



Coming soon...Text Messaging Price Change

Effective August 8th, Bell Mobility clients will now be billed for incoming text messages. Those clients who subscribe to a text messaging bundle will not be impacted and will continue to receive unlimited incoming messages²

New Text Message Pricing

Pay Per Use Messages	Messages originating within Canada to		Messages originating outside Canada (Roaming) ¹ Launches August 17th
	North America	International	North America / International
Sent Message	15¢	25¢	60¢
Received Message	15¢	15¢	15¢

¹ Roaming includes, International GSM, CDMA and U.S CDMA sent messages

² Received messages include domestic, international and roaming text messages and excludes premium, alerts or dial-up messages

New Text Bundles: Refer to IZ for more details

\$5/month	250 Sent Text Messages (within North America) + Unlimited received Text Messages ²
\$10/month	2500 Sent Text Messages (within North America) + Unlimited received Text Messages ²
\$15/month	Unlimited Text Messages (within North America) + Unlimited received Text Messages ²

Who does this effect?

- Postpaid - Clients who are not subscribed to a text messaging bundle will be charged for incoming text messages
- Prepaid - Clients who have capped PPD bundles will NOT receive unlimited incoming messages. The incoming messages will be deducted from their capped text bundle (PPD clients with unlimited bundle are not impacted).

Scripting

- ✓ Mr. Client...our \$5/month bundle provides you with 250 text messages (Sent) costing you only 2¢ per message and savings of over \$30!
- ✓ Mrs. Client...our \$10/month bundle provides you with 2500 text message (Sent) costing you only 1¢ per message and savings of over \$300!
- ✓ Mr. Client...our \$15/month bundle only costs you less than 1¢ per message and savings of over \$300!

Positioning

- We are constantly striving to offer the highest quality of services possible. In order to maintain our high standard of service, it's occasionally necessary to alter our pricing structure to align with competitors and account for network usage.
- Bell Mobility strongly recommends clients frequently using text messaging as a communication medium to subscribe to a Text Messaging bundle so as to limit incoming message fees and receive added value in the discounted price per message.

How will our clients be notified?

- Consumer, Small Business, INDV and EPP account types will be advised by way of a bill message on their June 2008 invoice
- Corporate clients will be notified through a letter to their key contacts on their June 2008 invoice. Bill suppressed clients, E-bill and clients' select value bundles will receive a letter as they do not receive a monthly invoice

Frequently Asked Questions



1. What is the competition doing?

Telus will be completing a similar change effective July 2008 as mentioned in legal listed on their website.

2. Where will clients see the price change on their invoice?

Clients will see this change under the Usage, Long Distance and Detailed Billing section of their invoice. Detailed billing is included for select clients who subscribe to the service.

3. Is there a reference in the Service Agreement that Bell Mobility can increase this fee at its discretion?

Yes – clients can refer to the following website to review the Terms of Service www.bell.ca/termsofservice provided upon activation. An eComm with a direct link to this information can be sent through client care.

The eComm can be found in the following location: Group: Billing and account management; Topics: Terms of Service

4. Should I proactively inform clients of the price change if they are completing a price plan migration or contract renewal BEFORE they have received their communication?

Yes – effective June 9th, 2008 you can proactively inform clients as you deem necessary of the price change. Reference to the positioning document and all other tools during that call should be incorporated so as to accurately provide the information and appropriately manage the client's pricing expectations.

5. If a client is receiving unwanted messages, can these messages be stopped?

Determine what type of message is being received. Is it SPAM, Premium messages or unwanted text messages? For SPAM, refer to the process outlined in IZ, for Premium messages, refer to the SMS OPT OUT process outlined in IZ and for unwanted text messages that clients do not want to pay for, follow the process outlined:

- Suggest migration to a text messaging or Fun bundle to eliminate additional charges associated with incoming text messages.
- In cases where the client requests removal of access to the text messaging service, educate the client on the benefits of text messaging as an alternate form of communication (i.e. information on their Bell account, Amber alerts, promotion).
- If the client is unhappy and wants to deactivate follow the escalation procedure and warm transfer the call to the Retain and renew team. Follow the retention guidelines detailed in IZ to save your client.
- If the client is irate and insists on removal and declines the above options, satisfy the client by removing provisioning features. Ensure the account is noted.

6. Will we have any new retention tools in place?

If the positioning stated is not sufficient to save a client who is unhappy with this price change, use the current Service Excellence Guidelines and Retention Tools to help educate and retain them.

1. Use your PEP skills! Show empathy and understanding of the customers' concerns. Explain that this price change is competitive and aligns to the current Canadian wireless carrier Text Messaging pricing.
2. Remind the customer that their loyalty is important to Bell and advise them you will be happy to see what you can do for them. For example, a statement to reiterate their loyalty can be: "We appreciate your loyalty and do not wish to see you incur a Long Term Contract Cancellation Fee, let me see what I can do for you"
3. If you determine that something should be offered to the client, the following should be considered:
 - a. Offer the client the option of opting for a Text Messaging bundle to save on incoming message fees
 - b. If the client is still not satisfied and insists on termination of their service, please warm conference the client to the Retain and Renew Queue for further save efforts as per appropriate business rules.

7. If I have a Text Messaging bundle, how will this change affect me?

- Postpaid clients subscribing to a bundle are not impacted by the new incoming message charge, they will receive unlimited incoming messages. Clients frequently using text messaging should subscribe to a monthly bundle. Applicable to Aliant, Bell, Bell Nordique.
- Prepaid clients that subscribe to a Text Messaging bundle will receive a pool of messages which will include sent and received messages. *For example, if a prepaid client subscribes to the Text Messaging 250 bundle, they will receive 250 messages in total to send AND receive (i.e.: 150 sent and 100 received).* Applicable to Aliant, Solo, Bell and Bell Nordique