

CX BILLING

# Bill Model Deep Dive

05.21.21

WHAT DO WE WANT TO DO?

**Understand how different bill models affect customer experience across multiple products and across the customer lifecycle.**

# Scope

## Products

- Wireless [UYW Extra (\$75/mo. for one line), iPhone 12 Pro Max (\$1200) on NEXT installment plan (\$33.34/mo.)]
- Wireless Broadband [standard plan (\$60/mo.), Additional extender (\$5/mo.)]

## Use Cases

- Change plan up or add feature
- Change plan down or remove feature
- Add a line / Add an extender (via direct fulfillment)
- New activation (via direct fulfillment)

## Bill Models

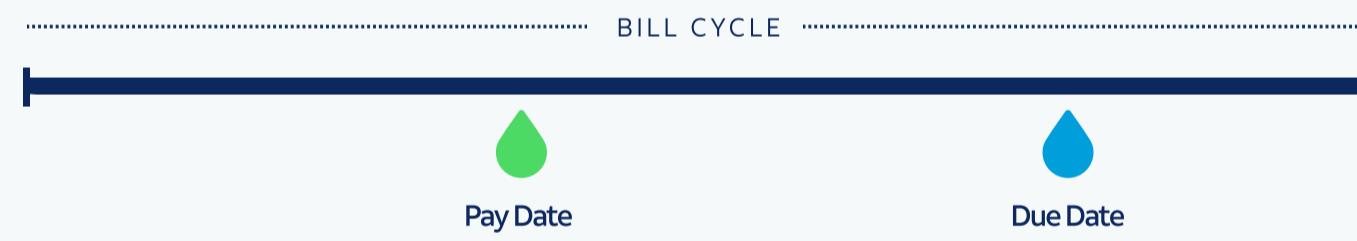
- Decoupled Dates
- Coupled Dates



# Bill Models on the Table

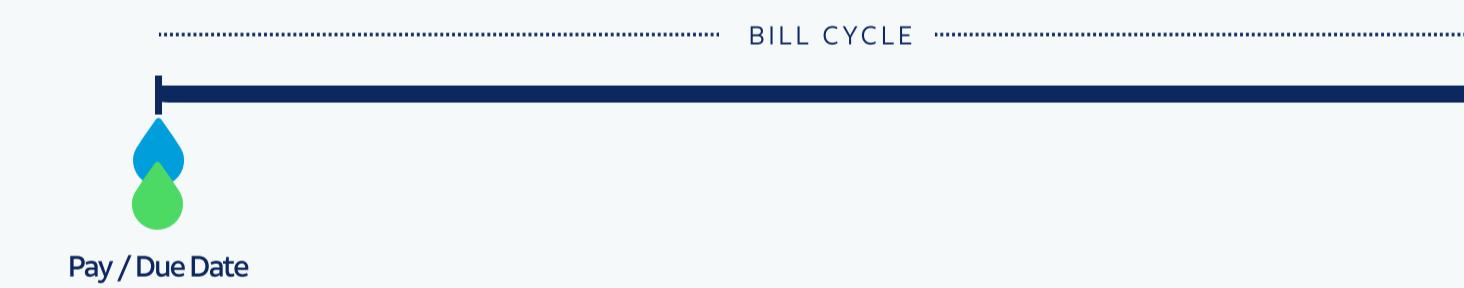
- ✓ Applicable prorations and one time charges are paid at time of sale
- ✓ Customer is provided a default autodraft date which can be used if they do not want to customize.

## Decoupled Dates



- Anniversary & Cycle dates are **aligned**
- Due date and autodraft date are **not aligned**
- Autodraft date is flexible within a 21 day window and sits somewhere in the **middle of the cycle**
- Due date is **inflexible** and is on day 21.

## Coupled Dates



- Anniversary, cycle, due date, and draft dates are **all aligned**
- Autodraft date is flexible and will be at the **start of the cycle**

USE CASE 1

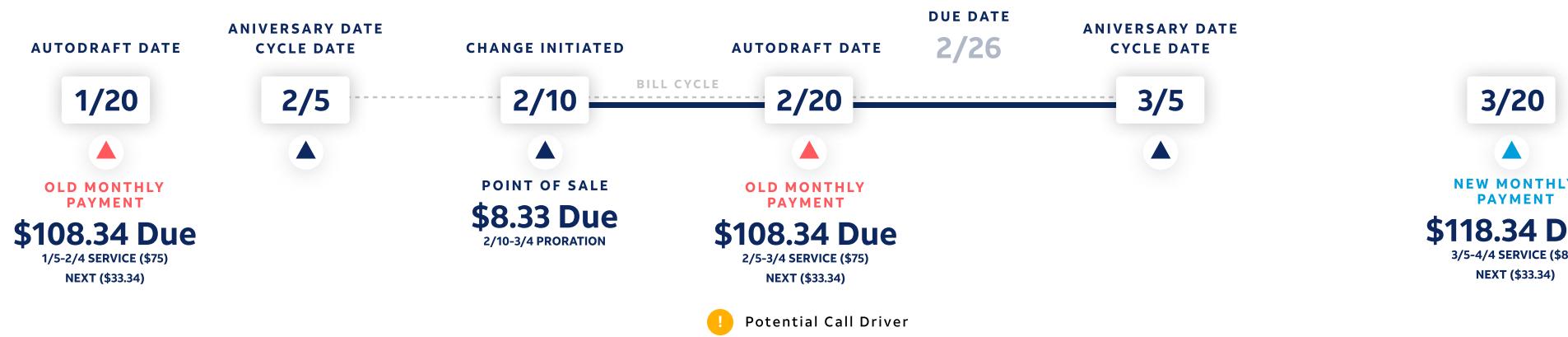
# Change Plan, Speed or Feature

	# EPISODES	TOTAL CONTACTS IN 30 DAYS	TOTAL CALLS IN 30 DAYS
FIBER SPEED CHANGE	85K	400K	210K
MOBILITY PLAN CHANGE	560K	3.4M	900K
MOBILITY FEATURE CHANGE	670K	3.6M	750K

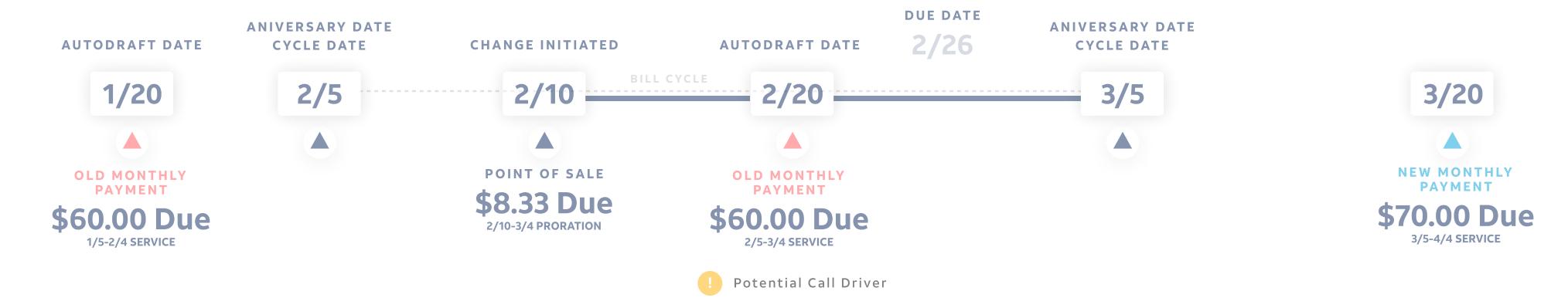
# Change Plan Up / Add Feature on BSSe

**DECOPLED  
DATES**

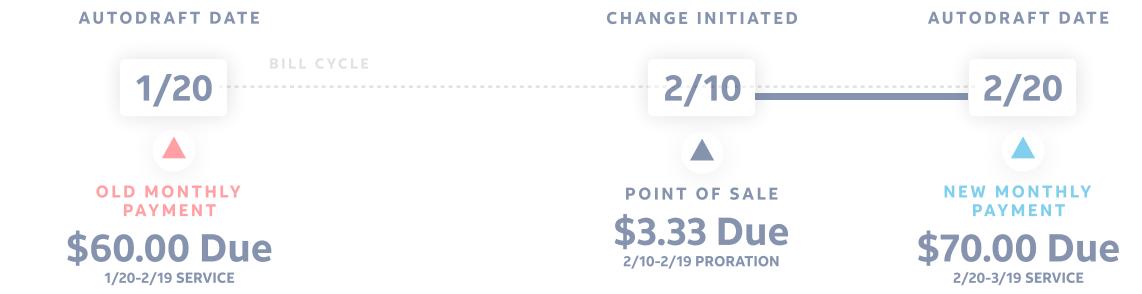
## Wireless



## Wireless Broadband



**COUPLED  
DATES**



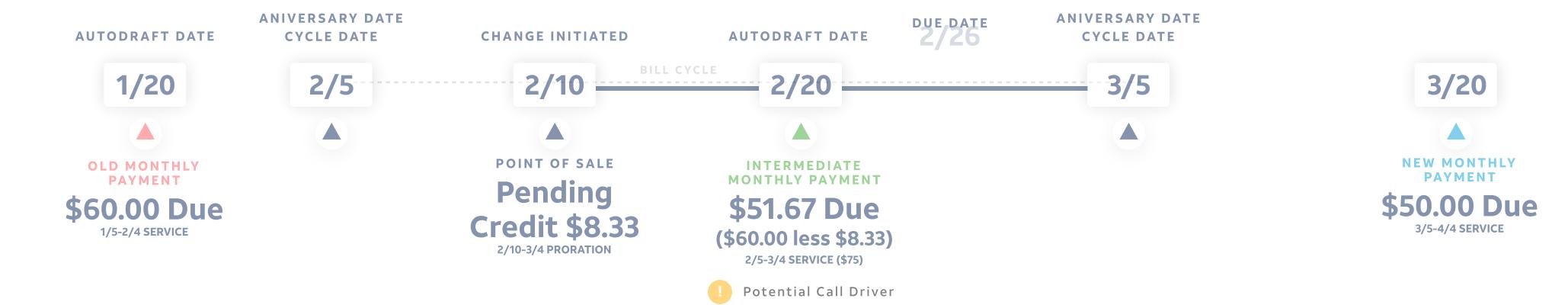
# Change Plan Down / Remove Feature on BSSe

**DECOPLED DATES**

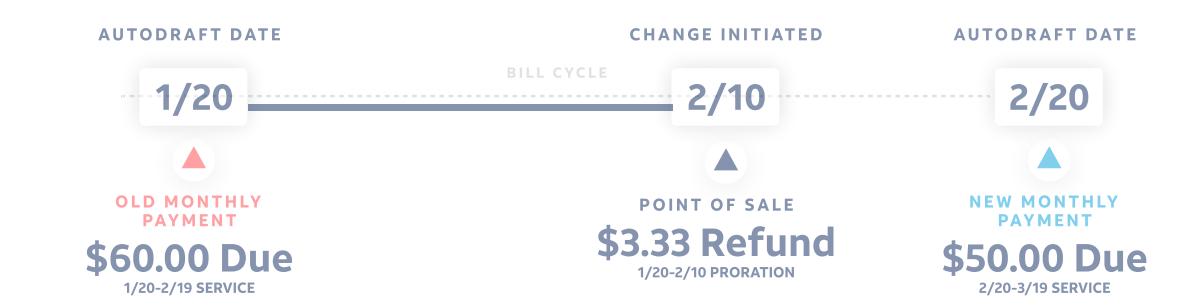
## Wireless



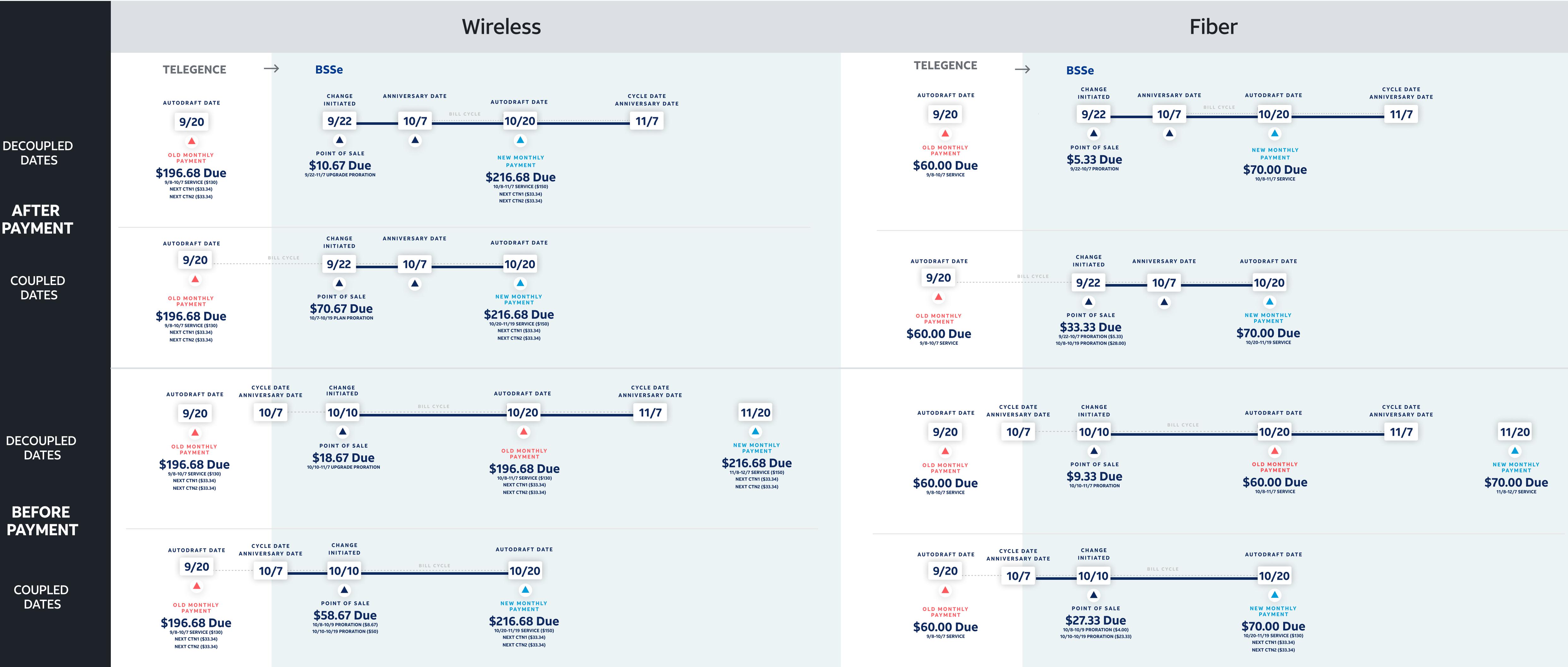
## Wireless Broadband



**COUPLED DATES**



# Migration via Plan Change



USE CASE 2

# Add a Line

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# EPISODES	TOTAL CONTACTS IN 30 DAYS	TOTAL CALLS IN 30 DAYS
MOBILITY	350K	2.4M

# Add a Line / Add an Extender on BSSe

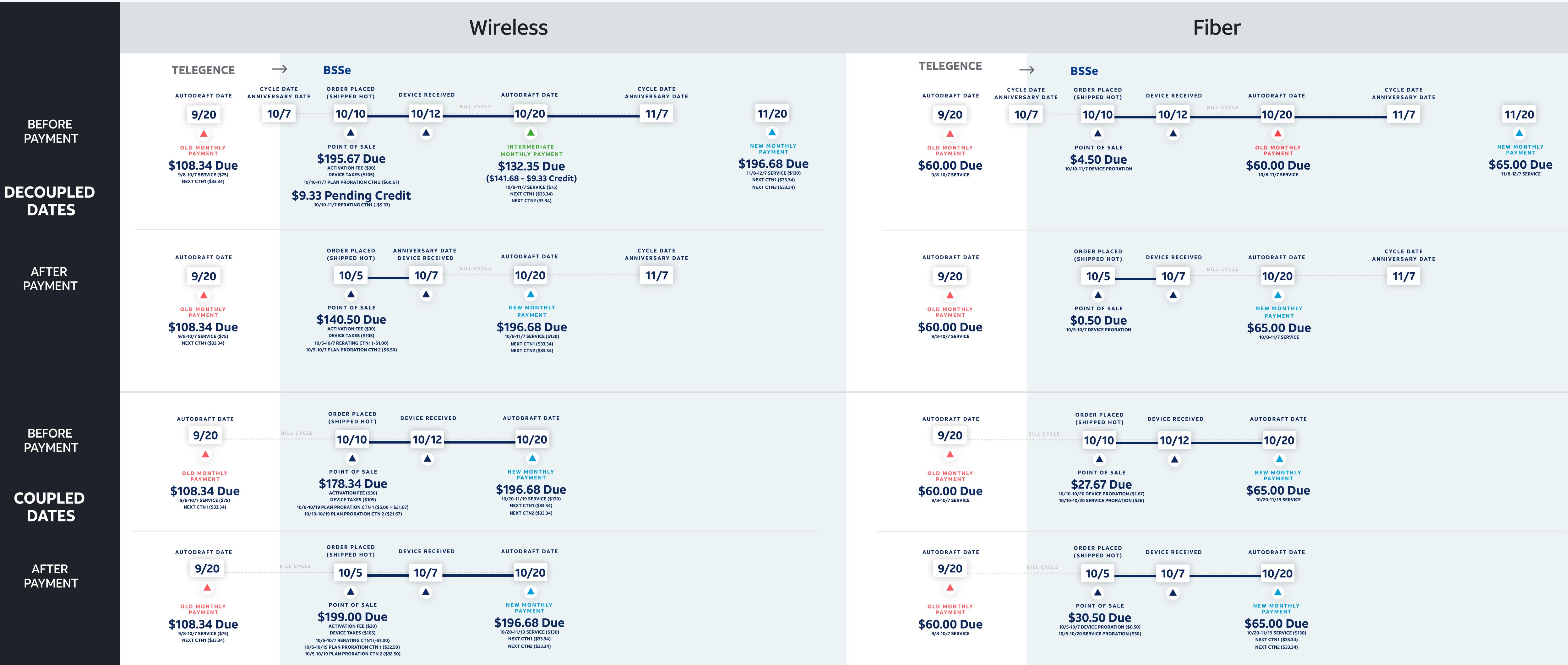
## DECOPLED DATES



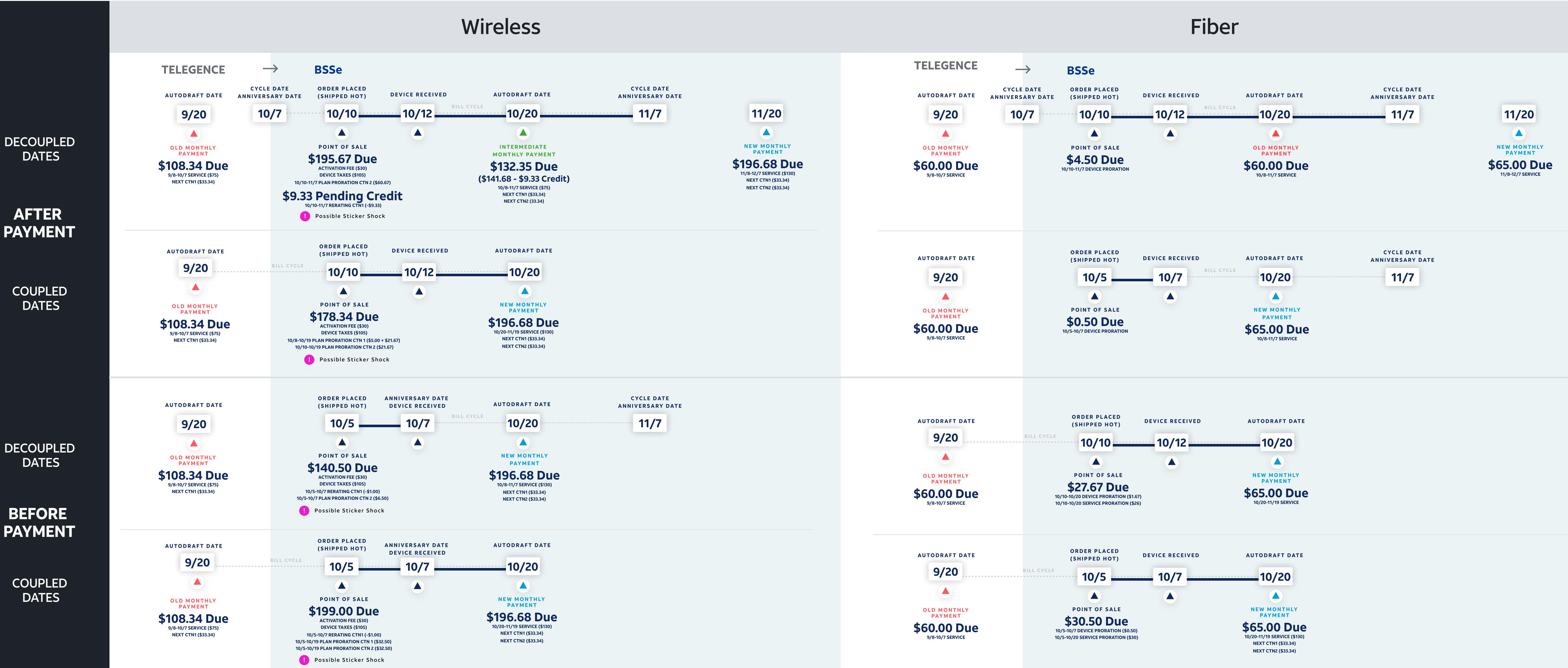
## COUPLED DATES



# Migration via Add a Line / Add an Extender



# Migration via Add a Line / Add an Extender



USE CASE 3

# Pay 1st Bill After New Activation

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	# EPISODES	TOTAL CONTACTS IN 30 DAYS	TOTAL CALLS IN 30 DAYS
FIBER	170K	500K	90K
MOBILITY	220K	850K	145K

# New Activations on BSSe

**DECOPLED  
DATES**



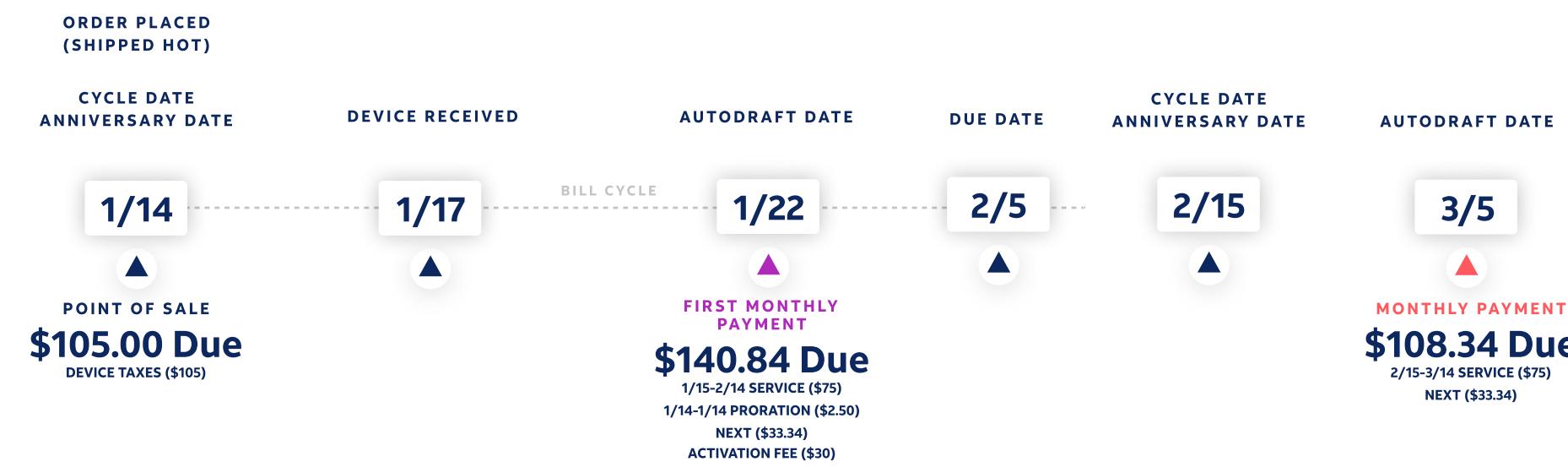
**COUPLED  
DATES**



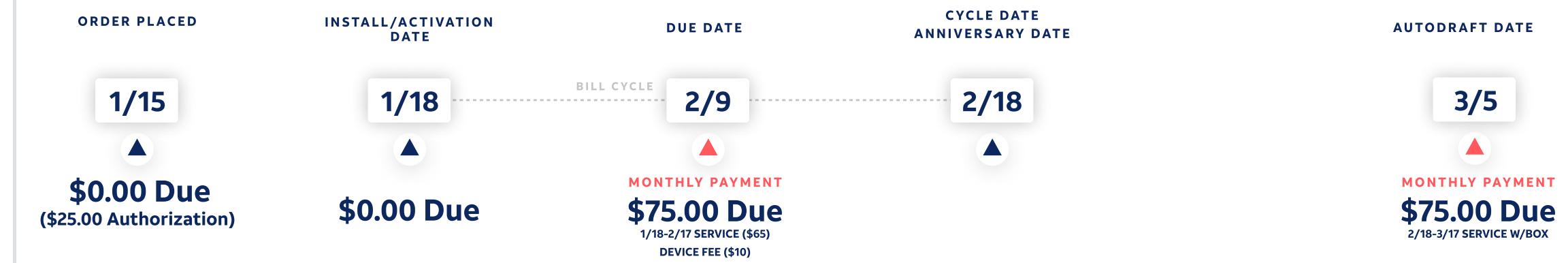
# Current State New Activations

CURRENT STATE

## Wireless



## Broadband



ADDITIONAL INFO

# Bill Inquiry

# EPISODES	TOTAL CONTACTS IN 30 DAYS	TOTAL CALLS IN 30 DAYS
FIBER	325K	1.5M
MOBILITY	900K	2.4M

