

Communication, Education and Motivation: Staying Connected to the Frontline



Anne Tetamore

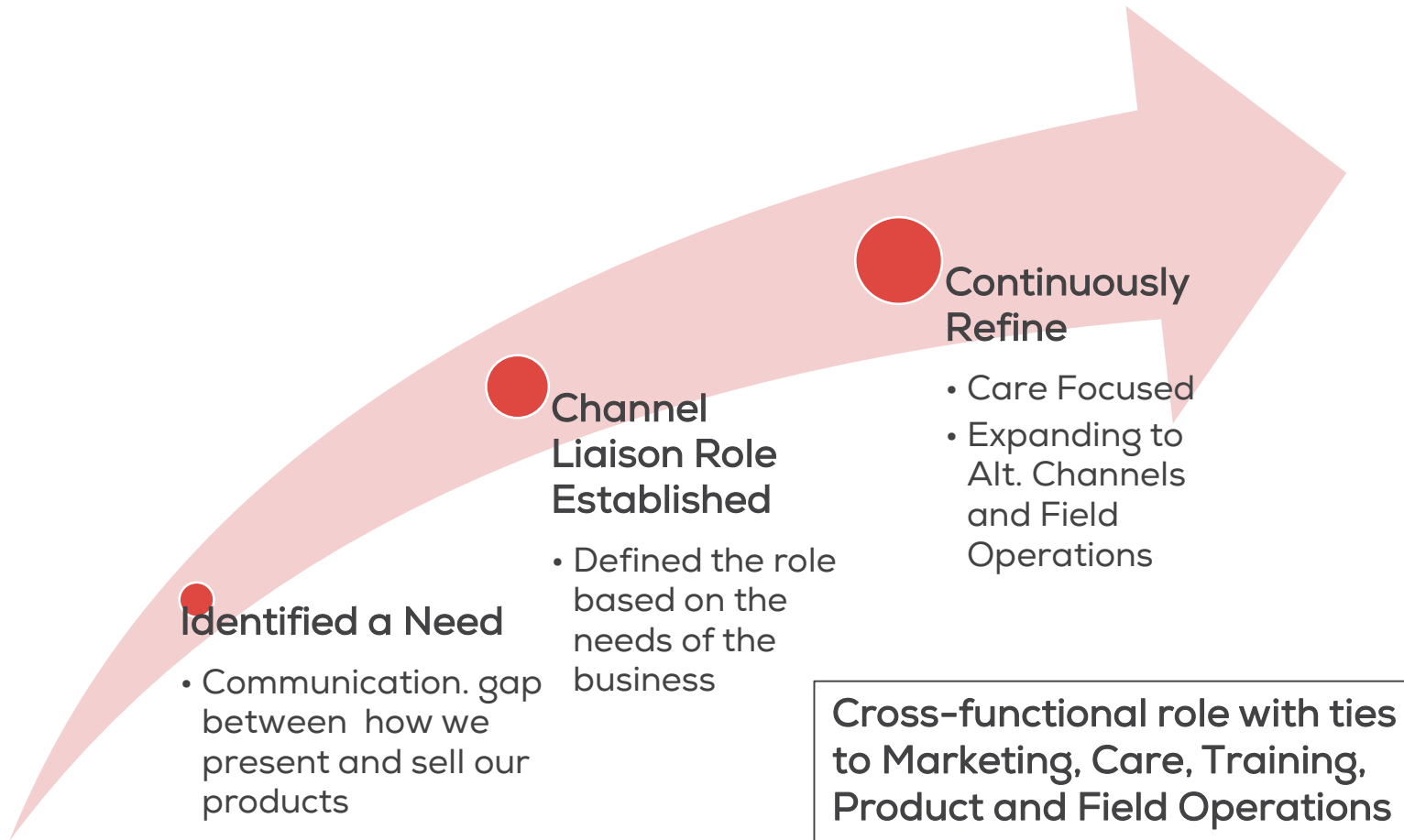
Sr. Marketing Manager

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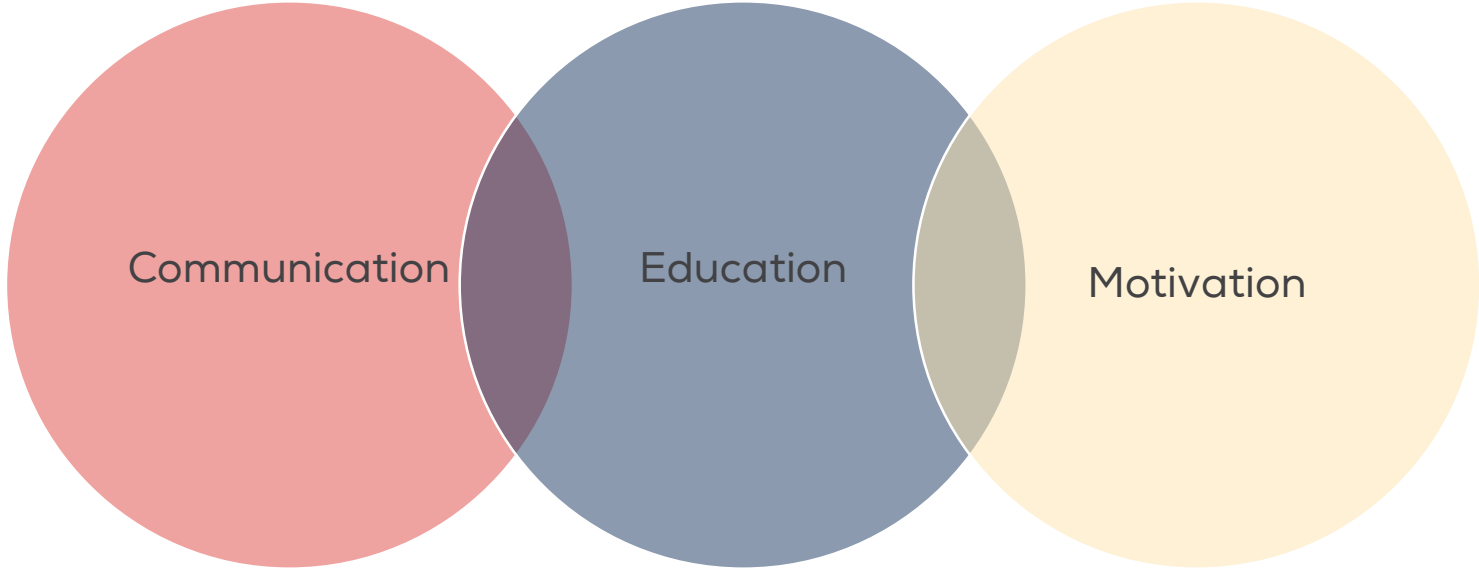


don't go it alone

Evolution of Channel Engagement

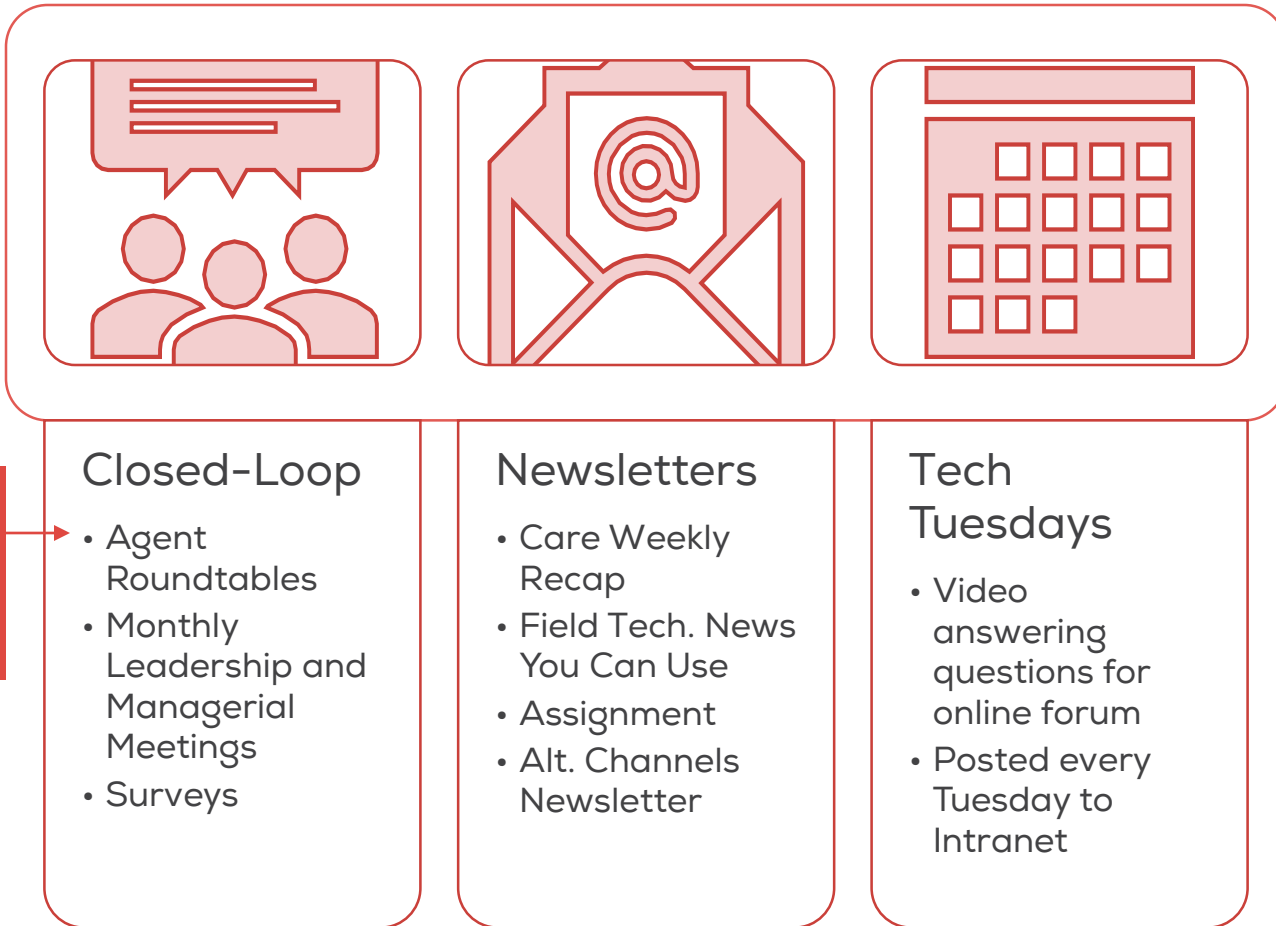


3-pronged approach maximize frontline efficacy



Dependent on one another to be 100% effective
Constantly evolving

Communication



- Virtual
- Recorded
- Moderator
- Topic Specific
- Rewards

News You Can Use!

Notifications and Information for Week Ending: November 13, 2020



ALL MANAGEMENT:

It is required that you *verbally remind* your teams that our safety protocols have not been relaxed and are required to follow.

Please read this to your team on Monday during your huddle.

Face Mask Protocol: ALL EMPLOYEES

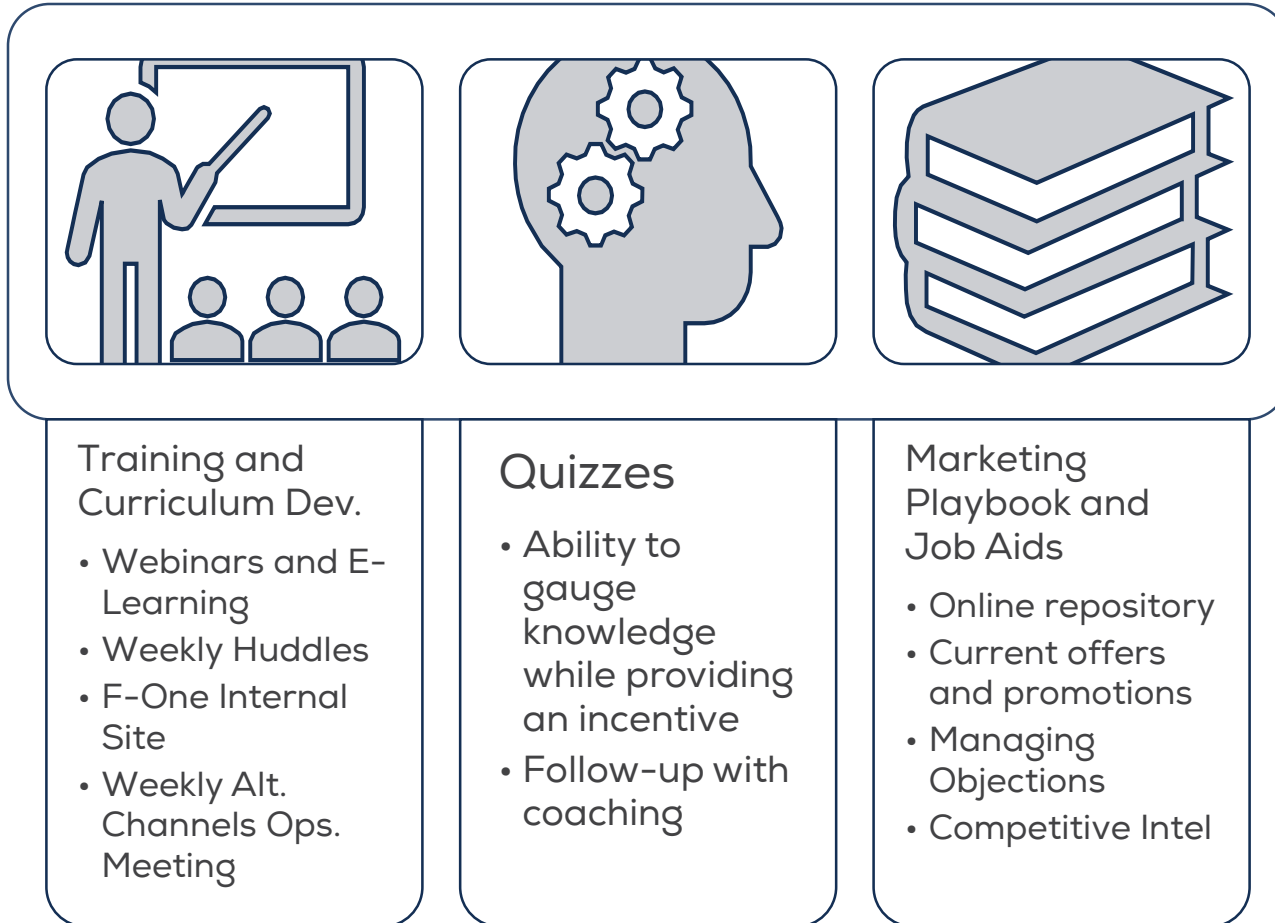
DON'T RESUME HANDSHAKES: As cities open businesses, offices, restaurants, stores *and* we begin to safely service our customers in their homes and businesses...*don't let your guard down!*

The COVID-19 virus is still around, and you don't want to get it. *We have not relaxed any of our safety protocols.*

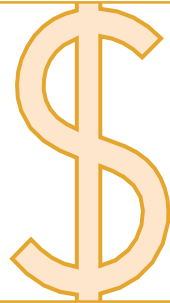
- **EVERYONE MUST** wear a face covering while on Company premises, whether in an office, garage, CO, restroom, breakroom, hallway, classroom, etc.
- It is required that you wear your face mask and face shield when around customers. Use medical tape if you have facial hair or other issues preventing a good face mask fit.
- Follow CDC guidelines and practice social distancing of 6 feet. Wash hands with soap and water for 20 seconds frequently, try not to touch your face and cough or sneeze into your elbow.
- The **ONLY** time that a face covering is not necessary is:
 - When seated at a workstation or in an office and there are no employees within 6 feet;
 - Technicians do not have to wear face coverings while alone in their vehicles or while working alone outside and there is no chance of coming within 6 ft. of another person.

If you encounter anyone that is not in compliance remind them that, at this time, wearing a face mask is not voluntary it is mandatory.

Education



Motivation



Sales Incentives

- Financial benefits for reaching sales goals



Behavior Incentives

- Incentivize behavior change for non-sales metrics and activities



Improve Morale

- Customer Service Week
- Giveaways for Offer Launches

Sales and Behavior Incentives

Sales Experts
Residential

Incentive Date:
Nov 9th - 15th

Unlimited Award Point Winners!

Points Feast Challenge
November 9th – 15th

- ✓ Hit 39-46 Broadband – Get 250 Points
- ✓ Hit 47+ Broadband – Get 500 Points



All Broadband Units are pulled from CIAO – tracked.
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Sales and Behavior Incentives

Fun Friday

Retention Experts

Every survey where the agent received the score of **10 for OSAT** and answered **"Yes"** for Issue Resolution - will receive an arcade token to **PLAY FOR AWARD POINTS!**

Sales/Behavior Incentives – Internal vs. Vendors

Hit it and Get it!

July 1st- July 31st

Hit your goals for qualified leads transferred to DISH* in July and win the prizes below!



Agents	Hit the following goal and get a Nest Cam**	Don't stop there! Hit the following goal and get an additional 400 points!
Sales	11	22
Account Services	4	8
Retention	2	3
FCCD	2	3
Coaches	Hit the goal below and get a Nest Cam**	Don't stop there! Hit the goal below and get an additional 400 points!
	50% of your team reaches their Nest Cam goal.	50% of your team reaches their points goal



Nest Cam

Nest Cam is a Wi-Fi video camera with free live streaming, talk and listen, and remote viewing that makes it easy to stay connected with places, people and pets, no matter where you are.

Status updates will be posted every Wednesday, starting July 8th.

For useful tips on how to pitch DISH, overcome objections, and successfully transfer a quality lead, check out the **Focus on DISH** section in the [Marketing Playbook](#).

*A Quality Lead is considered a transfer, to the correct DISH transfer line, of a customer who is interested in selling up services and an accurate transfer of all necessary information and warm hand-off of customer.

**A limited number of Nest Cams are available. When the supply is depleted additional Nest Cams will not be purchased.

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July 1st – July 31st

2 Twice is Nice

DISH Solution Spiff

Reach the goals for quality leads transferred to DISH to earn prizes!

Only offer DISH after you have resolved the customer's reason for calling and if it will be a part of the solution!

Agents	Hit the following goal and get a Nest Cam**	Don't stop there! Hit the following goal and get an additional \$50 Visa® Gift Card!
Account Services	4	8
Retention	2	3
Coaches	Hit the goal below and get a Nest Cam**	Don't stop there! Hit the goal below and get an additional \$50 Visa® Gift Card!
	<ul style="list-style-type: none"> 50% of your team reaches their Nest Cam Goal 80% Issue Resolution +10 NPS 	<ul style="list-style-type: none"> 50% of your team reaches their Visa Gift Card Goal 80% Issue Resolution +10 NPS



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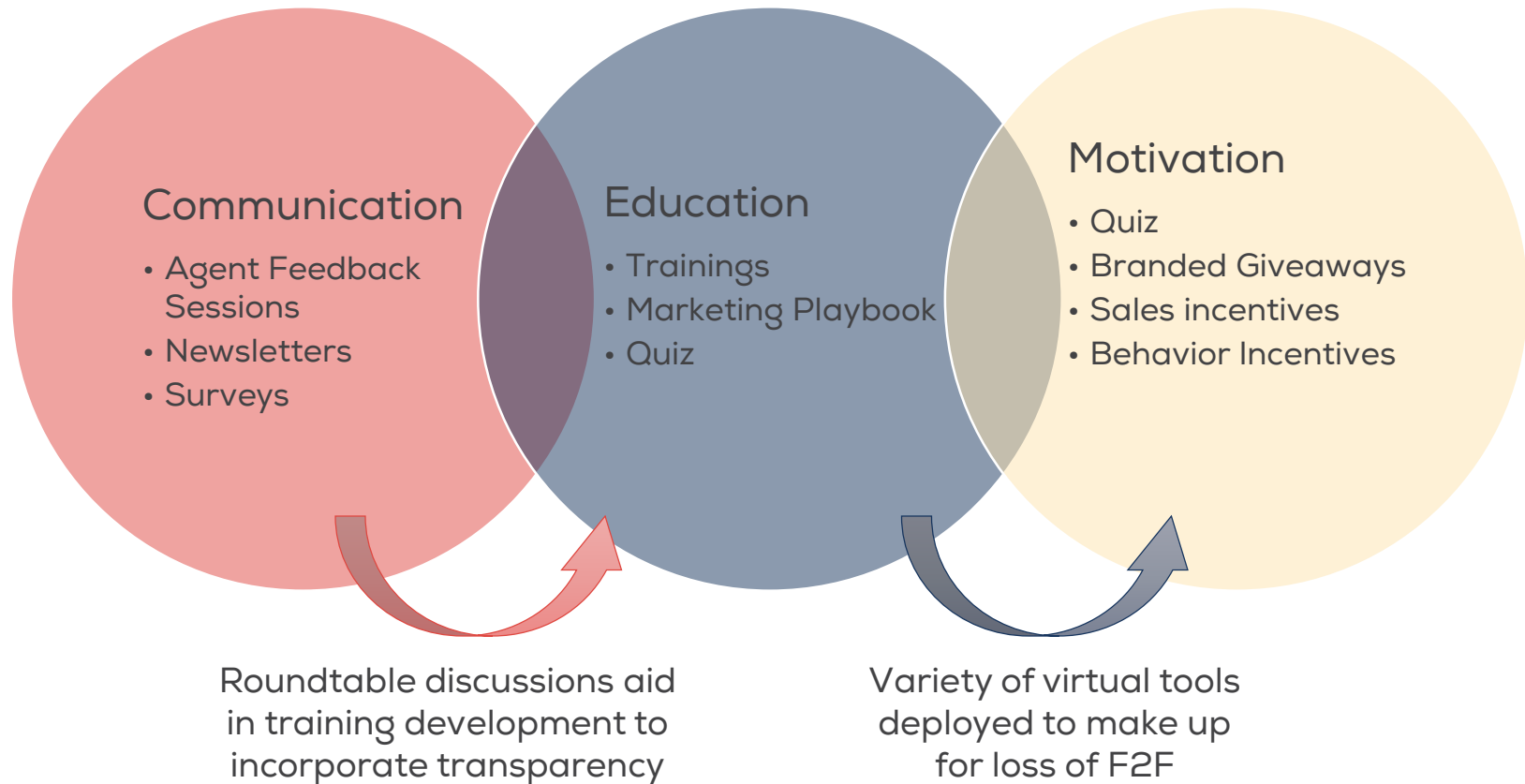
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In Action

Q4 2020 Offer Launches



Motivation – Improve Moral and Behavior Incentives

Internal Care

- Water bottles to be posted Frontier Guide Site
 - **EDUCATION** - Each water bottle will be “stuffed” with the Consumer Sales Guides
- Employees log into the site and request the giveaway be shipped directly to their home.

Vendor Partners

- Water bottles shipped directly to centers for distribution to agents based on customer service metrics



Motivation – Sales Incentives

\$125 for 125%

- Award 500 points (\$125) to sales intent agents who reach 125% of their weekly goal for the week of 1/4
 - **COMMUNICATION** – agents surveyed prior to launch to determine what motivates them – Prizes or Points
- Coaches will receive 100 points (\$25) for every agent who accomplishes this

Goal:

- 39% of agents obtained 125% of unit goals in Q1 2020
- Striving for 50% for 2021



Moving Forward

Expanding our breadth and reach of engagement and enablement strategies & tactics

Customer Experience and Frontline Behavior

Focus on additional channels

Employing new vendors and tactics