

WOW! Coax Product & Operations Training Guide

Overview

This training session provided onboarding and operational guidance for agents on the WOW! product lineup, pricing structure, order-entry requirements, installation procedures, and field prospecting using Spotio. The session also reviewed retail offers, available add-ons, required form fields, verification procedures, and key back-office dependencies.

1. Products & Pricing

Internet Plans

WOW! currently offers three universal coax internet tiers:

Plan	Speed
Internet 300	300 Mbps
Internet 600	600 Mbps
Internet 1 Gig	1 Gbps

Key Features

- Modem/router included with all plans
- No data caps
- No contracts
- Professional installation included

Auto-Pay & Paperless Billing

Published pricing assumes the customer enrolls in:

- Auto-pay

- Paperless billing

Customers must complete enrollment before installation to receive the advertised promotional pricing.

Price Lock Promise

An optional **Lifetime Price Lock Promise** is available for:

\$5/month

Best Practice

Agents are encouraged to include the Price Lock Promise in the initial quote whenever appropriate, as it provides long-term price stability and increases customer confidence.

Whole-Home Wi-Fi (Eero)

WOW! offers Whole-Home Wi-Fi powered by Eero devices.

Pricing

Item	Monthly Cost
First Router + Access Point	\$10
Additional Access Points	\$5 each

Recommended Usage

Only recommend Whole-Home Wi-Fi when customers indicate:

- Weak Wi-Fi coverage
 - Dead zones in the home
 - Connectivity issues in multiple rooms
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YouTube TV Partnership

WOW! partners with YouTube TV to provide streaming television services.

Pricing

- Retail Price: **\$82.99/month**
- WOW! Discount: **\$10/month off during the first year**

WOW! TV Pro Stream Boxes

Available for:

\$5/month per box

These devices are especially helpful for:

- Older televisions
- Customers unfamiliar with streaming platforms

Example Bundle

A typical package may include:

- Internet 600
- Discounted YouTube TV
- Two WOW! TV Pro Stream Boxes

Estimated monthly total:

Approximately \$130/month

2. Order Entry & Verification Requirements

Accurate order entry is critical to ensure orders process correctly and commissions are paid properly.

Agent Information

The following fields populate customer communications and back-office systems:

- Agent Name
- WOW! Email Address

- Agent Phone Number

Ensure all information is entered correctly.

Group Codes

Correct group codes are required for:

- Back-office processing
- Reporting
- Invoicing

Example

- ES = Embark Services

Always verify the correct code before submitting an order.

Required Customer Information

Every order must include:

Date of Birth

- Used for age verification
- Customer must be over 18 years old

Signature

- Required on all orders

Important

Orders missing:

- Valid Date of Birth
- Customer Signature

Will not be processed.

Four-Digit Verification PIN

Agents must collect a customer-selected:

4-digit PIN

This PIN is used by:

- Customer Service
- Call Center Representatives
- Verification Teams

Loss Prevention Review

Agents should identify and document any:

- Outstanding balances
- Address-level debt
- Prior service issues

These items may require additional review by the Loss Prevention team before installation can proceed.

Plan & Add-On Selection

Agents should accurately enter:

Core Service

- Internet 300
- Internet 600
- Internet 1 Gig

Billing Preferences

- Auto-Pay Enrollment
- Paperless Billing Enrollment

Add-Ons

- Price Lock Promise
 - YouTube TV
 - Eero Whole-Home Wi-Fi
 - WOW! TV Pro Stream Boxes
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3. Phone Porting & Installation Procedures

Home Phone Porting

Customers transferring an existing phone number must provide:

- Current account number
- Signed Letter of Authorization (LOA)

Scheduling Guidelines

- Porting typically requires 2–3 business days
 - Port installs cannot be scheduled on Saturdays
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Installation Process

WOW! provides:

Free Professional Installation

The technician will:

1. Set up the outside service line
 2. Install and activate the modem/router
 3. Verify service functionality
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Scheduling Best Practices

Agents should:

- Request realistic installation windows
 - Provide a backup installation date
 - Account for potential scheduling or quota changes
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Technician Notes

Always document special requests or unique installation requirements.

Examples

- "YouTube TV White Glove Install"
- Large home requiring additional Wi-Fi coverage
- Complex wiring requirements

Detailed notes help technicians arrive prepared.

Customer Communication

Agents should proactively text customers to:

- Confirm installation dates
- Confirm arrival windows
- Reinforce expectations

Note: Back-office staff may also attempt confirmation through calls or voicemails.

4. Spotio & Prospecting Procedures

Spotio Usage Standards

Every customer interaction must be properly tracked in Spotio.

Requirements

- Every door must receive a disposition
- Appropriate stages must be assigned

- Sales progress must be updated consistently

Proper tracking ensures accurate reporting and pipeline visibility.

Former Customer Procedures

When speaking with former WOW! customers, agents must verify:

Disconnect Date

Determine when service was previously canceled.

Outstanding Balance

Check for delinquent balances or unpaid accounts.

Loss Prevention Review

Former customers with unresolved balances may require approval or additional processing before an order can be submitted.

Key Takeaways

- Always verify DOB, signature, and customer PIN before submitting an order.
- Include auto-pay and paperless billing enrollment whenever possible.
- Recommend Price Lock Promise during the initial quote.
- Use Eero only when customers report Wi-Fi coverage issues.
- Document technician notes thoroughly.
- Confirm installations with customers via text.
- Disposition every visit in Spotio and maintain accurate stage tracking.
- Review former-customer balances and disconnect dates before submitting orders.