in yourself by entering the URL. Keep in mind, not all sites are compatible with your phone's browser.

Handsets

- ❖ At this time, all CDMA handsets Bluegrass Cellular offers support Mobile Web.
 - Please refer to your Handset list provided online at www.bluegrasscellular.com
- ❖ Menu Option in the phone will be under
 - Minibrowser
 - Wireless Web
 - Web Browser
 - Differs from phone to phone

What are MB & KB?

- ❖ Megabytes (MB) and Kilobytes (KB) are standard units of measure for data sent and received.
- ❖ There are 1,024 kb in a MB.
- ❖ The following are examples of how many kilobytes are used for typical Mobile Web/ BREW™ applications:

Check Email	34 kb
Check the Sport Scores	93 kb
Check the Weather Forecast	28 kb
Read the News Headlines	53 kb
Download a BREW Game	228 kb
Download a BREW Music Tone	610 kb

* The above examples are estimates, actual usage will vary.

Trouble Shooting

- ❖ Does the customer have the correct features?
- ❖ Is the customer picking up a Digital signal?
- ❖ Is the customer in the 38 county coverage area?
- ❖ What causes an error message?
 - Time Out
 - Web site update
 - Need to clear your cache

Cache - is the history in your phone.

What is BREW™?

- ❖ BREW - Binary Runtime Environment for Wireless
- ❖ What does that mean in English?
BREW allows users to select, purchase, and download over-the-air, a variety of games, ringtones, entertainment options, and productivity programs – anytime, directly to their BREW-enabled device.
- ❖ The applications offered include:
 - Communication – access business email, pictavision, soda pop
 - Education – Spanish, XAPwords,
 - Entertainment – Club Karaoke, Disney’s Magic Kingdom Collection, Modtones
 - Games – Nineball, Suzuki, Yao Ming Basketball,
 - Information – Accuweather.com, Fox Mobile Sports, The New York Times,
 - LBS – MapQuest, Movie Goer, Vindigo City Guide,
 - M-Commerce – Businessweek Online, Overstock.com, Stock Tracker,
 - Productivity – American Heritage Dictionary, Bizfinder, Transclick

Check out website for a demo:

http://brew.qualcomm.com/brew/en/demos/how_brew_works/how_brew_works.html

BREW continued:

Other BREW Applications:

- What's Hot
- Ringtones – Mono and Poly
- Fun and Games
- Information
- Wallpaper and Photos
- E-mail
- Entertainment

Applications will vary by phone

How to Download an Application and to use BREW™

- ❖ To download an application just follow these steps:
 - Access the BREW Shop on the wireless phone (find the icon or option from your phone's menu), select the Mobile Shop icon, which looks like a shopping cart
 - Enter the application catalog and select whatever application you want
 - Application Category Example: Fun & Games
 - Select the application pricing option that best suits you
 - Once the application is downloaded you can use it immediately or access it directly from the device menu whenever you want.
 - To remove any application, select the settings menu (the checkmark), then select “manage apps.” You will then be able to select the application and choose “cancel subscription” or “remove.” Any removed application will have to be re-downloaded.

Billing

- ❖ Each BREW application comes with a charge – either a monthly subscription, one-time charge or use fee.

- ❖ All downloaded applications will be billed the published rate
- ❖ Once you download the application, the charge will appear on your next bill. All BREW purchases are final and cannot be credited. You are not charged unless the download is successful. To check to see all of the applications you have downloaded or removed, select the checkmark for your settings, then choose “View Log.”

- ❖ Each individual application charge will appear on the invoice as an adjustment
 - Example: BREW Apps -----\$3.79
 - Detail will appear
 - No refund once downloaded
 - Customers will only be charged if it was a successful download

What is BlueWorks Push-To-Talk?

- ❖ Easy, 1 touch way to communicate by pressing a button and contacting single contacts or group members programmed into your Push-To-Talk capable phone.

- ❖ Similar to Nextel's Service, but has these added features:
 - Permission – based contact set-up
 - Easy group & single contact set up with free online management tools
 - Availability icons which allow user privacy (called Presence)
 - One number (MIN) to use
 - Call-waiting, so you can toggle between PTT & regular cellular calls
 - Instant calling with Real-Time-Exchange (RTX) updates

How does Push-To-Talk work?

- ❖ Uses voice channels
- ❖ When setting up contacts, a form of text (SMS) messaging is used
- ❖ Can have analog or digital signal, but digital is preferred for presence capabilities
- ❖ Offers unlimited Push-To-Talk capability Nationwide

What is Mobile Office?

- ❖ Your office on the road
 - Send and Receive e-mail
 - Access and update your calendar
 - Download attachments
 - Access the internet

- ❖ All from you PDA device

- ❖ Powered by Intellisync
 - Provides the “push” e-mail platform

How does Mobile Office work?

- ❖ Hosted: syncs with the customer's computer via their e-mail client
 - End-users and small businesses
 - POP/IMAP
 - Individual Monitor
 - Work Group Monitor

- ❖ Enterprise: syncs with the companies e-mail system behind their firewall using Intellisync on their server.
 - Large companies (50 lines plus)

Key Points

- ❖ Sync with more than one e-mail client at a time
 - Work
 - Home
 - School
- ❖ Cell phone and PDA all in one device
- ❖ Works Nationwide on the Verizon network

Customer Options

- ❖ Stand Alone :
 - No Voice Plan
 - Each minute billed at \$0.65

- ❖ Feature:
 - Added to a standard BlueWorks voice plan
 - Minute rate based on plan

MB and kb usage

- ❖ What data charges will appear on the bill?
 - Each sync; can be set up on timed intervals or manually
 - Accessing or downloading from the internet
 - Reading and responding to e-mail

One month of standard usage is running on average of 15MB per month, higher usage about 45MB per month.

What is the next step?

- ❖ Select a Device
- ❖ Pick a Mobile Office Plan or feature
- ❖ Activate the Phone
- ❖ Install Software
- ❖ You are now ready to take your office on the road

Service Offerings

Price Plan Types and Coverage Area

- ❖ LOCAL – 38 counties of continuous quality cellular coverage
 - Plus 6 additional extended* area counties
 - * not included in UNLIMITED price plan: only Digital 200 minute plan has this area
- ❖ NATIONWIDE – 50 States
- ❖ UNLIMITED PREPAID – 38 counties of continuous quality cellular coverage (can only be used within the 38 counties – will not work anywhere else)
- ❖ BOSTON PREPAID – Available in PINs, 38 counties of continuous quality cellular coverage (can be used everywhere inside and outside the 38 counties)

Bluegrass Cellular Local Price Plan

Access	\$20.00
Package Minutes	200
Each Additional Minute	\$0.35
Add-A-line	N/A
Basic Voice Mail	\$5.00
Nationwide Roaming	Available
Nationwide Long Distance	Available

- ❖ Call Waiting, Call Forwarding, Caller ID/Caller ID Block, MWI
- ❖ Roaming and Long Distance varies by Market
- ❖ Extended home area applies to this plan only
- ❖ Voice Mail can be added for \$5.00 per month

What is BlueWorks?

It is the name that we are marketing
our new CDMA technology under

BlueWorks Unlimited Plus Plan

Access	\$39.95
Package Minutes	Unlimited Home Minutes, Unlimited Long Distance Minutes
Nationwide Roaming Minutes	100
Nationwide Overage	\$0.35 per minute (after 100 minutes exceeded)
Basic Voice Mail	Included
Nationwide Long Distance	Included
Add-A-Line	N/A

- ❖ Call Waiting, Caller ID/Block, MWI, Basic Voice Mail
- ❖ Nationwide Toll FREE Calling from HOME area
- ❖ Call forwarding only works for Voice Mail

BlueWorks Complete

Nationwide Price Plans

Monthly Fee	\$29.95	\$34.95	\$49.95	\$59.95	\$79.95	\$99.95	\$149.95	\$199.95	\$249.95
Minutes Included	250	350	650	850	1250	2000	3000	4000	6000
Promotional Bonus Anytime Minutes	100/200	100/200	100/300	100/300	100/300	100/300	100/300	100/500	100/500
Each Add'l Minute	\$0.45	\$0.45	\$0.40	\$0.35	\$0.25	\$0.25	\$0.25	\$0.20	\$0.20
Add-Lines	\$19.95*	\$19.95*	\$9.95*	\$9.95*	\$9.95**	\$9.95**	\$9.95**	\$9.95**	\$9.95**
Night/Weekend Minutes	1000	5000	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Home Unl. Mobile-to-Mobile	\$9.95	Included	Included	Included	Included	Included	Included	Included	Included
Nationwide Unl. Mobile-to-Mobile	n/a	Included	Included	Included	Included	Included	Included	Included	Included
Nationwide Long Distance	Included	Included	Included	Included	Included	Included	Included	Included	Included
Basic Voice Mail	Included	Included	Included	Included	Included	Included	Included	Included	Included

- ❖ Call Waiting, Call Forwarding, Caller ID/Block, MWI, Basic Voice Mail
- ❖ Nationwide Toll Free Calling
- ❖ \$19.95 Addlines on \$29.95 and \$34.95 Price Plans
- ❖ \$9.95 Addlines on \$49.95 and higher Price Plans
- ❖ Additional lines (up to 2) can be added on \$29.95 - \$59.95 Price Plans
- ❖ Additional lines (up to 5) can be added on \$79.95 - \$249.95 Price Plans
- ❖ Promotional Bonus Anytime Minutes may change – updates will be sent out

Postpaid Plan Requirements

- ❖ Customer must live within the Bluegrass Cellular coverage area
 - No P.O. Boxes, must have a physical address, bill can be mailed to a P.O Box
- ❖ BlueWorks Plans require a CDMA capable handset
 - Cannot use GSM handsets or other CDMA carrier handsets
- ❖ Charges for operator and directory assistance calls are additional and apply towards package minutes. Taxes and surcharges are additional
- ❖ 50% of the customer's total airtime during a single bill cycle **must** originate within Bluegrass Cellular's home coverage area

Prepaid Services (Boston)

NO Deposits

NO Contracts

NO Credit Checks

NO Hassles

- ❖ Control your airtime by purchasing the amount that you want in advance! There are never any unexpected bills at the end of the month & you'll always know how much you're spending.
- ❖ Visit any customer care center or authorized agent location and purchase a phone plus, \$25, \$50 or \$75 worth of airtime. Airtime expires after 60 days of activation and a \$35 activation fee is required for new or expired activations. Replenishments are available in \$10, \$25, \$50, & \$75 amounts. You can also replenish via our website!
- ❖ Our PIN-based service allows you to choose from 2 calling plans.

Prepaid Service Plans

PAY-AS-YOU-GO Basic PIN-Based Plan		PAY-AS-YOU-GO Plus PIN-Based Plan	
Peak	\$0.25 per minute	Peak	\$0.25 per minute
Off-Peak	\$0.10 per minute	Unlimited Mobile-to-Mobile (to Bluegrass Customers) + Free Nights & Weekends	\$1.00 per day
Off-Peak Calling Times Mon-Sun 8:00 pm – 5:59 am EST		Night & Weekend Calling Times Mon-Fri 8:00 pm – 5:59 am EST & all day Saturday and Sunday	
Long Distance	Included	Long Distance	Included
Calls to Mexico	\$0.85 per minute	Calls to Mexico	\$0.85 per minute
Roaming*	\$0.25 per minute	Roaming*	\$0.25 per minute
Features Caller ID Caller ID Block (*67 before dialing) Voice Mail* Message Waiting Indicator Text Message Service** Pay per Use - \$0.15 per message sent or received Daily Debit - \$0.35 per day, regardless of use		Features Caller ID Caller ID Block (*67 before dialing) Voice Mail* Message Waiting Indicator Text Message Service** Pay per Use - \$0.15 per message sent or received Daily Debit - \$0.35 per day, regardless of use	

Unlimited Prepaid

Unlimited Local Calling	\$49.95 per month
Unlimited Local Text	\$10.00 per month
Long Distance	Available with Calling Card
Roaming	N/A
Features	Caller ID Caller ID Block (*67 before dialing) Voice Mail Message Waiting Indicator Text Messaging*

- ❖ Call Forwarding only goes to Voice Mail
- ❖ Text Messaging is available \$10 per month
- ❖ Includes Local Digital Coverage in Bluegrass Cellular HOME (38 counties) ONLY
- ❖ Taxes & Surcharges not included on Unlimited Pay-As-You-Go Plan
- ❖ \$15 Activation Fee Applies

Enhanced Features

- ❖ Messaging Service
 - Text (SMS)
 - Picture (MMS)
- ❖ BREW
 - Ringtones
 - Games
 - Information
- ❖ Mobile Web
- ❖ PTT(Push-To-Talk)
- ❖ Mobile Office – Intellisync or Blackberry
- ❖ Advanced Data Services
- ❖ EVDO High Speed Data Services– in some locations
- ❖ Ringback Tones - \$0.99 per month & \$1.99 per ringtone (12 mos usage)
- ❖ Signal Insurance
- ❖ Detailed Billing - \$3.50 per month
- ❖ Voice Mail Plus - \$10.00 per month
- ❖ Call Restriction - \$2.00 per month
- ❖ Anonymous Call Block - \$2.00 per month

TEXT MESSAGING Packages (Stand Alone)

Monthly Access	Text Messages*	Per Additional Message
\$0.20	Per message	
\$3.00	400	\$0.05
\$6.00	Unlimited	N/A

* For messages sent or received

- ❖ Allows customers to send or receive short messages , up to 160 characters, to and from other Cellular customers
- ❖ Messaging Includes:
 - Mobile Originate
 - Mobile Receive
 - Email Originate to Mobile
 - Mobile Reply to Email

TEXT MESSAGING Packages for Prepaid Services

Plan Type	Rate	Text Messages	Per Add'l Message
PIN Based Plans	\$0.35/ per day	Unlimited	N/A
PIN Based Plans	\$0.20/ per day	0	\$0.20/ message
Unlimited Pay – As – You – Go	\$10/ per month	Unlimited	N/A

This includes sending or receiving text messages.

Unlimited Pay-As-You-Go is not able to send or received text messages on a pay per use charge of \$0.20 – must purchase the unlimited for \$10 per month

Cannot get Picture Messaging or Internet with Prepaid Accounts

PICTURE MESSAGING Packages

BlueWorks Picture Messaging Bundled Packages (Available on Camera Phones)

Monthly Access	Picture Messages*	Per Add'l Picture Message	Mobile Web/BREW (MB)	Mobile Web/BREW Overage (kb)	Text Messages	Per Add'l Text Message
\$0.00	0 (pay per use)	0 (billed a MB/kb)	1	\$0.01	0 (pay per use)	\$0.20
\$2.99	20	\$0.20	2	\$0.01	200	\$0.10
\$4.99	40	\$0.15	4	\$0.01	400	\$0.05
\$19.99	1000	\$0.05	Unlimited	N/A	Unlimited	N/A

- ❖ Kilobyte charges will apply for all data transmissions (web surfing, BREW access, or sending/receiving pictures).
- ❖ Received pictures (incoming picture messages) are free of charge as long as kilobytes/megabytes included in package are not exceeded
- ❖ Customer's must have a package added to their plan to use our Picture Messaging Services
- ❖ Customer must have a CDMA picture/video capable phone
- ❖ Text Message charges apply to messages sent or received

BlueWorks BREW and Mobile Web

BlueWork Basic – Mobile Web Packages

(Available on BlueWorks phones with Mobile Web and/or BREW)

Monthly Access	Mobile Web/BREW (MB)	Overage (kb)
\$0.00	1	\$0.01
\$4.99	2	\$0.01
\$9.99	5	\$0.01
\$19.99	Unlimited	N/A

- ❖ Mobile Web/BREW™ use requires network compatible handset and Mobile Web/BREW access plan with cellular plan. Accessible applications, graphics and content vary by phone and by site.
- ❖ Megabytes (MB) and kilobytes (KB) are standard units of measure for data uploaded and downloaded on a live connection. 1MB = 1024 kb.
- ❖ Phone may not be able to receive incoming calls while in a data session; incoming calls will be directed to voice mail.
- ❖ BREW access/applications are not available on PDAs and Smartphones

BlueWorks Brew continued

- ❖ Each BREW Application is priced differently
 - Three different BREW application pricing options
 - Demo
 - Free
 - Subscription
 - \$ per month
 - Purchase
 - \$ per application and use specified number of times
(Some may be one time use, five or ten times, or unlimited usage)

Not all applications will have all three options.
NOT ALL HANDSETS SUPPORT THE SAME APPLICATIONS.

BlueWorks Push-To-Talk

- ❖ \$15.00 per month for UNLIMITED Push-To-Talk Service on any post-paid price plan (not available on Prepaid Pay-As-You-Go plans)
- ❖ Works Nationwide – does not count against cellular airtime minutes
- ❖ No difference if one on one or group calls
- ❖ BlueWorks Push-To-Talk is a feature that can be added to all currently available post paid rate plans on a contracted basis
- ❖ Early termination of Push-to-Talk will result in a termination fee of \$15 multiplied by the number of months remaining on the service agreement

Refer to Brochure or website for Push-To-Talk pricing included with Phone Plan

<http://www.bluegrasscellular.com/blueworks-ptt.asp>

BlueWorks Mobile Office - Intellisync

- ❖ Send & Receive Email on your PDA
- ❖ Access your calendar, contacts, & tasks
- ❖ Download file attachments
- ❖ Keep on top of weather, appointments, & trips
- ❖ Browse the Internet

Monthly Charges	Megabytes	Overage (kb)
\$39.95	Unlimited	N/A

Intellisync continued

BlueWorks Mobile Office is only compatible with BlueWorks capable PDA or Smartphone devices. Mobile Office data plans are available as a calling plan for data access only or they can be added as a feature to a qualifying BlueWorks Complete plan for both voice and data usage. BlueWorks Mobile Office uses text messaging for setup; therefore a text messaging package must also be selected. If a package is not selected, outbound text messages will be billed at \$0.20 per message. Inbound messages are free.

Customer does not have to purchase the Intellisync Service to use a PDA or Smartphone. These devices can be used with only a Phone Service Plan and Text Message Package.

Can also get these with just Unlimited Internet and Text message or one or the other. Customer will not get the instant email feature.

Intellisync continued

- ❖ In order to setup the account, the customer must logon to the following website:

<http://www.bluegrasscellular.com/intellisync.asp>

- ❖ The customer should click on MY ACCOUNT or REGISTER to setup his/her account (under REGISTER, you will find the steps)

- Setup your Intellisync Mobile Suite account :

Initialize your Intellisync Mobile Suite account by providing some account information

- Identify your email source

Intellisync Mobile Suite can work with your Internet Mail provider (e.g., AOL, Comcast, Earthlink), it can push emails from your corporate email system (Microsoft Exchange or Lotus Domino), or handle both Internet and corporate email

- Install Intellisync Mobile Suite software

To complete the process, you need to download and install software. To do this, you will need to have a cable connection from your PC to your phone

Intellisync Packages

Level 1: Internet POP3/IMAP Solution PDA Only with a Single User

- ❖ Works with most existing Internet based and POP/IMAP email providers (local or national)
- ❖ Email messages are pushed to your device on a schedule you select
- ❖ No software is required on desktop PC or laptop – all information is received by and sent from your handheld device

Ideal for individual users and small companies who use local or national internet providers to handle email. Does not apply to web-based or free internet email solutions such as Yahoo! or Hotmail accounts without paid subscriptions. This is a PDA only solution.

Installation Instructions: To install Level 1, please dial *611 from your cellular phone or call 1-800-928-2355, and press 1 at the main menu, and ask the representative to transfer you to the data support team for Mobile Office activation.

Intellisync Packages continued

Level 2: POP 3 with Individual Monitor Solution PDA with 1 PC and a Single User

- ❖ Uses small client on user's PC that syncs and monitors email and PIM (Personal Information Management) data in Microsoft Exchange or Lotus Notes, and pushes info to mobile devices
 - ❖ Also works with POP3 accounts
 - ❖ Email messages are pushed to your device on a schedule you select
- Desktop PC or laptop must be left on to receive real-time data and access to files

Ideal for individual users and small companies who use local or national internet providers to handle email and who would like to have access to information via a handheld and a desktop PC or laptop. Does not apply to web-based or free internet email solutions such as Yahoo! or Hotmail accounts without paid subscriptions.

Installation Instructions: To install Level 2, please dial *611 from your cellular phone or call 1-800-928-2355, and press 1 at the main menu, and ask the representative to transfer you to the data support team for Mobile Office activation.

Intellisync Packages continued

Level 3: POP 3 with Workgroup Monitor Solution PDAs with 1 PC and Multiple Users

- ❖ Can use software on PC or laptop to access real-time push email options and to gain access to email anywhere
- ❖ With workgroup monitor, groups of users can be monitored from any PC in the office.
- ❖ Desktop PC or laptop does not have to be left on to receive real-time data and access to files; one PC in the office must be dedicated as a monitor and left on at all times

Ideal for individual users and small companies who prefer the desktop PC or laptop monitor solution but does not require keeping each desktop PC or laptop on at all times. IT involvement recommended for wireless email access and monitoring. Does not apply to web-based or free internet email solutions such as Yahoo! or Hotmail accounts without paid subscriptions.

Installation Instructions: To install Level 3, please dial *611 from your cellular phone or call 1-800-928-2355, and press 1 at the main menu, and ask the representative to transfer you to the data support team for Mobile Office activation.

BlueWorks Mobile Office - Blackberry

- ❖ Increased Productivity – do it all from your smartphone
- ❖ “Push” message delivery for instant information
- ❖ Synchronization with up to 10 corporate or personal email accounts
- ❖ Attachment viewing capabilities for common and popular document formats
- ❖ Secure access for behind the firewall email servers (for corporate customers)
- ❖ Ability to access the Internet via smartphone browser

What types of BlackBerry services does Bluegrass Cellular offer?

BlackBerry Internet Solution

Designed for individuals and small businesses, this solution allows you to combine your email, phone, text messaging, internet browser, organizer and more into one device. A BlackBerry email account is included at no additional charge to you, and you can use this to integrate all of your personal or company email (even webmail) into a single place.

BlackBerry Enterprise Solution

Designed for companies that host their own email server, typically behind a firewall. With this solution, the BlackBerry® Enterprise Server software tightly integrates with Microsoft Exchange®, IBM®, Lotus Domino®, or Novell GroupWise® to enable secure, push-based wireless access to email and calendar.

Blackberry continued

Blackberry Service (for individuals and businesses)

Monthly Rate

Unlimited Email and Internet Service

\$39.95

❖ BlackBerry supports Microsoft Exchange, IBM Lotus Domino, Novell GroupWise and many popular ISP email accounts. Pay one monthly rate for the use of email and other data transfers, nationwide*!

Text messaging is used for setup ; therefore a text messaging package must also be selected. If no package is selected, outbound text messages will be billed at

\$0.20 per message; inbound text messages are free.

❖ The website to activate a Blackberry account is <http://www.bluegrass.blackberry.com/>

If a customer wants a Blackberry device they MUST purchase the Blackberry Service. CANNOT use the Blackberry device as a phone or with just text messaging. Blackberry Devices require the Blackberry Service in order to use the device.

BlueWorks Advanced Data Services

For those using a PDA without BlueWorks Mobile Office, a laptop with a wireless card, or your phone as modem for web access, check out our higher speed data connection packages.

Monthly Access	Advanced Data (MB)	Overage (kb)
\$19.99	5	\$0.008
\$29.95	10	\$0.006
\$39.95	20	\$0.004
\$49.95	50	\$0.002
\$59.95	5 GB	\$0.002

\$5.00 per month discount when added to a Nationwide calling plan to go along with your advanced data package.

Signal Insurance

Customer must select insurance option **within 30 days** of purchasing new equipment. Cannot add later.

Deductibles

Equipment Type	Monthly Premium	Loss/ Physical Damage/ Theft	Mechanical or Electrical Failure *
Wireless Phones	\$5.95	\$50 **	\$25

- ❖ * Mechanical or Electrical breakdown coverage does not include batteries
- ❖ ** *\$100 Deductible for Audiovox 6600, UT Starcom 6700, UT Starcom 6800, Motorola KRZR (K1m), Motorola Q, Motorola ROKR (Z6M), Motorola RAZR II (V9M), ALL Palm devices, ALL BlackBerry devices and the Kyocera 7135.
- ❖ \$50 deductible for Aircards.

Deductibles change depending on phone – call customer service to determine the deductible amount on a phone

Check the brochure or website for updated information on Signal Insurance

<http://www.bluegrasscellular.com/insurance.asp>

Detailed Billing

- ❖ Customers will receive a bill listing specific information on each call placed or received
- ❖ Cost \$3.50 per month
- ❖ Customers on Nationwide Share Plans receive Detailed Billing for FREE
- ❖ Bluegrass will do a one time courtesy Detailed Billing Print Out for customer if he/she requests

Refer to Welcome Guide for questions about reading a phone bill. Customer Service will help any customer with questions he/she may have about the bill.

How to Beat the Competition

- ❖ Take note of the advantages Bluegrass Cellular has to offer over the competition and EMPHASIZE these offers
- ❖ Read and understand your competition's price plans and promotions
 - Do Store Visits
 - Conduct Website Research
 - Be knowledgeable in the products you sell
 - Be confident in the products you sell

Voice Mail

- ❖ Bluegrass Cellular uses Glenayre Technologies' Voice Mail System
- ❖ We offer Basic Voice Mail and Voice Mail Plus
- ❖ Check your messages from your cell phone or from any landline phone.
- ❖ Basic Voice Mail is included with most plans, or you can choose Voice Mail Plus for more features like broadcast lists, for sending one voice mail to multiple recipients at the same time.
- ❖ Airtime is not incurred when a message is deposited in Voice Mail
- ❖ Airtime is not incurred when checking messages from a landline phone
- ❖ Airtime is incurred when checking messages from your cellular phone
- ❖ You cannot indefinitely store a message for later retrieval. Messages are automatically deleted in the order in which they were received within the 5 or 7 day window as listed above.
- ❖ Boston Prepaid (PIN based) accounts, customers are charged for voice mail deposits

Basic Voice Mail

# of Personalized Greetings	1
Greeting Length	1 minute
Message Deposit Length	2 minutes
# of Messages Held	15
# of days messages Saved	5

Basic Voice Mail is included in all BlueWorks Plans
Local 200 minute plan can add Voice Mail for \$5.00 per month

Voice Mail Plus

# of Personalized Greetings	3
Greeting Length	2 minutes
Message Deposit Length	2 minute
# of Messages Held	20
# of days messages saved	7
Paging Notification	Included
Page on Urgent Messages ONLY	Included
Message Delivery to Phone Number	Included
Broadcast Lists (up to 30 lists with 30 addresses each)	Included
Monthly Charge with cell service	\$10.00

Logging into Voice Mail from a Landline Phone

- ❖ To dial from a landline phone, you can dial:
 - 270-746-3611 Bowling Green exchange
 - 270-765-3611 Elizabethtown exchange
 - 270-590-6245 Glasgow exchange
 - 270-566-3611 Russell Springs exchange

- ❖ After greeting, enter your 7-digit Bluegrass Cellular number and hit #; then enter your security code when prompted. These numbers are programmed for roaming voice mail retrieval.
- ❖ From a Landline Phone, you can also:
 - Dial your Cell Number, wait for Voice Mail to pick up
 - Press # during the Greeting, follow steps
- ❖ Security Code – can be reset to 9999

Helpful Hints

- ❖ If a subscriber's mailbox is full, the system will play a canned message letting the caller know that the mailbox is full.
- ❖ Messages are purged (deleted) after a certain number of days depending on the package
- ❖ Did you know that you can press 9 after leaving a voice message into someone's mailbox and the message will be marked as **urgent**? **Urgent Messages** will be played before all others

Bluegrass Cellular

Text Messaging (SMS)

What is SMS?

- ❖ SMS – “Short Message Service” also called Text Messaging allows for text messages of 160 characters or less to be sent to SMS capable handsets via Email, Internet, or other messaging devices, such as another SMS equipped handset.
- ❖ Bluegrass Cellular uses InterOP, a vendor which enables us to offer SMS to our customers.

Text Messaging - Email

❖ All Bluegrass Cellular customers automatically receive an email address for their use. The address is their 10digitphonenumber@sms.bluecell.com

For Example: 2702020123@sms.bluecell.com

❖ Any email client (program) can send messages to any Bluegrass Cellular customer with SMS

❖ Bluegrass Cellular customers can email other people through their handset as long as they send to a proper email address and the handset allows emails to be sent.

❖ Delivery not guaranteed with other carrier networks

Sending Messages

- ❖ In messaging menu, type in phone number to send message to:
2707664110
- ❖ Or, compose an email message and put in the email address to send message to
- ❖ Received text messages may appear as an envelope on your phone's display
- ❖ You can also visit bluegrasscellular.com to type and deliver text messages to Bluegrass Cellular customers. You can send a text message to up to 10 customers at a time (not available for sending to other carriers).

Note: with some carriers (but not all) Bluegrass Cellular customers can send messages to the phone number of another carrier's customer. This is one of the reasons why we chose InterOp as our SMS provider – to have interoperability with other carriers.

Text Messaging Extras

Content providers offer options for text messages: Receive weather, sports, news, stocks, etc. from websites, some for no additional cost, just the cost of the messages delivered!!

Alerts – Weather, Stocks, News (no “www” before the addresses):

Mobile.yahoo.com

mobile.msn.com

CNN.com/email

MMS – Multi Media Messaging

What is Picture Messaging?

- ❖ Photo messages are sent via Multimedia Messaging Service, or MMS
- ❖ MMS passes larger amounts of data wirelessly, in this case, “data” is the picture or graphic along with a message
- ❖ Phones **must be MMS capable to send or receive** picture messages
- ❖ Subscribers must also be able to access the Mobile Web to receive and send full Picture (MMS) Messages

Phone to Phone Messaging

- ❖ To take a photo, use the photo icon key or scroll down phone's menu
 - Camera
 - Gallery
 - Media
 - Messaging

- ❖ Click to capture according to your phone's manual

- ❖ Send after you take the photo, or compose an MMS message if photo is already stored on phone. Check your phone's "Messaging" menu in order to send an MMS message.

- ❖ Send to the recipient's 10 digit phone number. To be able to receive pictures on your MMS phone, you must first send an MMS message so you are recognized by InterOp as being an MMS subscriber

Picture Sizes

- ❖ File sizes depend on different factors, like resolution, number of characters in the text portion of the message, and the length of the sound file (if sound is sent with the MMS message).
- ❖ Larger photos are difficult to send over narrow bandwidths. **MMS messages will fail if they are too large.**
- ❖ Generally, there are 3 different settings on your phone which dictate the size and quality of your picture
 - 160 x 120 = approximately 16 kilobytes
 - 320 x 240 = approximately 24 kilobytes
 - 640 x 480 = approximately 36 kilobytes
- ❖ In most cases, you can always check the file size of your image under image properties right on your phone.

Picture Messaging (MMS) Composer

❖ Our Picture Messaging Website tool is called the MMS Composer (available on our website). It allows you to upload photos online, from a handset or from a PC where you can:

- Crop
- Enhance/add special effects
- Add Audio Files (MIDI files)
- Add a Frame
- Add Text
- Add bubble captions
- Store up to 5 MB in photographs
- Create Albums
- Send pictures to email or handset

Sending from handset to MMS Composer

- ❖ Register First Online, Login to Picture Scrapbook
<http://prod4.ogangi.com:8080/bg/MMSComposer>
- ❖ Once registered, you will receive password via SMS
- ❖ Compose MMS message
- ❖ Send to short code PICS (7427) or, on some models, you can choose “Send to Online Album
- ❖ When you log into the Composer, visit your INBOX for the photos you uploaded

Picture Messaging/MMS

Composer Facts

- ❖ Stores up to 5 MB of photos
- ❖ Can add sound to images, however this adds to the size, which may result in message failure
- ❖ If the image you choose is too large to send (over 512 kb) or not in a supported file format, the Composer notifies you
- ❖ If a customer forgets their password, a new password will be sent to them via a text message. They will not be charged for that text message
- ❖ InterOp (our MMS vendor) will be notified of any disconnects, and the customer will lose any data in their Composer. If a customer changes his/her MDN, the Composer cannot be transferred: It is the customer's responsibility to save their own images
- ❖ Currently, our network picture messaging capability does not support messaging to other carriers' networks; however, like text messaging, if you send as an email, your chances of getting the picture across increases.

Pricing

- ❖ Sent picture messages will be billed per picture and received picture messages are free as long as they don't exceed the MB/kb allotment in the package
- ❖ Customers must have Mobile Web Access to use Picture Messaging
- ❖ Customers with Mobile Web and BREW can receive pictures at a per picture rate of \$0.20 each
- ❖ Customers must have a Bundles Package to send pictures.
- ❖ Bundled Packages are available that include:
 - Mobile Web/BREW
 - SMS
 - MMS

Billing/Feature Facts

- ❖ You have to have SMS feature to send and receive MMS
- ❖ You have to be a CDMA customer to be able to use MMS
- ❖ The correct picture messaging feature must be on your account and provisioned in the Switch and the AAA in order for the MMS feature to work

Bluegrass Cellular

Activation Process

Completing the CSA

Customer Service Agreement

Heading and Billing Information

- ❖ Today's Date and Activation Date – may be different because you may run a report on the customer one day (today's date) and the customer may not activate a phone that day, but may come back in a couple of days or a week, therefore the activation date is the day a phone is activated
- ❖ Sales ID – The ID given to the store location
- ❖ Current or Previous service with us?
- ❖ Name and Physical address of applicant
- ❖ List P.O. Box under user address only, this can be used as a mailing address for the phone bill, but a physical address is require to be on file and to run report on customer with Bluegrass
- ❖ Home/Business Phone: If customer does not have either one that is okay. It sometimes helps to have a Work Phone, for report purposes

Heading and Billing continued

- ❖ Verify Picture ID – REQUIRED – we make a copy of the ID and place it in the customers folder. The Picture ID can be a drivers license, state or government issued picture ID
- ❖ Social Security Number – we try to get a copy of the Social Security Card for Hispanics because it helps to identify first and last names
- ❖ Employer – it is not required but may help with the credit report
- ❖ Business Account – Employer phone number needed to verify permission. We also need the FEIN – Federal Tax ID #
 - **These applications will need to be faxed in to Bluegrass Cellular to see if they are approved, do not do anything on UProcess**
- ❖ Company Tax Exemption – must have a copy of the Tax Exempt Certification and place in customer folder. Must also fax copy to Bluegrass
- ❖ Lack of Credit/Bank reference – used if credit comes back “lack of” then bank can be called – will take longer to activate if this is required

Heading and Billing continued

- ❖ Customer must sign the Customer Credit Check Authorization section on the right hand side of the CSA before we can run a report on the customer to see what is required of the customer
 - This gives us permission to run the credit check
- ❖ You must sign the Sales Person/Agent Information section
- ❖ Once you receive the security deposit amount, you will write that under the Security Deposit section on the form

If the computer system is down/not working then the form will need to be faxed in to Bluegrass. They will contact you with the information you need to proceed.

In order to make sure that the customer does not have a previous account with Bluegrass Cellular, you can call customer service to verify if the customer has any previous accounts using his/her first and last name and SS#. You can login to CRM to check it as well using the customers first and last name. If there is a separate account, contact Bluegrass to see if customer has an outstanding bill or collection that he/she must pay off before activating a new service.

Cellular Rates and Charges

- ❖ Activation Fee? Refer to current Promotion
- ❖ Circle the selected plan – local or nationwide
- ❖ Check if it is an addline
- ❖ Customer must initial either the 1 or 2 year contract
- ❖ Review First Bill – discuss the statement concerning prorated amount (dollar amount from time of activation to the first billing cycle), monthly charges on first bill, and that airtime is billed in full minute increments.
- ❖ The customer will not receive their first bill until after one month – Bluegrass bills are normally due on the 8th of every month for Albany and the 24th for Somerset. (Refer to the Market/Cycle Chart)
The first bill will include the prorated and the first months bill:
Example: phone activated on the 15th of May, customer will not receive a phone bill until July, which will include an amount (prorate) for May 15– June 7 and a full one month phone bill for June 8 – July 7

BlueWorks Cellular Feature Options

❖ You will need to find out what Feature Options the customer wants to add to his/her plan and check those features they want to add

- Mobile Web/BREW Basic
- Mobile Web/BREW Advanced
- Bundles features for picture messaging
- Mobile Office
- Push-To-Talk
- Wireless Data Card (put in comments section)

Additional Cellular Feature Options

- ❖ Voice Mail Plus – includes broadcast list and more!
- ❖ Basic Voice Mail – Applies only to our Local 200 minute plan
- ❖ Detailed Billing - \$3.50 per month – Free for all share plans
- ❖ Free Call Waiting
- ❖ Free Call Forwarding – excludes BlueWorks Unlimited Local Plan
- ❖ Text Messaging
- ❖ Unlimited Home Mobile To Mobile – Not needed with BlueWorks Nationwide plans

Signal Insurance

- ❖ Tell the customer what insurance is for their phone: what does it cover, what type of monthly payment, what the deductibles are for his/her phone
- ❖ If the customer would like to purchase insurance at the time of activation, then you would have him/her initial that they accept the monthly fee
- ❖ If the customer does not want to purchase it at time of activation, then he/she needs to initial that they decline the service
- ❖ A customer has the option to add insurance within 30 days of purchasing the new phone
 - Check to make sure customer can still add insurance to the phone
 - The phone must be brought in to the store and checked out
 - You must make a call from the phone and also make a call to the phone
 - If the phone seems to be damaged then we cannot add insurance

Equipment Information

- ❖ Once the customer has decided on a phone, then you will start filling out the section titled, Equipment Information
- ❖ CDMA – the phone must be a CDMA Bluegrass phone
- ❖ Cellular Equipment – check which one applies
- ❖ Electronic Serial Number - ESN – you will write in the ESN of the phone the customer is purchasing. Sometimes the ESN is longer than the space provided, so write smaller. This will be found on the box of the phone or behind the battery
- ❖ Cellular Manufacturer – what manufacturer makes the phone (MOTO, KYO, UT STAR, NOKIA, LG, SAM, etc.)
- ❖ Model – what is the phone model (W315, V3a, A870, 357, etc.)

Equipment Information

- ❖ CDMA Equipment ONLY - we cannot use other carrier equipment, the cellular phone must be a Bluegrass CDMA phone – cannot use the old TDMA equipment
 - If you are not sure if the phone is CDMA or TDMA – call customer service and they will help you

- ❖ Customer can use NEW, USED, or Manufacturer REFURBISHED – a customer may bring in a used phone they want to use instead of purchasing a new one, that is fine as long as it is a Bluegrass CDMA phone.

- ❖ Electronic Serial Number – ESN – A customer may want to switch the phone he/she is using to a different one for some reason. You must make sure that the phone is a Bluegrass CDMA phone and that it has not been reported stolen.
 - Contact Bluegrass Cellular and provide them with the ESN number inside the phone (located behind the battery) and they will let you know if the phone can be used

- ❖ Cellular Manufacturer – If the customer has questions you cannot answer, point them in the direction of the manufacturer
 - Provide the customer with one of our contact cards for the manufacturer

Comments Section

- ❖ Promotional Information – example: XMAS activation
- ❖ Feature Codes
- ❖ **Be very detailed** but simple and abbreviated in this section

Example of what goes in the Comments Section for a new mainline:

Mainline 650 min n/w + 200 bonus min for 24 months
Add UNL text message \$6.00

Security Deposit

- ❖ Make sure the customer is aware that a deposit may be required!!
- ❖ Add amount in this section after credit report had been ran. If no deposit is required put \$0 in the required section. If a deposit is required, then put the \$ amount in that section.
- ❖ **ALL deposits must be paid in CASH ONLY – have cash before proceeding with activation**
- ❖ Write **PAID CASH** on top of the Security Deposit Section and on the Credit Check Form – this is so Bluegrass knows that you have already taken the deposit amount before activating
- ❖ Upon activation, go into CRM under the customers account and type in the memo's that the customer paid in cash for the deposit – so Bluegrass will not charge the deposit on the customer's phone bill

Credit Processing Procedure

- ❖ Any new activation, with the exception of new addlines and upgrades can be processed through the internet – UProcess Credit Check
- ❖ If the internet or UProcess is not working properly then you must fax the CSA in to Bluegrass
 - Once they receive the form they will process it and call you back with the decision about the security deposit
- ❖ Credit check it on file for 90 days, if customer does not activate phone at that time, they can come back within 90 days to activate on the same credit check

Security Deposits can be \$0, \$150, \$300, \$500, or higher

If a customer has a deposit, let them know that they can receive it back with about a 2.5% interest rate after 1 year, if they pay the phone bill on time – with no hotlines, and no other problems. They will just have to contact Bluegrass and request it back. **The deposit will be refunded as a credit on the customers phone bill.**

Credit Processing continued

- ❖ If the credit application comes back as a manual review, then give Bluegrass up to 10 minutes to review the application and then call them to find out the decision
- ❖ **PRINT the Uprocess Credit Check REVIEW** (for our records)
- ❖ If it is a Manual Review, Customer must sign the Credit Check Review once you find out the Deposit amount from Bluegrass
- ❖ We are not given any explanation for the amount of a deposit.
- ❖ Bluegrass Cellular will send a letter to the customer reporting the source of the information
- ❖ The credit report stays on file with Bluegrass for 90 days. If information has changed then the credit assessment may change as well.
- ❖ If the customer decides to hold off on the activation, then just file the information in the customers folder.
- ❖ If the customer comes back later on to activate a phone, you must contact Bluegrass Cellular to see if the deposit has changed from what is on the Credit Check form

Cellular Service

- ❖ Customer must initial or sign this section
- ❖ this section states the customer agrees to the terms and conditions and that they are aware of the service connection fee
- ❖ He/she also acknowledged the early cancellation fee of \$150 per phone line.
- ❖ They also agree to the terms and conditions listed on the back of the contract
 - always refer to the terms and conditions listed on the back of the CSA at this point
 - Make customer aware of the 50% rule at this time
 - **Customer must initial the back section or front bottom section regarding the 50% rule – he/she must initial ALL copies if initialing the back section**

Salesperson/Agent Information

- ❖ Salesperson must sign their name and store phone number
- ❖ Acknowledges that the agent has verified the customer information, including drivers license

Financial Responsibility

- ❖ Customer must initial to be personally responsible or initial for the company to be responsible
- ❖ Customer must initial that they have received the New/Renewing Checklist
- ❖ Customer must sign and date to assume the billing responsibility

If in a business name, we need the business number to verify that the person is authorized to sign for the account. The business is contacted to ensure that it is okay to go ahead with the contract. (We do this if the person in the office is not the owner)

If the contract holder passes away, then the death certificate copy must be sent to Bluegrass in order to cancel the phone service without penalty

Processing the Completed CSA

❖ Routing of CSAs – The four parts of the CSA are routed as follows:

➤ White/Yellow – forward to:

Bluegrass Cellular

Customer Service, CSA-CSR

PO Box 5012

Elizabethtown, KY 42702-5012

➤ Pink – Sales Representative's/Agent Copy :
Retain for our records in customer folder

➤ Goldenrod – Customer's Copy:
They must be given this copy

Activation Procedures

- ❖ If a customer has decided to proceed with the activation, then you will do this online – MMS if it is a new mainline and addline activation
- ❖ From the security deposit screen you will pick: back, decline, or accept
- ❖ If for some reason the system does not allow you to proceed properly, you will have to fax the forms in to Bluegrass and they will contact you with the phone number(s) and any other information, such as the prorate amount
- ❖ If you are able to proceed online – MMS, follow the procedures on the next page

Refer to the MMS/Software Guide for more information on how to activate a phone online (printed handouts from Bluegrass Cellular)

Activation Procedures continued

- ❖ The procedures to follow to activate a phone:
 - Double Click on the MMS/NRG Icon on the Desktop
 - Login in using the correct User ID and Password (located on side of computer screen)
 - Click CARRIER
 - Click on WEB ACTIVATION
 - A new screen will appear (may be at bottom of screen)
 - Click on ADD BILLING POINT (close to bottom of screen)
 - New screen will appear to type in customer information
 - Fill in Customer information: First/Last Name, Address, County, Home/Work Phone, Driver License #, DOB
 - You must get an Authorized Password for the account and a password hint (you can include one for an Authorized User as well) – if the customer wants to get info about account he/she must provide the password
 - Click ACCOUNT TYPE – make sure it says POST PAID (this is for a regular contract phone)

Activation Procedures continued

- Click on Bill Group; pick correct one for location (refer to Market List to see due date for correct county to pick a Bill Group)
- If customer would like to add a different Billing Address, click OPTIONAL BILLING NAME/ADDRESS – fill in information – click OK when complete
- Verify Deposit Type and Amount – (You DO NOT have to click TYPE and put correct amount) ONLY type the deposit amount where it says AMOUNT
- You DO NOT have to type anything if it is a \$0 deposit
- Click SAVE – a new screen will appear
- Under Contract Information – Click Type – pick correct type either 1 Year Activation, 1 Year Renewal, 2 Year Activation or 2 Year Renewal
- Next, click Agent – pick your agent code (Sales ID)
- Click NEXT
- Pick Plan from Drop down box
- Click View/Update Features (features built into the plan have already been selected. “M” means mandatory and “R” means recurring)
- Pick Features customer would like to add to account – after feature has been highlighted, click the ADD button

Activation Procedures continued

- To REMOVE a feature, click on the feature – it should be highlighted – then click the Remove button.
- Click on the Return to Add Plan button when finished.
- Input ESN/MEID, choose make/model of the phone and note accordingly. (If phone is not listed, pick Not Found, type in the notes the make/model of the phone)
- Cell Phone number is under ID INFORMATION – it is the ID #
- Under INSTALL INSTRUCTIONS, type contract information – such as plan and year, and any features that need to be added to the account
- Click SAVE when complete
- Click OK, and YES to closing the window.
- In MMS NRG, Click COMPLETE NOW
- Click UNCOMPLETED
- Search for phone number in the list of uncompleted contracts
- Double Click the phone number once found
- A new screen will appear with Customer Name – make sure it is the correct name – if so click OK
- Next, Click CUSTOMER OWNED PHONE (ALWAYS CLICK THIS)
- Look for SELLING PRICE (top right hand corner of screen), CLICK OK

Activation Procedures continued

- Click OK for Quantity 1
- Under the Contract Items screen, Click on the + sign on INSURANCE – to make sure it is either accepted (Equipment Insurance) or declined (Declined Insurance) – if insurance was added in the beginning of the activation, you cannot remove it in this screen – it will automatically be clicked as accepted
- Click on the + sign on ACTIVATION FEE – select ACTIVATION FEE WAIVED
- Once finished with Contract Items – Click OK
- Look for SELLING PRICE (top right hand corner of screen), CLICK OK
- Next, Click TENDER (bottom right hand corner – above cancel)
- Click RIGHT ARROW (BLUE – on bottom left hand corner)
- Click the \$ sign (replaced the BLUE right arrow) (YELLOW)
- Click FINISH (bottom right hand corner)
- A new screen will appear at bottom of computer screen; Click on it
- Click OK to verify that the new activation is present on this statement
- The Prorate Billing Charge Review Sheet will appear – Click Print Report – Print 2 copies – one for us and one for the customer
- Once printed close out of screen

Activation Procedures continued

- The CONTRACT will generate. Customer will initial and sign accordingly.
- Under the DIRECT DIAL PLUS INSURANCE – click INITIAL – have customer Initial using the signature pad
- Under the USAGE REQUIREMENT – click INITIAL – have customer Initial using the signature pad
- Under the FINANCIAL RESPONSIBILITY - If it is an individual contract (NOT a business) Click the first INITIAL box (I will personally be responsible box)– have customer Initial using the signature pad
- If it is a business contract (NOT a personal) Click the second INITIAL box under the FINANCIAL RESPONSIBILITY (My Company will be responsible) – have customer Initial using the signature pad
- Under the CELLULAR SERVICE – customer must sign name using the signature pad
- Under the CELLULAR SERVICE – you, the representative, must sign your name using the signature pad
- Once all INITIALS and SIGNATURES are completed, scroll to the bottom and click “CLICK HERE TO SUBMIT THE SIGNATURES”
- Print 2 copies of the ECSA contract – one for our records and one for the customer

Addlines

- ❖ Refer to the brochure or website for the number of addlines per phone plan
- ❖ Addlines/Partners share the minutes of the mainline
- ❖ If system is down then you will complete an addline by completing a CSA on each new line and/or an SAA on each existing line
- ❖ **All forms for Addlines are faxed to Bluegrass Cellular to process the activation and billing where applicable – if customer is new and activating a new mainline and addline then the addline can be completed online, using MMS**

Addline Activation Procedure

The following process will be used anytime you need to add a line to an account:

- ❖ Login to MMS NRG
- ❖ Click CARRIER
- ❖ Click WEB ACTIVATIONS
- ❖ Under SEARCH TYPE (top left hand corner of new screen), Click SUBSCRIPTION POINT
- ❖ Type in customers already existing phone number, under the PHONE place below the SEARCH TYPE box
- ❖ Click the SEARCH BUTTON
- ❖ The SEARCH RESULTS will appear; double click the correct account/name
- ❖ A new screen will appear; you will input the same information under contract information like you do when you activate a new account **(the account you pick should show status as ACTIVE)**
- ❖ Make sure the correct COUNTY appears for the number you need **(refer to Activation Procedures for help)**

Final Procedures

- ❖ Program the phones by using the programming instructions for each phone
 - Make sure you use the correct programming instruction for the phone
- ❖ Once the phone has been programmed, make a test call to and from the phone
- ❖ Deliver the phone to the Customer and show him/her how to use it properly

For any additional Questions

Refer to the Activation Process – Completing the CSA and the Processing the Completed CSA sheets for any questions and for more information

Local Number Portability

- ❖ What is it? It is a government-mandated program that allows customers to keep their cellular number when switching from one carrier to another within the same geographic area
- ❖ You must let the customer know that **the phone number** he/she wants to port **has to be active** or you cannot port the number
- ❖ Customer must provide you with a current/recent phone bill from his/her current service provider – **must have previous account number**
- ❖ The Letter of Release (Port In) form must be completed before proceeding
- ❖ Fill out the CSA
- ❖ Keep in mind that the porting can take up to 3 business days
- ❖ Bluegrass Cellular will contact the store location and provide you with a Split # to program into the phone (each port has a different Split#)

Refer to the Number Portability Checklist for any questions

Completing the SAA

Service Adjustment Agreement

Customer Information

- ❖ Customer Name: Name of the account holder
- ❖ Customer's Email address, this is voluntary information
- ❖ Cellular Number: Write the area code and prefix of the number that you are needing for the addline. Bluegrass customer service will not know if you need a local number or a different number for a different county. When adding addlines, place the master number on the SAA in the comments section
(Example: Addline 650 min n/w share for 24 mos Mainline 555-555-5555)
- ❖ Input account number if known
- ❖ List all numbers affected by the change
- ❖ No credit application has be ran for addlines
- ❖ Fax the SAA to Bluegrass Activations
- ❖ Fill out similar to the CSA

Upgrade/Downgrade

- ❖ Completely fill out this section. You need to fill in what plan the account is on now and what plan the account will be changing to
- ❖ A customer can call *611 to do a plan change
- ❖ Plan changes always backdate to the beginning of the billing cycle
- ❖ The customer may choose to begin the new plan on the next bill cycle, in the Effective Date section write in the date the customer would like for the change to take effect
- ❖ Customer that changes from a local plan to a nationwide plan will have to stay on the local plan for 3 months
- ❖ Customer that wants to downgrade from one nationwide plan to another nationwide plan must stay on his/her original nationwide plan for 3 months

(It is often quicker and easier for the customer to call in to Bluegrass to get a plan change completed. It can take longer if we do paper work and fax it in)

Renewal

- ❖ Must be done by the account holder
- ❖ Customer must initial 1 or 2 year and sign the space in this section
- ❖ This must be filled out completely and correctly. If it is not, the renewal cannot be processed
- ❖ Renewal Window – when a customer is eligible to renew early
 - 1 year agreement – may renew 2 months early (10 months)
 - 2 year agreement – may renew 4 months early (20 months)
- ❖ **Check CRM for maturity date or call Bluegrass Customer Service.**
- ❖ **Must be faxed in to Bluegrass Cellular – renewals, addlines, or business lines**
- ❖ Customers that have a maturity date extending out over 24 months: Any customer who has more than 2 years remaining on his/her contract can receive the new plans and promotions without having to extend their contract.
- ❖ Salesperson must fill in the renewal offer

Account Changes

- ❖ Complete this section when the account holder or authorized user is requesting an address change
- ❖ Complete this section if the customer purchases new equipment during a renewal – write in the new ESN and type of equipment purchased
- ❖ Please note the new home phone number when applicable

Status Change

- ❖ Fill out when the customer is wanting his/her account turned off temporarily
- ❖ Fill out when the phone has been sent off for repair and no loaner is available
- ❖ Suspension of service is for whole-month durations – maximum of 3 months.
- ❖ Annual contracts are suspended and resume at reactivation
- ❖ There is a \$10.00 charge to suspend and unsuspend your service (except in a stolen phone or repair situation)
- ❖ The time that the account is in suspension is added to the term of the contract

Status Change continued

- ❖ Requested suspends/unsuspends can be called into customer service by the account holder
- ❖ If the customer comes into the store, an SAA must be filled out and faxed to Bluegrass customer service
- ❖ Stolen phone suspensions can be called into customer service by anyone, preferably the customer. However, in order to unsuspend the phone from lost/stolen status, an SAA with the signature of the account holder must be faxed to Bluegrass Customer Service. The customer should call in the report to Bluegrass so that they get all information needed.

Reconnects

- ❖ If a customer has had his/her account disconnected (requested or non-pay) prior to the account being matured
- ❖ All time in suspension will add to the contract date
- ❖ No customer will be allowed to have service reconnected without being in contract
- ❖ A \$35.00 reconnect fee is applied to the customer's phone bill
- ❖ If a customer has more than one phone line on a bill, then if one gets hotlined all get hotlined and customer will pay \$35.00 per phone to get them turned back on
- ❖ **If a customer has had their matured account disconnected and wants to reconnect service, you have to make sure that number has not been taken then fill out an SAA**
- ❖ **If the number is taken, you must fill out a new CSA**

Equipment Insurance

- ❖ Ask the customer if he/she would like to add insurance to the account upon purchasing the new equipment
- ❖ Insurance must be added within 30 days of purchasing new equipment – refer to previous information about what to do if insurance is added after time of purchase - remember if insurance is not added at time of purchase, a test call to and from phone must be made and you must verify that phone is in good condition to add insurance
- ❖ Cost is \$5.95 per month per new equipment
 - Refer to Insurance brochure or website for deductibles and other information
- ❖ Customer must initial Accept or Decline
- ❖ If the insurance is removed it cannot be added back unless new equipment is purchased
- ❖ Call retention to find out if customer can get insurance
 - If available to get insurance, contact Bluegrass Cellular to add insurance immediately

Feature Options

- ❖ If a customer wants to add or delete an optional feature it must be indicated in this section
- ❖ The customer must sign the document and then fax it to Bluegrass Customer Service
- ❖ When adding or deleting a feature option always contact Bluegrass Customer Service to let them know the SAA form has been faxed in, but that you want to make sure the feature is added or deleted that day

Disconnection

- ❖ If a customer wants to disconnect his/her phone (not suspend it) – actually wants to terminate Bluegrass Service
- ❖ We let the customer know that he/she must contact Bluegrass Customer Service and have it disconnected/terminated
- ❖ We can ONLY do this in our store; customer must sign an SAA to disconnect. CANNOT do over the phone
- ❖ **Customer must call on his/her own, we cannot call for the customer**

ESN changes

- ❖ Log into CRM; click Customer Relationship Manager
- ❖ Enter 10 digit cellular number in box at top left hand corner below the date
- ❖ Click on the binocular icon
- ❖ Click on the ADD button to change the ESN – located under the phone information section
- ❖ Input the new ESN and Hardware Model. (if make/model is not found pick not found and type in make/model under notes)
- ❖ The start date will automatically populate today's date and the end date of the old ESN will automatically populate the date.
- ❖ Click the SAVE button (DISK icon) beside the Binocular Icon – at top of page
- ❖ A new screen will pop up to leave a memo/note. Note the account!!!
- ❖ Click on the SAVE ICON to save the ESN change
- ❖ ESN change info is highlighted in red to show that the change is completed

If it is not completed, a screen will pop up saying ESN/IMEI is on another subscription. You must call Customer Apps to do ESN Change.

What else is the SAA used for?

- ❖ Use the SAA for any changes to a customer's account
 - Text message package – call Bluegrass Customer service just to make sure it gets added that day
 - Billing address change
 - Adding any other features and options
 - Plan changes
 - Suspend/Unsuspend/Reconnect
 - BREW – call retention to add immediately
 - UNFLAG ESN: Must fill out SAA. Put ESN # on SAA and ask customer service to unflag. Must FAX to Bluegrass Cellular

Call retention to make changes immediately and then fax the SAA in to Bluegrass Cellular

SAA Information

- ❖ If the customer is renewing a phone line(s) or is changing to a different phone remember the phone must be programmed
- ❖ Once the form is complete, we program the phone – **always make a test call from and to the phone before giving to the customer.** Refer to programming instructions in order to program phone and voicemail

Special Reminders

- ❖ All SAA's must be signed and dated at the bottom by the account holder
- ❖ All SAA's must be signed and dated at the bottom by the sales person/agent
- ❖ All SAA's must have the sales person/agent ID and contact number
- ❖ All SAA's must be faxed in the same day that it is filled out
- ❖ All original SAA's must be sent to Customer Service within 48 hours. This is especially time sensitive at the end of a bill cycle
- ❖ When completing an SAA on behalf of the customer, through the use of power of attorney, the signing person will need to furnish Bluegrass Cellular with a copy of a certified power of attorney form
- ❖ Refer to Completing the SAA guidelines or website for any additional questions

Bluegrass Cellular

Billing Changeover

Criteria

- ❖ Personal to Personal
 - Requires new CSA for each line changing
 - Credit check required
 - Requires letter of release

- ❖ Personal to Spouse due to death
 - Account does not have to be mature
 - If account has been active less than 1 year, credit check required
 - If account has been active 1 year or more with good payment history, no credit check is required
 - Requires renewal if in window
 - Requires new CSA for personal information on spouse for each line changing
 - Exceptions require management approval

Criteria continued

- ❖ Personal to Personal due to divorce
 - Account does not have to be mature
 - Must renew if in window
 - Require new CSA for each line changing
 - Requires letter of release
 - Credit check is required

- ❖ Personal to Personal other than spouse due to death
 - Account does not have to be mature
 - Must renew if in window
 - Requires new CSA for each line changing
 - Credit check required

Criteria continued

- ❖ Personal to Business/Business to Personal
 - Account does not have to be mature
 - Must renew if in window
 - Requires new CSA for each line changing Exception is corporate accounts
 - Credit check required
 - Letter of release is required

- ❖ Unlimited Prepaid
 - Requires new prepaid CSA
 - Requires letter of release
 - No credit check required

Criteria continued

- ❖ Boston Prepaid
 - Requires new prepaid CSA only

- ❖ Christmas Activation
 - Customer has 30 days to process billing changeover
 - Credit check required
 - Requires CSA and letter of release

If the new customer is required a deposit, it must be paid before the billing changeover can be processed. If Bluegrass has to run the credit, they will contact the store if a deposit is required. **Deposit must be PAID IN CASH.**

Account must be current for changeover to be processed.

If account is currently set up on ABD/Auto CC, please note in the comment section of the CSA or on Letter of Release if it is to remain on the account.

Bluegrass Cellular

Prepaid Services

Prepaid Pay-As-You-Go Pin Based

- ❖ The customer has two different options to pick from if he/she wants to just add minutes to his/her phone when they need it
- ❖ There is the Basic Pay-As-You-Go Pin Based Plan and the Plus Pay-As-You-Go Pin Based Plan (refer to previous slides/screens, brochure or website for detailed information on the differences)
- ❖ Customer can use his/her own CDMA Bluegrass phone or purchase one from our store location
- ❖ A Prepaid Cellular Service Agreement must be filled out for customer to sign
- ❖ To activate service, login to MMS
- ❖ **Roaming is available** with these two plans ONLY

Prepaid Pay-As-You-Go Procedures

To activate a Boston Pay-As-You Go Prepaid follow these procedures:

- ❖ Login to MMS
- ❖ Click CARRIER
- ❖ Click WEB ACTIVATIONS
- ❖ A new screen will populate at the bottom
- ❖ Click ADD BILLING POINT
- ❖ Type in First/Last Name, Address, County, DOB, Driver License # (enter all 9's: example 999-999-999) and the SS# (enter all 9's: example 999-99-9999)
- ❖ Get an Authorized Password and Hint
- ❖ ACCOUNT TYPE is BOSTON PREPAID
- ❖ BILL GROUP is 8319 BOSTON
- ❖ CREDIT RATING is BOSTON
- ❖ Then click NEXT

Pay-As-You-Go Procedures continued

- ❖ Click SAVE – DO NOT enter anything for deposit amount
- ❖ Under Contract Information pick TYPE – MONTH TO MONTH
- ❖ Pick AGENT
- ❖ Click NEXT
- ❖ Pick PLAN – PIN BASED PREPAID/NONPORTIN
- ❖ Type in ESN/MEID Information – pick model (if not there pick Not Found and type in Notes the model)
- ❖ Under INSTALL INSTRUCTIONS – type basic or plus plan
- ❖ Phone number is populated under the ID Information – ID # (make sure you write the # down for customer)
- ❖ Click SAVE
- ❖ Click OK, Click YES to close out of screen
- ❖ You now need to activate phone service in Merchant Manager

Pay-As-You-Go Procedures continued

- ❖ Click on AGENT RESOURCES on our website
- ❖ Login to Merchant Manager using the user name and password on the computer monitor
- ❖ Login using your Employee ID and Password
- ❖ Click on ACTIVATE ACCOUNT
- ❖ Type in your Employee ID and Password
- ❖ Type in SALE AMOUNT (amount customer wants to put on phone)
- ❖ Type in MOBILE ID # (this is the 10 digit cell phone number)
- ❖ Type RATE PLAN (pick basic or plus)
- ❖ Click PROCESS
- ❖ A new screen will populate – print screen for **our records** (staple to teletracker receipt)

Prepaid Pay-As-You-Go Unlimited

- ❖ **CANNOT ACTIVATE PREPAID UNLIMITED IN MMS/NRG**
- ❖ Refer to previous slides/screens, brochure, or website for detailed information on this plan
- ❖ One flat rate for unlimited minutes in the 38 county calling area
- ❖ Customer can use his/her own CDMA Bluegrass phone or purchase one from our store location
- ❖ A Prepaid Cellular Service Agreement must be filled out to activate a prepaid plan
- ❖ **Roaming is not available** with the Prepaid Unlimited Plan
- ❖ **CANNOT receive calls from outside the Home Calling Area**
- ❖ **Must fax in Prepaid CSA form to Bluegrass Cellular for this plan**
- ❖ Bluegrass Cellular will contact the store with the customer phone number
- ❖ We cannot take Prepaid Unlimited Payments in store location

Prepaid Cellular Service Agreement

- ❖ Most of the information is basic, such as today's date (date prepaid is being activated), etc
- ❖ Cellular Number: fill in the area code and prefix of the number you need from Bluegrass
- ❖ Sales ID: ID of the store location
- ❖ Location Name: Name of the Store
- ❖ Fill in the Customer Information completely
- ❖ Equipment Information: fill this in completely, you will find the ESN behind the battery (if customer is using his/her own phone)
- ❖ Check if it is PIN Based Prepaid, Bluegrass Unlimited Prepaid, or PIB
- ❖ Text Message Service: fill in if customer wants this feature
- ❖ Customer signature must be on the bottom of the form

Prepaid CSA continued

- ❖ Prepaid Pay-As-You-Go Pin Based does not have an activation fee, but the customer MUST apply at least \$25.00 on the account
- ❖ If a customer does not replenish his/her account and the account is disconnected, then he/she will have to pay a \$35.00 reconnect fee plus add money to the account if they want to keep their number
- ❖ There is an activation fee for Prepaid Unlimited an amount of \$16.83 (\$15.00 + tax)
- ❖ Refer to Prepaid CSA, previous slides/screens, and website for additional information
- ❖ Once the form is complete, we program the phone – **always make a test call from and to the phone before giving to the customer.** Refer to programming instructions in order to program phone and voicemail

Prepaid Information

- ❖ Customer has 60 days to add more time to the phone in order not to lose the remaining time left on the account. Must replenish account every 60 days even if customer has not used all of the money on the account
- ❖ If a customer runs out of time, they have 30 days to keep his/her phone number

Prepaid Forms and Documents

Important Information

- ❖ REFER to the document on our website to pick the correct RSA Market/Cycle

Located under **ALBANY BG FORMS** or **BURNSIDE BG FORMS**
Then under **BLUEGRASS INFORMATION AND FORMS**
Titled: **RSA Market Cycle**

- ❖ You will find the area code and prefix's for each county on our website

Same location titled: **Area Code and Prefix**

- ❖ Also on the website is the Prorate Charges for Unlimited Prepaid

Same location title: **SLC UPP Prorate Chart** (for the SLC Market)
RSA (for other Markets)

Process to Replenish a Prepaid Account

- ❖ Logon to Merchant Manager
- ❖ Type in your Employee ID and password
- ❖ Then click on Replenish Account
- ❖ You will need to retype your Employee ID and password
- ❖ Type the CASH amount the customer wants to add to his/her phone
- ❖ Leave Retail Invoice # alone
- ❖ Type in Mobile ID #: mobile phone number
- ❖ Press the Process button
- ❖ View and print the receipt page: we keep this copy in the daily stacker

Void Replenishment Payment

- ❖ Must be done immediately, cannot do the next day or perhaps a few hours later
- ❖ Select Void Sale from Merchant Manager Main Menu
- ❖ Enter Employee's ID and Password
- ❖ Enter the Control # of the original sales (refer to the control # from the previous receipts)
- ❖ Enter the Retail Invoice # of the original sale cash drawer transaction
- ❖ Press the Process button
- ❖ View the receipt page and print it for our records

Bluegrass Cellular

Lifeline Activations

Lifeline/Link-up Program

❖ Under the federal and state Lifeline & Link-Up programs, eligible low-income consumers can receive up to \$13.50 monthly credit as well as a one-time activation fee of \$17.50 on wireless service. You may be eligible for this program if you provide current proof of participation in one of the following programs:

- Medicaid
- Food Stamps
- Supplemental security income
- Federal Public Housing Assistance
- Temporary Assistance to Needy Families (TANF)
- National School Lunch's Free Lunch Program (NSL)
- Low Income Home Energy Assistance Program (LIHEAP)

❖ **AND** you have paid any outstanding balance for telephone services provided to you or any member of your household at your current address.

Lifeline/Link-up continued

- ❖ Customer must bring in a Certification form for Lifeline/Link-up participation from the Cabinet for Health and Family Services
- ❖ The Certification form must have an official stamp from the Cabinet, if not then the customer will need to take it back to that office and get it stamped
- ❖ We make a copy of this certification for our records, place in customer folder
- ❖ We fill out the Lifeline/Link-up CSA
- ❖ Once complete, we program the phone – **always make a test call from and to the phone before giving to the customer.** Refer to programming instructions in order to program phone and voicemail
- ❖ **Must fax form into Bluegrass Cellular along with the Commonwealth of KY paper**
- ❖ **Always a 1 year contract**
- ❖ Cannot call outside of the 38 county area
- ❖ Cannot be outside of area and use phone – will not work (unless customer gets roaming options – credit check must be completed)
- ❖ **CANNOT add text messaging or internet to a Lifeline Account**

Lifeline/Link-up CSA procedures

Heading and Billing Information

- ❖ This form is similar to the regular CSA form
- ❖ Today's date and Activation date may be different, depending on when the customer actually activates the service
- ❖ Customer Name and address: must have a physical address, he/she can use a PO Box as a mailing address
- ❖ Photo ID and Social Security Number: ID can be a drivers license or state/government issued ID

Lifeline/Link-up CSA procedures

Cellular Rates and Charges

- ❖ There are two different plan types for the lifeline/link-up: one without roaming and one with roaming
- ❖ If a customer does not want roaming, then there is no credit check ran
- ❖ If a customer does want roaming, then there has to be a credit check ran
- ❖ The customer can pick from either local plans or nationwide plans

Lifeline/Link-up CSA procedures

- ❖ Fill in the security deposit, if the customer wants roaming capabilities
- ❖ Federal Lifeline and Link-Up Credit Affidavit: write in the customers name and check one of the assistance programs that applies. Customer must sign this portion
- ❖ Comments: explain what customer wants in detail
- ❖ Salesperson/Agent Information: sign and write in phone number
- ❖ Customer Credit Check Authorization: only signed if customer wants to run a credit check: deposit will accrue 2.5% annual interest
- ❖ Financial Responsibility: customer needs to initial in two places and sign the bottom
- ❖ White/Yellow copy goes to Bluegrass, Pink is agent copy to keep, Goldenrod is customers copy

Lifeline/Link-up Plans

Local Coverage – no long distance or roaming abilities.

Credit check not required

Local Plans	Lifeline 200	Lifeline Unlimited
Monthly Minutes	200	Unlimited
Monthly Fee	\$20.00	\$39.95
Overage per Minute	\$0.35*	N/A

* Cost of each minute over the package minutes. Should roaming be allowed, cost per minute including long distance is \$0.69 per minute.

This DOES NOT include the Lifeline discount of \$13.50.

Lifeline/Link-up Plans

Local Coverage – No Long Distance or Roaming included.
Credit Check required

Local Plans	Local 200	BlueWorks Unlimited
Monthly Minutes	200	Unlimited + 100 Nationwide Minutes
Monthly Fee	\$20.00	\$39.95
Overage per Minute	\$0.35*	\$0.35*

* Cost of each minute over the package minutes. On BlueWorks Unlimited plan, \$0.35 per minute applies to roaming minutes after 100 roaming minutes are used. Roaming and long distance are available on the Local 200 plan, charges vary by market.

Lifeline/Link-up Plans

Nationwide Coverage: BlueWorks Complete – long distance and roaming included. Credit check required

Monthly Minutes	250	350	650	850	1250	2000	3000	4000	6000
Monthly Fee	\$29.95	\$34.95	\$49.95	\$59.95	\$79.95	\$99.95	\$149.95	\$199.95	\$249.99
Overage per Minute	\$0.45	\$0.45	\$0.40	\$0.35	\$0.25	\$0.25	\$0.25	\$0.20	\$0.20

Note: Pro-rated amount and monthly charge appear on first bill. Customer understands and agrees that airtime usage charges are billed in full minute increments and that roaming and long distance charges may not appear on the customer's bill until later billing cycle. Customer may not change between local and nationwide plans for 3 consecutive billing cycles.

Lifeline/Link-up Guidelines

- ❖ Only one qualified applicant is allowed per household
- ❖ Applicant must be in good standing with Bluegrass Cellular for any previous balances due
- ❖ Cellular service address must be the participant's primary residence
- ❖ Applicant must live within Bluegrass Cellular's home coverage area in the state of Kentucky
- ❖ Only one lifeline credit per household may be applied, to either landline or wireless (cellular) phone service
- ❖ Applicant must notify Bluegrass Cellular when he or she no longer participates in any of the above qualifying programs. If a future request from Bluegrass Cellular for supporting documentation is required it must be provided within 60 days of the request or the discount credit will no longer be valid

Bluegrass Cellular Forms

What are they used for?

Port In Letter of Release Form

- ❖ When a customer wants to port his/her existing cellular phone number to Bluegrass Cellular from another carrier
- ❖ This form is used to complete this task
- ❖ Date and fill in the sales associate name and ID
- ❖ You must pick which is correct: letter of release (gives permission to port the phone number(s) to Bluegrass Cellular), port in MID change (if the port in number is not working correctly, then you need to get a new port in MID), or port in reconnect (if the port in number has been disconnected, use this form to reconnect)
- ❖ You must know the account number and the specific phone number(s) that need to be ported or need changing
- ❖ Fill in the rest of the information and have the account holder sign the bottom – stating they are wanting to port the lines to Bluegrass Cellular
- ❖ Once complete, fax the form to Bluegrass Cellular –contact them to make sure they received it and don't have any questions. Make sure to include salesperson/agent name and store phone number on the form
- ❖ **We keep a copy of this on file in the customers folder**

Authorized User Request Form

- ❖ When an account holder would like to give certain authorizations to the account with Bluegrass Cellular
- ❖ The authorized user is limited in what they can and cannot do on the account
- ❖ The account holder can have the authorized user authorized on only one phone number or many
- ❖ Fill in the phone numbers the authorized user has access to
- ❖ Fill in the authorized user(s) name
- ❖ Account holder must sign the document
- ❖ Once faxed to Bluegrass Cellular, they will compare the account holder signature on this form to the one they have on file on the CSA or SAA form. Make sure to include the salesperson/agent name and store phone number on the form
- ❖ If Bluegrass Cellular has any questions they will contact the store location
- ❖ **We keep a copy of this on file in the customers folder**

Insurance Form

- ❖ When a customer needs to turn in a claim with the cellular insurance company
- ❖ You will provide the customer with this form and he/she will complete it
- ❖ The form is self-explanatory
- ❖ We cannot help the customer find out what the status is on his/her insurance claim, the customer will need to contact Signal Dial Direct Insurance

<http://www.thesignal.com/Claims/Claims.aspx>

or go to the Bluegrass Cellular website to check on the claim

http://bluegrasscellular.com/support/faqs/category/equipment_insurance

Payment Authorization Form

- ❖ When a customer would like his/her phone bill to be automatically paid by a credit card or automatic bank draft deduction each month
- ❖ You will need the Account Holder Name and the Account Number
- ❖ You may fill out the information for the customer or provide them with the form to fill out in the store (make sure you can read it)
- ❖ Account holder must print name, sign and date the form
- ❖ Once complete, fax to Bluegrass Cellular, if they need additional information they will contact the store location or the customer. Make sure to include the salesperson/agent name and store phone number on the form
- ❖ A voided check must be faxed as well
- ❖ We keep a copy of this on file in the customers folder

Port Out Authorization Form

- ❖ When a customer wants to port his/her existing phone number(s) to another carrier
- ❖ Customer must contact Bluegrass Cellular at least 30 days in advance to give them notice that they will no longer be a customer
- ❖ Customer must provide an explanation for the decision to leave Bluegrass Cellular – often the customer has already explained this to customer service when he/she contacted them to give them notice of disconnect
- ❖ If the service is cancelled before the end of contract date, the customer will be charged a \$150 cancellation fee per line, and they will also be charged a \$35.00 porting fee per line
- ❖ Once completed and signed, fax to Bluegrass Cellular. Make sure to include the salesperson/agent name and store phone number on the form
- ❖ We keep a copy of this on file in the customers folder

Trouble Report Form

- ❖ This form is located in the Agent Resources website
- ❖ It is at the very top of this webpage: it is highlighted in yellow
- ❖ You will use this form for any type of technical troubleshoot/problem, a few of these include:
 - customer phone service not working in a certain location where it worked previously
 - tower problems
 - phone dropping calls
 - certain features not working on customer phone, etc
- ❖ Click the correct trouble report form
- ❖ Fill in the information: under your email address – type the agent administrators email address
- ❖ Be very detailed in all fields or it will be returned to you for more information

Additional Information

Phone Number Change

- ❖ If a customer requests a phone number change for any reason, always call Customer Apps to request the change for the customer
- ❖ The customer will be charge a fee of \$35.00 for the phone number change
- ❖ The fee will be applied to the customer's phone bill
- ❖ If a **Prepaid Customer** wants a phone number change, we always call Customer Apps to request the change – the customer **MUST** pay the phone number change fee in the store location

Mailing Contracts

- ❖ Contracts mailed out every Wednesday. Must print out 2 forms to send in with the contracts. (these two forms are for store location information only)
- ❖ The contracts and the two forms go inside priority mailer envelope
- ❖ Also attach a delivery confirmation form to envelope
- ❖ Put addresses on priority mailer envelope
 - From: Wireless Express
401 Tennessee Road
Albany, KY 42602
 - To: Bluegrass Cellular Customer Service, CSA-CSR
PO Box 5012
Elizabethtown, KY 42702-5012
- ❖ Lastly, write check out of QuickBooks to Post Master for delivery confirmation. Total should be \$5.60 – check with another store location to get correct amount before printing check. Print Check. Take with you to post office along with priority mailer envelope containing your contracts and 2 forms. Don't forget the Delivery Confirmation Sticker!!

Officers wanting Info

- ❖ If an officer is requesting information about anything concerning Bluegrass or the Store Company – Contact US
- ❖ If an officer is requesting information about a customer – the phone number for the customer, type of phone they have, if he/she has lost a phone, etc. The officer must present a subpoena to us and we fax it to Bluegrass Cellular
 - We CANNOT provide the officer with any information – we are not authorized by Bluegrass to even give law enforcement information – there is a certain department at the main headquarters that handles this
 - Once Bluegrass receives a copy of the subpoena then a designated person at the company will contact the officer

If the officer gives you any problems, contact us – we are not above the law and neither are they. It is ILLEGAL for us to provide any information to anyone – even a law officer

- ❖ For additional information check out the following website:
<http://www.bluegrasscellular.com/faq.asp?divshow=div20>
- ❖ Check all brochures and Bluegrass Cellular's website
- ❖ If you need immediate help, contact the agent administrator

Important Bluegrass Numbers

Customer Service

Albany – 688 – 0235

Burnside – 383 – 0010

3 - Roaming (Software Flash)

4 – Customer Applications (Credit Reporting/Bank Information, # Changes, Porting, ESN Changes, Voice Mail Trouble Shooting, Pre Paid Trouble Shooting, Text Messaging or other Messaging Problems)

5 – Payments (Open till 4:30 CST/5:30 EST during M-F; not open on Saturday)

6 – Retention (Maturity Dates, Renewal Info, Customer Acct Info, Billing Explanation, Possible Rerates, Balance Info, Add Insurance, Add Text Messaging, Add Other Features)

Customer Service Fax:

Albany – 688 – 0200

Burnside – 383 – 0012

Retention & Customer Applications