

Business Class Internet Speed Increase and price changes

November 15, 2012

Agenda



- Business Class Internet Speed and Price Increases
- Business Class Rack Rate Price Changes
- Promotion Enhancements
- Order Entry Changes

Business Class Internet: Overview of Speed & Price Changes

Key Speed & Price changes on 11/15/12

- BCI Starter
 - Speed increases from 12/2 to 16/3
 - Rack rate price increased to \$69.95 (from current price of \$59.95)
- BCI Premium
 - Speed increases from 22/5 to 27/7
 - Rack rate price increased to \$109.95 (from current price of \$99.95)
- BCI Deluxe
 - Price to \$199.95 (from current price of \$189.95) with no speed increase

BCI Speed Tier Comparison

Product	Existing D3 Speeds	Existing D3 Price	New Speed Tier	BCI Only MRC	Launch Year
Starter	12/2	\$ 59.95	16/3	\$ 69.95	11/15/12
Premium	22/5	\$ 99.95	27/7	\$ 109.95	11/15/12
Deluxe	50/10	\$189.95	50/10	\$ 199.95	11/15/12
Deluxe 100	100/10	\$ 369.95			Existing
Deluxe 100 Plus	100/20	\$ 599.95			Existing

Business Class Rack Rate Price Changes

- As of 11/15/12 Pricing is standardized across all divisions
- “Misremember” the old bundles (\$99, \$149, \$159) and their corresponding bundled discounts (\$.90 west division/ \$10.90 NE & Central)
- The rack rate price for Business Class Internet (Starter, Premium and Deluxe) will be struck at \$69.95, \$109.95 and \$199.95 respectively
- The rack rate price for Voice when bundled with any other product (TV or Internet) will be struck at \$39.95 regardless of division
- Final contract pricing will reflect the “TRUE” price the customer will pay
- Rate Card update: Only 3 tabs now (Stand Alone, Double & Triple Play, PRI)

Promotion Enhancements

- New promotions when Internet and Voice are bundled with a 2 or 3 year contract will allow you to apply discounts to match our old pricing
- Think \$10 x \$10 with 2+
 - \$10 off Voice and \$10 off Internet when you sell them together in a 2 or 3 year deal
 - Always sell 2 or 3 year deals!!
 - NOTE - 1 year terms no longer generate promotions or discounts for Internet and/or Voice
- Follow the new Contract order entry instructions
 - Understand difference between (offer and promo)
 - Pay close attention to the correct Offer or Promotion section
 - Follow the job aids step-by step until you build confidence with the new approach
- With the new promotions you now have choice when bundling Internet and Voice with a 2 or 3 year contract
 - Give customer \$10 discount off of Internet and \$10 discount off of voice lines
 - Give customer \$10 discount off of Internet only
 - Give customer \$10 off of Voice only

Order Entry Changes

- The promotion used will determine where you apply the Codes from the current promotions deck.
- Detailed order entry examples are included in the contract examples deck
- Some promotions will require you to apply the code and description in the Business Class Packages section below

COMCAST BUSINESS CLASS SERVICES																																			
Selection (X)																																			
Business Class Voice	<input type="checkbox"/>																																		
Business Class Internet	<input type="checkbox"/>																																		
Business Class TV	<input type="checkbox"/>																																		
			Service Term (Months) 36																																
COMCAST BUSINESS CLASS SERVICES DETAILS																																			
Business Class Voice*		Business Class Packages																																	
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		Business Class TV*																																	



- Some promotions will require you to apply the code and the description in the Promotional Code section and General Special Instructions section below

COMCAST BUSINESS CLASS TOTAL SERVICE CHARGES			
Business Class	Selection(X)	Unit Cost	Total Cost
Installation Fee	<input type="checkbox"/>		
Voice Activation Fee*	<input type="checkbox"/>		
Auto-Attendant Setup Fee	<input type="checkbox"/>		
Voice Jack Fee	<input type="checkbox"/>		
Toll Free Activation Fee	<input type="checkbox"/>		
* Per line activation fee, up to four (4) line maximum charge.			
Total Installation Charges:**			
* Does not include Custom Installation Fees referenced below.			
		Total Monthly Service Charge	
		Promotional Code (if applicable)	
		Less Discount (if applicable)	
		Total Recurring Monthly Bill:**	
* Applicable federal, state, and local taxes and fees may apply.			
GENERAL SPECIAL INSTRUCTIONS			

- Some may require you to use both sections

Comcast[®] BUSINESS CLASS