



Fidium@Home

Sales Partner Training Deck

- Target Release: 11/5/23
- Effective Sales Date: 11/6/23





Fidium @Home for Standard & Aggressive Markets

Repricing & Repackaging Changes

Effective: November 6th, 2023



What are the changes?

NEW Fidium Repricing for New & Existing Fidium customers & CCI Copper to Fidium Fiber Conversions
 Effective Monday, November 6th, 2023, the Fidium@Home Re-Pricing & Re-Packaging initiative will launch.
 These new changes will introduce Standard & Aggressive pricing differentiated by market promotions.

Standard	Aggressive
VT	ME
IL	NH
MN	PA
TX	TX
Lufkin, Alto	Conroe, Katy
	CA

Fidium@Home Whole Home WiFi Introductory Promo Rates

100 Mbps		300 Mbps		1 Gbps		2 Gbps	
STANDARD MARKETS <i>IL, MN, VT, TX (Alto & Lufkin)</i>							
Standard Promo w/ WiFi Gateway & Attune App	\$35	Standard Promo w/ WiFi Gateway & Attune App	\$55	Standard Promo w/ WiFi Gateway & Attune App	\$65	Standard Promo w/ WiFi Gateway & Attune App	\$85
AGGRESSIVE MARKETS <i>CA, ME, NH, PA, TX (Conroe & Katy)</i>							
Aggressive Promo w/ WiFi Gateway & Attune App	\$25	Aggressive Promo w/ WiFi Gateway & Attune App	\$35	Aggressive Promo w/ WiFi Gateway & Attune App	\$55	Aggressive Promo w/ WiFi Gateway & Attune App	\$75

Ltd-time offer for 1st yr of residential internet service. Standard rates apply after promo. No contract req'd. Prices before taxes & surcharges; requires AutoPay, paperless billing & Fidium online account. Fidium WiFi gateway (\$10/mo) incl'd in advertised price is req'd to support Attune WiFi app & proactive network monitoring. Upload/download speed based on max wired speeds to single connected device. Actual internet, WiFi speeds & WiFi coverage varies based on home size/layout, construction materials, hardware/software limitations, simultaneous users/devices, etc. If needed for full home coverage, **if required, WiFi extenders are \$10/mo (waived with 2 Gig plan)**. Details: FidiumFiber.com/URL. © 2023 Fidium. All rights reserved.

Changes that take place 11/5/23



- 'Network Care' name changes to "WiFi Gateway"
- WiFi extenders changes to \$10/mo. charge for 1G, 300M, 100M for residential
(For residential 2G, the \$10 charge is waived.)
- Residential plans changing 250Mb upgrades to 300Mb and 50Mb upgrades to 100Mb
- Introduction of the residential Aggressive pricing – CA, ME, NH, PA, TX (Conroe & Katy)
- Introduction of the residential Standard pricing – IL, MN, VT, TX (Alto & Lufkin)
- Introduction of a WiFi Gateway waiver discount of \$10 to include the gateway based on market & speed
- Introduce a new Fidium Standard and Fidium Aggressive Promo offers
- Grandfather 50M and 250M existing customers

Web Pricing & Presentation 11/5/23

BEST DEAL

2 Gigs

Starts as low as
\$75/mo*
1-year price lock (\$95/mo after), FREE installation, no contract

Futuristic

The fastest 2-Gig speeds for both uploads and downloads

For the ultimate connected home

A connection to work and play as hard as you do

[Check Availability](#)

1 Gig

Starts as low as
\$55/mo*
1-year price lock (\$75/mo after), FREE installation, no contract

Supreme

A fast, reliable connection throughout your home

A better streaming TV experience - with no lag

Meet the demands of work, school and play simultaneously

[Check Availability](#)

300 Mbps

Starts as low as
\$35/mo*
1-year price lock (\$55/mo after), FREE installation, no contract

Advanced

Great for online learning and working from home

Connect with friends and family easily through video

Stream HD content, play live games, load files

[Check Availability](#)

100 Mbps

Starts as low as
\$25/mo*
1-year price lock (\$45/mo after), FREE installation, no contract

Essential

Shop online, surf the web, send emails

Stream your favorite shows, movies and music

Download or upload files and install apps

[Check Availability](#)

- Other than the speeds and pricing no change from the current .com presentation via web pages or shopping cart.
- Applicable pricing and applicable promotion will automatically populate based on serviceable address entered.

*Speeds not available in all markets. Price varies by market and is for the 1st year of Fidium residential internet service and is a limited-time offer.

Maximize Installs - Determining if WiFi Extenders are needed



- To help manage adding WiFi extenders to a customer order upfront, and to best determine if a customer actually needs WiFi extenders, the following qualifying questions should be asked at the point of sale.

- If the answers are positive to 2 of the 3 primary questions below, then "WiFi Extender" should be added to the order.
 - Q How many devices are connected to the internet in your home and are those devices spread out around the house?
 - A *If there are more than 5 devices in the home*
 - Q How big is your house? (Sq Ft)
 - A *If the house is larger than 2000 Sq. Ft.*
 - Q Is it a single floor or double floor?
 - A *If 2 floors or more, or if they have a building outside the main residence.*

- *Optional questions (may be included, but not a determining criteria).*
 - Q Do you work from home?
 - A *If yes, considered a positive answer*
 - Q What is your primary use of internet? Streaming? Gaming?
 - A *If yes to either Gaming or Streaming that is considered a positive answer.*

- On non-2Gb orders, explain the \$10 charge may or may not be applicable and will be determined at the point of install by the technician. WiFi extenders when required, ensure consistent WiFi signal and Internet speed. They will never be installed unless absolutely needed.

- Suggest 2Gb to a 1Gb customer if it looks like WiFi extenders will be needed, flag ship product with twice the speed for just a few dollars more per month.

Maximize Installs – Confirm these points with the Customer



In addition to determining if WiFi extenders may be needed, the following order points should always be discussed with the customer prior to closing the order conversation:

- Review and confirm order details
- Review and confirm installation date and time
- Advise the customer of the following communication prior to the install date:
 - A confirming email from Fidium will be sent within 24 hours of order being placed
 - A confirming text from Fidium will be sent the night prior to the install (note, no confirming text will be sent prior to ADP)
 - Fidium recommends on D2D sales that the rep send confirming texts to the customer during the ADP/installation window
- Advise customer that upon receiving confirming email to setup their portal account in advance of the install date, needed for portal and app access
- Speak to ADP (advance drop) happening prior to the actual connection of Fidium inside the home
 - For underground installations, a Fidium crew will show up 1-2 days prior to the installation date to lay the temporary drop
 - In CA there is a regulated 72-hour utility marking window prior to a dig taking place – temp drops are not allowed in CA
 - N/A on aerial drops
- Connection of Fidium service takes place after the temp drop or underground has been completed, per the install date provided at order entry
- Where applicable, a Fidium team will return to dig in the temp drop in applicable markets (N/A CA)
- For any post-installation questions, the customer can find answers on the Fidium customer portal or directly contact Fidium via email or phone call
- Fidium recommends reps send a post-installation thank you text or email to the customer thanking the customer and asking for referrals

- Marketing Examples & Promo to Rack Rates
- Q&A



Marketing Examples

Standard Markets

**Expect more
from your
internet provider.**

Experience the
Fidium difference.

**2 Gigs
\$85/mo**

Order Now

Offer details.



Aggressive Markets

**Expect more
from your
internet provider.**

Experience the
Fidium difference.

**2 Gigs
\$75/mo**

Order Now

Offer details.



Aggressive Markets Direct Mail Example



No more sharing bandwidth
with the neighbors!

2 Gigs
\$75/mo

1 Gig
\$55/mo



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Finally, get all the speed you pay for.

Fidium is a gamechanger, don't miss out.



Stronger WiFi

Whole-home coverage
to connect more devices
all at the same time



Advanced WiFi technology

Fiber internet and the
best WiFi gear mean
better performance



Attune™ WiFi app

Manage your entire
home network with one
easy-to-use app

Choose your speed today: FidiumFiber.com/GetYourOwn

Or call 1.XXX.XXX.XXXX

Fidium
350 S. Loop 336 W., Conroe, TX 77304

PRSR STD
U.S. POSTAGE
PAID
Effingham, IL
PERMIT NO. 129



A. Gain Sample
8003 Franklin Farms Drive
Richmond, VA 23229

Product & Plan Comparison – Promo to Rack Rates



Product & Plan Add-Ons	Current	Standard	Aggressive
50Mbps	\$35/year 1, \$55/mo. after	NA	NA
250Mbps	\$60/year 1, \$85/mo. after	NA	NA
100Mbps	NA	\$35/year 1, \$55/mo. after	\$25/year 1, \$45/mo. after
300Mbps	NA	\$55/year 1, \$75/mo. after	\$35/year 1, \$55/mo. after
1Gbps	\$55/year 1, \$75/year 2, \$95/mo. after	\$65/year 1, \$85/mo. after	\$55/year 1, \$75/mo. after
2Gbps	\$75/year 1, \$85/year 2, \$95/mo. after	\$85/year 1, \$100/mo. after	\$75/year 1, \$95/mo. after
WiFi Gateway	\$10	<i>Fidium WiFi gateway (\$10/mo) incl'd in advertised price is req'd to support Attune WiFi app & proactive network monitoring</i>	<i>Fidium WiFi gateway (\$10/mo) incl'd in advertised price is req'd to support Attune WiFi app & proactive network monitoring</i>
WiFi Extenders*, speeds <i>under 2Gbps</i>	2 included, no charge, \$4 each additional	\$10/mo. Whole Home WiFi*	\$10/mo. Whole Home WiFi*
WiFi Extenders*, 2Gbps	2 included, no charge, \$4 each additional	INCLUDED	INCLUDED
Attune Whole-home WiFi App	Included, no charge	Included, no charge	Included, no charge
Proactive Network Monitoring	Included, no charge	Included, no charge	Included, no charge
Professional Installation	Free Installation	Free Installation	Free Installation

All above plans include \$5.00 Paperless & Auto-Pay discounts

Standard Markets – VT, IL, MN, TX (Lufkin & Alto)

Aggressive Markets – ME, NH, PA, CA, TX (Conroe & Katy)

***Technicians will determine if and the number of WiFi extenders needed at the point of install.**

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Q What is the commission on the new 100Mb and 300Mb speeds?

A 100Mb will reflect the current 50Mb commission rate and 300Mb will reflect the current 250Mb commission rate

Q Why is the promotion changing

A Markets have been broken out by competition level. Those with multiple fiber competitors fall within the Aggressive markets where we are offering a lower, more competitive price. Our Standard markets are where we are one of the few fiber providers in the market and have a clear advantage over the cable internet providers. These markets may change over time, but on November 6, they are:

- Aggressive Markets: CA, NH, ME, PA, TX (Conroe & Katy)
- Standard Markets: IL, MN, VT, TX (Lufkin & Alto)

Q When is the last day the current promotion will be honored?

A November 5th

Q What happens to existing customer's speeds that have already been installed?

A Existing Customer Speeds will not be affected. 50Mbps remains 50M, and 250Mbps remains 250M

Q When will new promotion collateral be received?

A Marketing has that in development now, emailing and mailing expected prior to launch

Q What happens if a rep sells the wrong offer in the wrong market?

A For orders placed via the agent portal or .com the system will not allow for the wrong prices to be quoted as pricing rules are in place and the cart will automatically assign the pricing and promotion based on the order address.

Q What happens to orders sold before 11/5 and pending install? Will the old promotion be honored and will the first 2 extenders be at no cost?

A The ordered product, applicable promotion and the first 2 extenders at no cost will be honored.

Q What happens to active orders prior to 11/5 that are pending customer reschedules & reschedules requested by CCI? Will the old promotion be honored and will the first 2 extenders be at no cost?

A The ordered product, applicable promotion and the first 2 extenders at no cost will be honored.

Q What happens if a 10-day quote is sent prior to 11/5 and the customer orders through the quote after 11/5? Will the old promotion be honored and will the first 2 extenders be at no cost?

A The ordered product, applicable promotion and the first 2 extenders at no cost will be honored.

- Questions from the audience
- Thank you

