



MOBILE QUALITY: SECURE THE WIN

Mobile quality means setting customers up right the first time, successful port-ins, proper device attach, and Mobile Device Protection in place. This ensures reliable service, number retention, and device peace of mind. High mobile quality prevents setup issues, dropped port-ins, and repeat visits, which frustrate customers and erode trust. For sales reps, strong mobile quality means fewer callbacks, cleaner activations, higher attach rates, and a better overall customer experience; setting both the customer and the sale up for a win from the start.

DEVICE PORT-IN

WHAT IS IT?

Device port-in is when customers can switch to Optimum Mobile without changing their phone number or buying a new phone.

Customers can bring their current phone (as long as it's unlocked) and Optimum transfers their existing number from their old carrier to their network.

BENEFITS

-  Keep your existing phone number
-  Keep your current unlocked phone
-  Optimum handles the number transfer and setup
-  One provider, one bill for Internet + mobile

DEVICE ATTACHING

WHAT IS IT?

Optimum Mobile Attaching lets customers bundle Optimum Mobile service with their existing Optimum Internet. It's designed to give households better mobile performance, simpler billing, and extra savings by keeping all services under one provider.

BENEFITS

-  Fewer dropped calls and clearer conversations
-  Optimum handles number transfer, activation, and setup.
-  Bundling services can reduce your monthly expenses
-  Works with Unlimited and Unlimited Max plans

MOBILE DEVICE PROTECTION

WHAT IS IT?

Optimum Mobile Device Protection helps your customers save money and get reconnected quickly when the unexpected happens. Tier determination and monthly charge are based on the customer's device

BENEFITS

Benefits	Deductibles and Service Fees ¹		
	TIER 1 \$7/mo	TIER 2 \$12/mo	TIER 3 \$15/mo
\$29 Cracked Screen Repair ²	\$29	\$29	\$29
Loss/Stolen	\$50	\$180	\$280
Damage (Excluding ADH)	\$40	\$99	\$99
ADH Replacement	\$40	\$99	\$99
Malfunction	•	•	•
Battery Replacement ³	•	•	•
Tech Support Call or Click-to-chat support for device set up and troubleshooting	•	•	•



DEVICE PORT-IN

Discovery

TURNING MOBILE INTEREST INTO A FAST BREAK

Interest

- “Are you using the same phone you’ve had for a while, or were you considering upgrading?”
- “How important is keeping your current phone number if you ever switched providers?”
- “Who’s your current mobile provider today?”
- “Do you already use Wi-Fi calling at home because cell service can be spotty indoors?”

Impact

- “If you could keep your phone and your number while switching, how much easier would that make a move?”
- “If you didn’t have to buy new phones to switch, would that change how you think about moving your lines?”
- “What would it mean to have your phone automatically use your Optimum Wi-Fi for clearer calls at home?”

Urgency

- “If I can check your phone’s compatibility right now and confirm you can keep your number, would you want to move forward today?”
- “If everything transfers seamlessly and there’s no interruption to your service, would you want to get started now?”
- “Since we handle the port-in start to finish, is there any reason you wouldn’t want to take advantage of that while you’re here?”

Recommendation

CLOSING AT THE BUZZER: MOBILE POWER PLAYS



“If you want the simplest setup with the least effort, device port-in is the best option; same phone, same number.”



“Because you already have Optimum Internet, adding mobile gives you stronger overall performance and a more seamless connection; backed by our reliable nationwide network, with Wi-Fi as an added boost when you’re at home.”



“Customers don’t switch just for price, they switch because bundling saves them \$__ every month they can use for their family.”

STAYING IN THE PLAY: OBJECTION HANDLING

Objection



“I’m concerned about transferring my number. I don’t want anything on my phone getting messed up.”



“I understand. We will handle the entire process for you and nothing will change on your phone. I’ll even call your previous carrier to work through any issues.”



“I’m not interested in bringing over my current number. I heard it takes a while”

“I’ll make this as easy as possible for you. Transferring your number takes only a few minutes and you won’t have to worry about having to learn a new number. We can get the process started right now!”



DEVICE ATTACHING

TURNING MOBILE INTEREST INTO A FAST BREAK

Discovery

Interest

- "Are you aware you can bundle your mobile service with your Optimum Internet to unlock exclusive savings and simplify your bill?"
- "If you could manage your phone and home Internet plans from the same provider, how much simpler would that be for you?"
- "Do you ever notice slow mobile speeds or dropped calls in areas where you have good Wi-Fi?"

Impact

- "Do you feel confident that your mobile provider gives you the nationwide 5G coverage & savings you want or could combining with your Internet plan give you a better overall experience?"
- "Would it be useful if setup, transfers, and activations were handled for you, so you could skip the hassle?"
- "How much easier would it be to share data and manage settings for everyone in your family from a single account?"

Urgency

- "Are you experiencing dropped calls or slow data at home right now that could be fixed by connecting your mobile to your Wi-Fi?"
- "Would it make a difference to get all lines set up and optimized before your next billing cycle?"
- "If you could start saving money this month by bundling, is that something you'd want to act on quickly?"

Recommendation

CLOSING AT THE BUZZER: MOBILE POWER PLAYS



"Since your home Internet is already Optimum, attaching your mobile plan lets your Wi-Fi strengthen your calls and data at home. That means fewer dropped calls, faster streaming, and more reliable service where you use it most."



"If you attach your Optimum Mobile service to your Optimum Internet account as part of the Optimum Complete bundle, you can save up to \$15 per month on your Internet bill; that's up to \$180 in savings over a year."

STAYING IN THE PLAY: OBJECTION HANDLING

Objection



"I don't think I'll save much money."

"Actually, bundling your mobile with your Optimum Internet can save you up to \$15/month. That's \$180 a year back in your pocket, plus fewer bills to manage and improved performance."



"I don't use my phone at home much, so Wi-Fi doesn't matter."

"Even if you don't use it much at home, your mobile plan is still backed by Optimum's network, so calls and data perform better everywhere, not just at home. Plus, it's easy to manage with one account if your usage changes."





MOBILE DEVICE PROTECTION

Discovery

TURNING MOBILE INTEREST INTO A FAST BREAK

Interest

- “What issues did you have when you set up your current phone?”
- Have your children ever lost their phones, or maybe dropped them or possibly cracked the screens?
- “Do you currently have any type of protection on your phone today?”
- “If something happened to this device tomorrow, would you be paying out-of-pocket to replace it?”

Impact

- “How would it feel knowing cracked screens, accidental damage, or theft were covered?”
- “If your teen dropped their phone this week, would you rather pay a small deductible or full retail price?”
- “How would a \$300–\$1,000 replacement cost impact you right now?”
- “What would it mean to have fast repair or replacement instead of to buying a new device?”

Urgency

- “For a small monthly cost, you could avoid a major unexpected expense. Does that make sense to lock in today?”
- “Even one cracked screen can cost \$200–\$400. Wouldn't it make sense to lock in coverage now?”
- “For less than the cost of one repair, you could be covered all year; should we add that today?”

Recommendation

CLOSING AT THE BUZZER: MOBILE POWER PLAYS



“Based on what you have told me, I recommend that you enroll in our device protection program. Subject to claim approval, it covers an unlimited number of cracked screen repairs for \$29.”



“Adding device protection would be a great solution for you. You'll have access to round-the-clock tech support that will be able to assist if any issues arise while you're setting up your device.”



“Most customers add protection not because they plan to damage their phone, but because accidents happen.”

STAYING IN THE PLAY: OBJECTION HANDLING

Objection



“Device protection is too expensive.”

“If you enroll in our protection program, you'll feel comfortable knowing that your device would be covered from theft or damage, and it'll save you the headache of purchasing another phone at full cost.”



“I'm really careful with my phone. I don't think I need protection.”

“Most people are careful. The issue isn't care, it's accidents. One drop could cost \$600 or more to replace. For a small monthly cost, you're protecting yourself from a big unexpected expense. It makes smart financial sense.”

