R4B Sales Leadership Forum

Hosted by: Sales Enablement & Standards

Delivered: May 17, 2021

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Agenda

Topic	Description	Presenter	Eastern Time / Duration
Introduction	Welcome	Rylan Macdonald	2:00pm / 5 min
Corp Wireless BWPv2 Rate Card & 5G	Corp paid wireless rate card changes	Lua Lamontagne	10 mins
2G shut down/1900mhz	Shut down of the 1900mhz network	Daniel Boyko	5 mins
Fleet ELD Webinar	Fleet Management webinar sponsored by R4B, Fleet Complete, & Samsung	Sumiti Narang	10 mins
Data Centre Webinar	Going Hybrid – Customer success story	Richa Jha	5 mins
			30 min

Corp Wireless BWPv2 Rate Card & 5G

Lua Lamontagne

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Program Overview

What are we launching?

- 5G as an inclusive SOC available to current/recent rate cards: (G)CSP, (G)BWP, Muddy Waters
- BWPv2 – a new Voice & Data rate card with 5G built into 10GB+ plans
- Plans with 10GB+ will include 5G service for $0
- Customers wanting 5G with less than 10GB are encouraged to upgrade their plans
- **Launching May 25th**

5G in R4B

- Rogers has the largest 5G network in Canada
- To leverage 5G technology a customer must have:
  - ✓ 5G device/SIM
  - ✓ 5G enabled plan
  - ✓ 5G network

Benefits

- Provide access options for customers wanting 5G access
- Boost revenues by $0.5M in 2021, and $4M in 2022 by encouraging movement to 10GB+ plans
- Maintain simplicity with use of a flexible BWP add-on and contract amendment process

New Wireless Rate Card Structure Will Increase Revenue by $4M in 2022

In-year 2021 revenue will increase by $0.5M

	Metered							Unlimited					
	5GB	7GB	10GB	15GB	20GB	30GB	50GB	10GB Max Speed	15GB Max Speed	20GB Max Speed	30GB Max Speed	50GB Max Speed	100GB Max Speed
BYOD	$50	$60	$65	$70	$75	$80	$85	$65	$70	$75	$80	$85	$160
Included Features													
Voice	Unlimited												
Network Speed	LTE included		5G Speed Add-On included										
Pooling	Pooled & Non-Pooled							Standalone Only					
Data Overage	Pooled: $0.02/MB, Non-Pooled: $5/500MB							Throttled to 512kpbs				Throttled to 5mbps	

	Low Data Users	Typical Data Users	Power Users
	Metered Sub-10GB Plans	**Metered 10+ GB Plans Unlimited Data Plans < 50GB Speed**	**Unlimited Data 50GB+ Speed**
Network	LTE	5G	5G
Data Throttling	N/A ($0.02/MB data overage rate)	512 Kbps (BWPv2 and Shared Unlimited)	5 Mbps (BWPv2) 512 Kbps (Shared Unlimited)
Base Speed	Max LTE Speed	Max 5G Speed	
2022 Takeup %	57%	42%	1%

5G Add-on Scenarios

1 New or Renewing Customer (incl. SMB)

BWPv2 Rate Card

- Onboarding to add SOC for 5G functionality

2 Amendment to Existing Account w/ <4,000 CTNs

5G Inclusive Add-On for 10GB+ lines

- Bi-weekly process that pulls recently signed contracts & relevant cx data and submits to RPA to have 5G functionality added
- **ACTION REQUIRED: Set expectations with the customer, as process will take 1-2 bill cycles**

3 Amendment to Existing Account w/ 4,000+ CTNs

5G Inclusive Add-On for 10GB+ lines

- Order will go to ESA team to perform SOC cleanup
- **ACTION REQUIRED: Send request to the Dedicated account rep to have 5G functionality added via a SOC cleanup on the account's lines**

FAQ

Q: Can 5G be added without a new/amended contract?
A: No contracts must be updated to include 5G language before it can be added.

Q: What if a customer wants 5G on a plan that is less than 10GB?
A: We recommend that the customer upgrades their plan(s) to 10GB+. Faster speeds on 5G and richer content will lead to increased data consumption, for having more data on their plan will mean a better experience without worrying about overage/throttling. (Note that 10GB+ can pool with sub 10GB but only the 10GB+ plans will have 5G)

Q: Who will be adding the SOC code onto customer lines?
A: For new activations/renewing accounts the code will be added automatically, as the SOC is inclusive. For existing lines, back-end work must be done to add the code to accounts with less than 4,000 lines. For accounts with more than 4,000 lines, you must send the request to the Dedicated account rep, who must then submit a MAM job to add the codes. You will be tagged by an order assigner to do so.

Q: Will customers on BWP get access to BWPv2?
A: BWPv2 is a new rate card, and requires a new pricing agreement.

Q: Can VOR customers receive the 5G add-on?
A: No, VOR customers are not eligible for the 5G add-on at this time.

Also launching May 25th

25GB SUDP Voice & Data Plan

	Voice Only	Voice & Data													
SUDP	**Voice Only**	**10GB Unlimited**		**15GB Unlimited**		**20GB Unlimited**		**25GB Unlimited (May 25)**		**30GB Unlimited**		**50GB Unlimited**		**100GB Unlimited**	
BYOD	$30	$75		$85		$95		$105		$115		$125		$175	
	2-Yr	3-Yr	2-Yr	3-Yr	2-Yr	3-Yr	2-Yr	3-Yr	2-Yr	3-Yr	2-Yr	3-Yr	2-Yr	3-Yr	2-Yr	3-Yr
Financing	$30	$30	$75	$75	$85	$85	$95	$95	$105	$105	$115	$115	$125	$125	$175	$175
Included Features																
Voice	Unlimited															
Network Speed	EDGE	5G Speed included														
Sharing	Standalone	Shared and standalone available														
Data Overage	n/a	Throttled to 512 kbps														
Messaging	Unlimited Canadian SMS/MMS															
Long Distance	Unlimited Canadian															
Roaming	Roam Like Home included ($10/day US, $14/day Intn'l), Flex Roaming available for non RLH destinations															
Wireless Essentials	Call Display w/ Name Display, Enhanced Voicemail, Visual Voicemail, Detail Billing, Group Calling, Call Forward, Call Waiting															
Optional Features																
Canada+US	$20															
Unison Discount	n/a	25%														
Voicemail to Text	$4.00															

100GB Mobile Internet Plan

Mobile Internet	**5GB**		**50GB**		**100GB (May 25)**	
BYOD	$60		$120		$200	
	2-Yr	3-Yr	2-Yr	3-Yr	2-Yr	3-Yr
Financing (BWP/SUDP Only)	$60	$60	$120	$120	$200	$200
Included Features						
Network Speed	LTE Speed Included					
Sharing	Standalone					
Data Overage	$20/10GB					
Roaming	Roam Like Home included ($10/day US, $14/day International), Flex Roaming available for non RLH destinations					
Optional Features						
Canada+US	$20					

2G Shut Down/1900mhz

Daniel Boyko

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2G/3G Network Modernization: R4B Wireless Tactics

Ask: Assist in increasing the impacted account holder contact rate

R4B – External Comms Strategy

- Network Modernization Campaign: Completed
  - ✓ March & April 2019: email and Direct Mail
  - ✓ September 2020: Sales Outreach
    - Scheduled Reminders: Completed
      - ✓ November 2020: email and Direct Mail
        - .com FAQs: Completed
  - ✓ March 1st, 2021
    - Bill Message: Completed
      - ✓ March 2nd , 2021 (1900 Shutdown Confirmation)
        - Sales: Ongoing
- September 2020 to Present: Proactively notifying impacted customers (Table 1)

721 Known Devices

Table 1. Month over month count of customers whose connectivity may be impacted by the 2G/3G 1900Mhz Shutdown.

	Device Count		
Date	**Known**	**Unknown**	**Total**
20-Nov	829	14,515	15,344
20-Dec	792	14,759	15,551
21-Feb	774	14,324	15,098
21-Mar	739	11,764	12,503
21-Apr	721	10,940	11,661
LTD Change	*108*	*3,575*	*3,683*

Fleet ELD Webinar

Sumiti Narang

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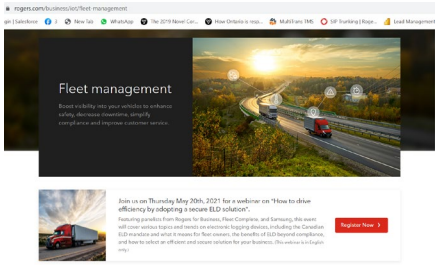
Fleet ELD Webinar

What, When and Where:

- How to efficiently and securely adopt an ELD solution
- Sponsored by Rogers for Business, Samsung and Fleet Complete
- May 20, 2021
- 1:00 pm EST / 10 am PST

How are we promoting:

Social media

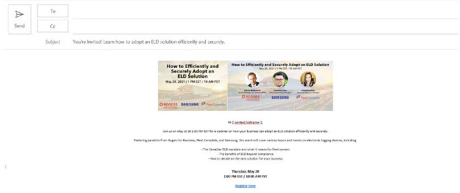


Rogers.com

FleetBusiness.com

How can you help:

- Invite your customers
- OFT file



Data Centre Webinar

Richa Jha

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DCC Webinar: **Going hybrid (1/2)**
June 02, 2021

Topic: Going hybrid: How our customers are optimizing IT infrastructure

When: Wednesday, June 2nd, 2021

Time: 10:00 AM PDT/1:00 PM EDT

Objective:

To talk about Roger's capability as a cloud service provider and how we can help businesses choose from a variety of cloud services options that would adapt to changing business needs of our clients. To further attest to our capabilities, the webinar will feature two industry leaders whose adoption of hybrid cloud strategies, powered by Rogers for Business, helped their organizations gain greater business agility.

Moderator:

- Colin MacKinnon, Sr Mgr Data Centre and Cloud

Speakers:

- Neel Parikh, Director, MeterConnex – QMC
- Jeff Vandersteen, Director of IT, Medical Imaging Consultants

Webinar: **Going hybrid (2/2)**
June 02, 2021

Promotional activities:

- Call out in base email – My 10th, 2021
- Webpage update (**DCC landing page** and **Cloud services page**)
- Targeted social promotion: May 18th

Call to action:

- Please share the **OFTs email invite** with your clients encouraging them to register and attend the event. Invites available in both English and French.
- If you'd like to simply share just the registration link as an add on to your ongoing conversation. Please use this link. Going hybrid: How our customers are optimizing IT infrastructure (rogers.com)
- Once the social promotion is live tomorrow, please share the post on your social network to further promote and attract interest. You will have access to the social asset in this week's **R4B social media digest.**

Any questions? Or cannot access the asset link?

- Email/Message: **Richa Jha @ richa.jha@rci.rogers.com**

The End