

EFFECTIVE DATE: November 7, 2013

OVERVIEW:

Great News! Optimum now offers a Direct Ship self install option for all new residential Optimum Online additions that include a Smart Router. Existing Optimum Online customers will also be able to add a Smart Router via the direct ship self install. Customers will also still have the option to be professionally installed *[standard install fees apply]*.

DETAILS:

- The Smart Router will support the installation/configuration of a secure home network and provide the customer access to their router settings through Optimum.net
- Smart Router is now available for self install via Direct Ship to new and existing residential Optimum Online customers
- Existing Ultra 50 and Ultra 101 Optimum Online customers will receive a communication, via TV commercial, direct mail, email or .net banner, inviting them to get a new “Smart Router”
- New SKU codes have been created in IDA to support the Router Direct Ship self-install option
- Smart Routers are not available for Optimum Store pick up *[Optimum Store representatives will process a direct ship]*

RATE CODE REFERENCE CHART:

Use the chart below to determine the rate codes and their proper use for orders including a Smart Router:

TYPE OF CODE	RATE CODE	IDA DESCRIPTION	RATE	HOW TO USE
Install Code	SI	Router Pro Install	\$39.95	Use on all Router only chargeable install truck roll orders
	1Q	Router Pro Install	\$0.00	Use on all Router only Free install truck roll orders <i>[only to be used when router was not included in the original installation]</i>
Tracking Code / Service Code	60 ['oh']	Router Only Offer Tracking Code	\$0.00	Use on Router only orders where the router is the only service being installed <i>[Truck rolls or Direct Ship]</i> . This code will roll off after 30 days. This is used as a service code to allow the order to be processed.
	0S	Router Save Offer Tracking Code	\$0.00	
Direct Ship SKU Code <i>Note: the SKU codes have been simplified. There is no longer a need to select the type of modem [ie OOL, OV, 3.0] to be shipped. All modems are 3.0 modems. If the order includes OV, the modem must be shipped to the service address.</i>	Ship 3.0 Modem <i>[order does NOT include OV]</i>	N/A	\$0.00	Use on Direct Ship order <i>[without OV]</i> when a modem is to be shipped.
	Ship 3.0 Modem <i>[order INCLUDES OV]</i>	N/A	\$0.00	Use on Direct Ship orders <i>[with OV]</i> when a modem is to be shipped. The modem will only ship to the service address.
	Ship Router	N/A	\$0.00	Use on Direct Ship orders when a Router is to be shipped. Use as a stand-alone offer or may be combined with a ship modem code.

DIRECT SHIP PROCESS:

Contact Center call handling rules have been modified to support this launch. Level 1 reps will be responsible for certain router related calls. Representatives must reference the "Who Takes the Call" tool on the KDB for proper call handling procedure.

NOTE: Prior to processing the Direct Ship, check the customer's account for the following:

- Customer subscribes to Optimum Online - If not, then transfer the call to Sales
- Customer does not already have a Cablevision provided Router - [This is verified by checking for rate code A6 or NT]
Note: IDA rules will prevent a Smart Router from being added to an account that does not have OOL or that already has a Cablevision provided router [rate code A6 or NT]

For new or existing residential customers upgrading to Optimum Online or Ultra 50 and requesting a Direct Ship of the Smart Router for self install:

- Follow process for Direct Ship [BAU]
[Note: Ultra 101 upgrades are not eligible for Direct Ship. Ultra 101 must be professionally installed]
- Select the Proper SKU code[s] for the order scenario

PROFESSIONAL INSTALL PROCESS:

Professional install for new or existing customers who do not want self install of the Smart Router. Customers upgrading to Ultra 101 require a professional install.

Contact Center representatives must reference the "Who Takes the Call" tool on the KDB for proper call handling procedure

If the customer does not want to self-install the Smart Router via Direct Ship, they may be offered a Professional Install [standard install fees apply].

Use the following rate codes to set up a Router only install truck roll:

- SI-Install Router \$39.95
- UT-Bring wireless Router - \$0.00
- Rate Code '60 [oh]' Router Only Offer Tracking Code \$0.00

NOTE: The process to set up a truck roll for a Router at the same time as other products being installed is BAU.

RESCUE CALL PROCESS:

Contact Center representatives must reference the "Who Takes the Call" tool on the KDB for proper call handling procedure.

A self install rescue truck roll can be setup if a customer is performing a self-install on any of our products and cannot get the service(s) to work, including the set up of a Smart Router [Troubleshooting attempts should be performed]

There is no charge for a rescue call. Customer tutorials can be found at www.optimum.net/support/tutorials/

If a rescue truck roll is required, specific problem codes must be used for tracking purposes. Set up a Trouble Call using the codes in the chart below.

CODE	DESCRIPTION	PRIMARY INTERNET PROBLEM CODE
162	Select One Primary Code	HSD [Intermt] A-Otlts
163		HSD [Intermt] 1-Otlts
164		HSD [Intermt] 2+Otlts
165		HSD [Persist] A-Otlts
166		HSD [Persist] 1-Otlts
167		HSD [Persist] 2+Otlts
168		HSD [All Out] A-Otlts
		SECONDARY INTERNET PROBLEM CODE
140	BOTH Secondary Codes Must Be Selected	Self-InstRescue
326		NetwkrRtr
		TERTIARY INTERNET PROBLEM CODE
200	Select Tertiary Code 200	Diagnosis/Check Grnd

INCOMPLETE INSTALLATION ORDER PROCESS: [Contact Center/Opt Stores/VDO]

If the customer claims the router was supposed to be part of their original install however, for whatever reason, was not:

Use the following rate codes to set up a **FREE** truck roll to install the Smart Router:

- '1Q-Router Pro Install \$0.00';
- 'UT-Bring wireless Router-\$0.00'
- 'Router Tracking Code TBD'

Additional Resources can be found on KDB, KDB Sales, TSG News and Field Communications