

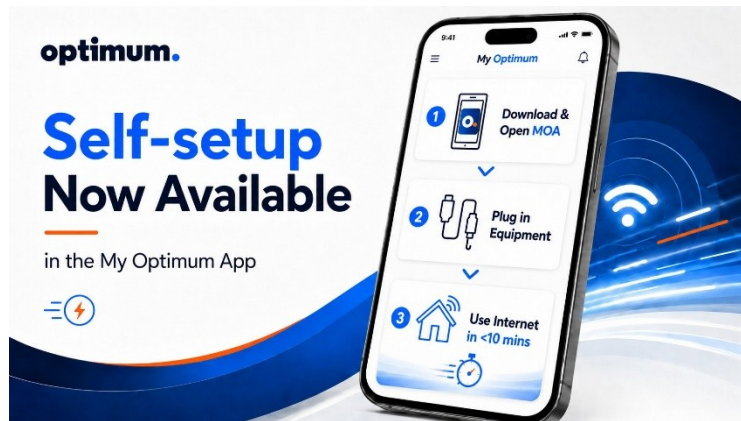



**Impacted Channels:** All Consumer Sales

**Impacted Markets:** All Markets

**Effective:** June 10th

## Self-setup Migration to the My Optimum App (MOA)



 We're migrating the Self-setup experience for **new install customers** from the existing Self-setup web app to the **My Optimum App (MOA)**, effective **June 10th**.

### **The Process:**

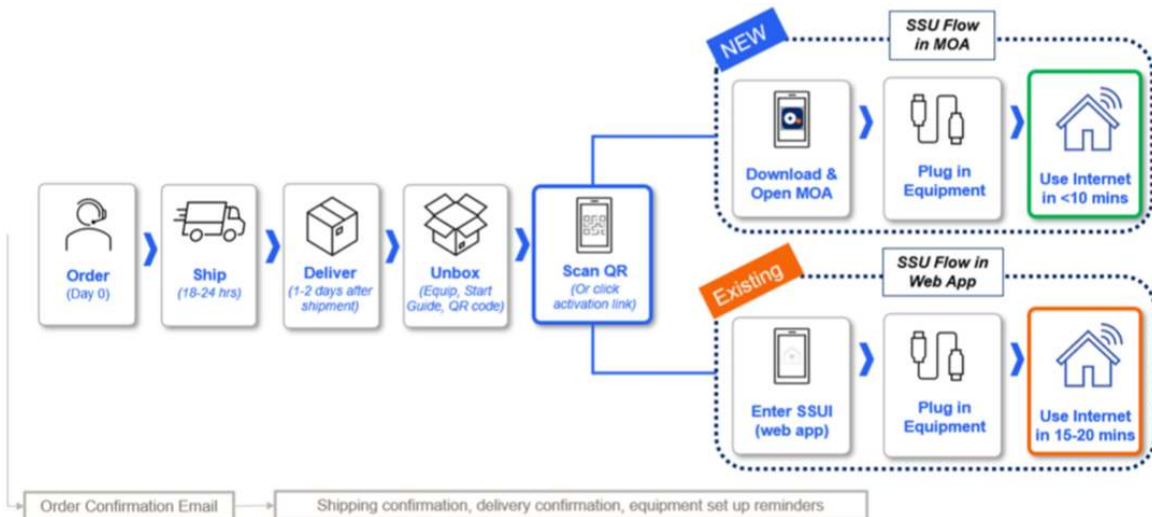
- New install customers will be directed to the new Self-setup experience in MOA by scanning a personalized QR code or clicking the activation link sent via SMS or in their Order Confirmation Email.
- All other order types will go through the BAU process in the web app via QR code or activation link.
- New customers will need to download the My Optimum App, but won't have to log in to complete their setup. For those that don't yet have the app, the QR code or activation link will automatically take them to their app store to download, then will automatically continue to look up their order once the app is opened.

### **Key Benefits:**

- ✓ Improved customer experience
- ✓ Brand new look-and-feel
- ✓ More clear, detailed Self-setup guidance

- ✔ Significantly faster setup time vs. the current web app

**Take a look at the Self-setup Experience for new vs. existing customers below** (customers will be automatically directed to the correct experience after scanning their QR code or clicking their email/SMS activation link):



**PLEASE NOTE:** The <10 minutes (mentioned above) applies to when we are able to ship out Gateways pre-activated, or "hot", beginning in early July. Until then, the process may still take up to 15 minutes, but is usually less than that.

### Check Out All of the MOA Features

The new Self-setup experience is one of many features of the MOA. To review all of the ways MOA makes our customers' lives easier, click below.

[Check Out My Optimum App Features](#)

Visit the KDB for additional information, including eligibility, full details on the new process, and more.

[Click Here to the View the KDB](#)

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Thank you!  
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