

VALUE ADDED SERVICES (VAS) JOB AID

The consultative
approach



Document subject to change. Use these recommendations as a reference and guideline. If a talk point is needed that relates to pricing, speeds or claims, please contact Theresa David or Kelly Drake for review.



FRONTIER

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What is the consultative process?

The consultative approach prioritizes customer relationships and engaging in open dialogue by asking discovery questions to identify solutions that solve for a customer's specific pain points/needs.

Consultative 5-step process

Steps	Tips	Suggested talk points
1 Build rapport	<ul style="list-style-type: none"> · Greeting/open dialogue · Actively listen · Assurance of help · Positive tone & inflection 	<p>"Thanks for calling, How are you doing today?"</p> <p>"Congratulations on your new home purchase."</p> <p>"While I am placing your order today, I will be asking a few questions about your internet habits so I can ensure you get the right service to meet all your needs."</p> <p>"Do you know where you would like your equipment set up?"</p> <p>"Sorry you've been having problems . . ."</p> <p>"I am here to help you today . . ."</p>
2 Uncover needs	<ul style="list-style-type: none"> · 2-3 discovery questions · Create & understand need for making recommendation · Identify pain points 	<p>"Tell me about how you are using your internet service today . . ."</p> <p>"How many simultaneous internet users in home?"</p> <p>"Where are dead spots/ poor Wi-Fi signal in the home?"</p> <p>"How are you protecting your personal information from hackers?"</p> <p>"How are you watching TV?"</p>
3 Personalized recommendation	<ul style="list-style-type: none"> · Reference customer's exact words from discovery data · Use assumptive language · Value-based statements · Recognize buying signals 	<p>"Based on what you have told me today about _____ in your home, I recommend getting set up with _____ for only \$XX /mo. (\$.XX/day) which will allow you to _____ and solve for _____."</p>
4 Thorough recap	<ul style="list-style-type: none"> · Review what was done during visit and how to access apps/etc. · Ensure MyFrontier app & eero app have been downloaded 	<p>"Let's review your services ordered today and how to prepare for your install."</p> <p>"Your order number and due date is . . ."</p> <p>"Download our MyFrontier app from your mobile phone to see when your tech will arrive on your due date, see your account and billing info and much more."</p> <p>"Do you have any questions?"</p>
5 Exceptional close	<ul style="list-style-type: none"> · Thank the customer · We value their business 	<p>"Thank you for choosing Frontier."</p> <p>"We value your business."</p>

Product information & talk points

Product	Price	Features	Suggested talk points
<p>Whole-Home Wi-Fi Plus</p> <p>Frontier-provided eero device required for Whole-Home Wi-Fi Plus.</p>	<p>\$30 mo. \$1 day</p>	<p>Supercharge strong Wi-Fi 7 coverage across your whole home plus get a complete online security tool for at home and on the go. Protect your devices with advanced security software, VPN*, password manager, parental controls, and ad-free browsing.</p> <p>Whole-Home Wi-Fi Plus includes</p> <p>Whole-Home Wi-Fi with Wi-Fi 7 devices</p> <ul style="list-style-type: none"> Two eero Max 7 devices, to enjoy the latest and most advanced Wi-Fi 7 technology. Expanded Wi-Fi coverage to help with deadspots, drop offs and buffering, even when the whole family is online. <p>Wi-Fi Security Plus</p> <ul style="list-style-type: none"> Advanced security helps protect devices connected to the network inside the home and up to 3 devices outside the home. VPN* powered by Guardian helps protect your privacy and data on up to 5 devices while using apps and browsing the web. 1Password password manager for 1 master password for all devices. Where in your home do you wish your Wi-Fi worked better? How important is keeping your internet activity secure and private? <p><small>*VPN powered by Guardian works only with devices running macOS, iOS, or Android.</small></p>	<p>“Based on what you shared about how you use the internet and needing a powerful Wi-Fi signal with expanded coverage in your home, I recommend upgrading to our premium Whole-Home Wi-Fi Plus with advanced security features for just \$30 a month /\$1 a day. With this upgrade you’ll experience the newest and next-generation Wi-Fi 7 technology, providing ultra-fast speeds, quick response times, and smooth streaming—even with multiple devices online. Service includes two state-of-the-art eero max 7 routers, valued at \$599 each, for you to place in areas that you need it most, for robust Wi-Fi coverage throughout your home.</p> <p>Service also comes with advanced network security powered by Malwarebytes, protecting all devices on your home network and up to three external devices from malware, viruses, hackers, and online threats. Parental controls enable you to set limits on internet access for family members, while our password manager, powered by 1Password, securely organizes all your passwords under one master password. Plus, to further protect your privacy, the service includes a VPN* powered by Guardian on up to five iOS, AndroidOS or MacOS devices, enabling anonymous browsing, shielding personal information from marketing uses, and keeping online activity confidential and private.</p> <p>The best part is that set up is super easy! We will ship your (2) Wi-Fi 7 routers to you with simple and easy to follow step-by-step instructions. We also have 24x7 technical support available to help you, if needed.”</p>
<p>Whole-Home Wi-Fi</p>	<p>\$10 mo. \$.33 day</p>	<ul style="list-style-type: none"> Up to two additional extenders provided to Fiber 2 Gig speeds and below and 1 extender for 7 and 5 Gig to get a consistently strong Wi-Fi signal throughout the home. Helps with dead spots, drop-offs and buffering – even when the whole family is online. Devices are in addition to the free device included with internet service. Where do you experience dead spots or speed slow down in your home? 	<p>“Since you mentioned having issues with dead spots and inconsistent Wi-Fi in your home, I recommend upgrading to our premium Whole-Home Wi-Fi, which will provide you with up to 2 additional extenders for expanded coverage. Say goodbye to dead spots and buffering, even when the whole family is online. Get a consistently strong signal throughout your home for only \$10 mo./\$.33 day.”</p>


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<p>Wi-Fi Security Plus</p> <p>Frontier-provided eero device required for Wi-Fi Security Plus.</p>	<p>\$10 mo. \$.33 day</p>	<ul style="list-style-type: none"> Includes Wi-Fi Security, VPN* and Password Manager. Advanced security protects devices connected to home network and up to 3 devices while away from malicious sites, viruses, phishing. Parental controls restrict duration, timing, and content. Ad blocking to stop pop-ups. Internet activity reports by day, week, month. Guardian VPN helps protect your privacy and data on up to 5 devices while using apps and browsing the web. VPN powered by Guardian works only with devices running macOS, iOS, or Android.* Password Manager for 1 master password for all devices. How do you protect your personal information and internet surfing/viewing habits from being shared and monitored on your tablets and smart phones when inside and outside your home? 	<p>“One of our most popular add-ons, and a great solution based on your need for privacy and security, is Wi-Fi Security Plus. It protects all your devices connected to your home network and up to 3 devices outside your home from malware, viruses, hackers, and online scams.</p> <p>It also includes VPN powered by Guardian, which keeps your internet activity on up to 5 iOS, macOS and Android devices private, hiding your searches and browsing activity and preventing unwanted ads. Additionally, it features a password manager, letting you use one easy-to-remember password for all your accounts.”</p> <p>*Agent Note: VPN powered by Guardian works only with devices running macOS, iOS, or Android. If customer indicates they need a VPN solution for Windows Operating Systems – recommend Total Shield in lieu of Wi-Fi Security Plus.</p>
<p>Wi-Fi Security</p> <p>Frontier-provided eero device required for Wi-Fi Security.</p>	<p>\$5 mo. \$.16 day</p>	<ul style="list-style-type: none"> Advanced security managed via eero app. Protects devices connected on the home network from malicious sites, scams, phishing. Parental controls restrict duration, timing, and content. Ad blocking to improve browsing experience. Internet activity reports by day, week, month. Is security a concern? Do you have a need for parental controls? 	<p>“Based on what you have told me about security concerns you have and having kids who use the internet, I recommend our Wi-Fi Security service, which will keep your home network safe by protecting all the devices connected to your network for only \$5/mo. (\$.16/day). It will prevent accidental visits to known malicious sites and give you the option to block pop-up ads and manage your network with parental controls at the device level from the eero app from any smart device.”</p>
<p>Total Shield</p>	<p>\$10 mo. \$.33 day</p>	<ul style="list-style-type: none"> Security (anti-virus) for up to 10 devices, including mobile devices: Browsing protection warns you about known malicious sites before you connect. Parental controls help manage where, when, and how long your kids are online. VPN protects your privacy, masks your online identity, protects your online activity from outsiders and encrypts your messages. Password Manager gives you one highly secure password for all your logins. How are you protecting your activity from being monitored? What are you using for virus protection? 	<p>“Security is a big concern for everyone today which is why many of our customers go with our Total Shield security bundle that gives you 3 services in one for only \$10/mo. (\$.33/day). You receive virus & browsing protection on 10 devices and parental controls, which will allow you to set limits on where, when and how long your family is on the internet. Password manager is also included to help you save time and frustration by managing all your passwords securely with one single password. Lastly it includes VPN service to conceal your overall internet activity from anyone who may be monitoring it.”</p>

Product information & talk points

Product	Price	Features	Suggested talk points
Unbreakable Wi-Fi Frontier-provided eero device required for Unbreakable Wi-Fi.	\$25 mo. \$.83 day	<ul style="list-style-type: none"> Unbreakable Wi-Fi is an add-on service for Frontier Fiber Internet customers with eero routers, providing a backup internet during unexpected Frontier fiber network outages. Automatic switchover during network outages and back to fiber when restored. Easily managed through the eero mobile app. Self-install via mobile app or free tech installation with new Fiber service. Optional Battery Backup Unit (power pack), available for \$130 through International Resources, offers up to 4 hours of power during outages. Includes 130GB of 4G LTE cellular data per month, resetting each billing cycle. What type of activities do you typically use the internet for, and are any of them critical for your daily routine or work? 	<p>"It sounds like having internet access is essential for your daily activities, and our Unbreakable Wi-Fi service is designed to keep you connected during unexpected Frontier Fiber network outages. For less than a dollar a day, you'll have a backup device that keeps your internet running. To stay connected even when you lose electricity, you can add up to 3 battery packs for just \$130 each, providing up to 4 hours of backup power per device.</p> <p>This means you can stay connected because our device automatically switches over when needed and returns to fiber once the network is restored. It works with your eero equipment, and you can easily manage everything through the eero app. Plus, installation is a breeze because our expert technicians set it up at no cost with your new fiber service. We know how important it is to have a continuous connection for those unexpected moments, so it does not disrupt your daily life."</p>
My Premium Tech Pro	\$10 mo. \$.33 day	<ul style="list-style-type: none"> Live tech support agents for internet and connected tech supporting: Installation, set up, configuration, troubleshooting and use, Wi-Fi, streaming cloud services, data back-up, wireless printing, virus remediation, device selection, YouTube TV setup and more. 7AM to midnight ET, 365 days a year. Do you need help with getting your devices or network set up? 	<p>"We offer a great service called My Premium Tech Pro for customers like yourself who need help managing their home network. It's like having your own personal Geek Squad whenever you need it for only \$10/mo. (\$.33/day). It's the perfect solution for those of us who aren't technically savvy and includes tech support on ALL your connected devices, not just your Frontier service. That includes any help needed with streaming devices, tablets, etc. The help desk is open 365 days a year 7 a.m. – Midnight ET to call or video chat with a tech for support!"</p>
Identity Protection	\$10 mo. \$.33 day \$5 mo. for Family Add-On	<ul style="list-style-type: none"> Includes personal information monitoring (SSN, phone number, email address, debit/credit card numbers, etc.) to help keep your sensitive data from becoming public (\$25.00/month when purchased retail). Up to \$1M in identity theft insurance. Family Add-On includes 1 additional adult and up to 10 children. What do you use for identity protection? How are you notified of changes to your credit? 	<p>"Since protecting your credit and banking information is important to you, I recommend our Identity Protection service to ensure your personal information is safe and that you are notified of any changes to your credit or credit score before it becomes a problem. You get constant monitoring of all account activity and up to 1 million dollars in coverage as an added layer of protection. The cost is only \$10/mo. (\$.33/day). If you had to purchase this protection on your own, it costs up to \$20 a month."</p>

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YouTube TV 	\$10 off /12 mos. \$120 1st year savings	<ul style="list-style-type: none">• One bill convenience• 100+ live channels• Free trial before billing begins• No costly set-top-box• 3 simultaneous streams• Risk free/cancel anytime• Unlimited DVR storage, like traditional TV with channel guide• Multi-view option to watch more than one channel at a time• How are you watching TV now? What channels do you watch? How much do you pay for TV?	<p>“Based on what you are telling me about all the channels you watch, YouTube TV is a great solution for you. It appears on your Frontier bill and right now we have a great promotion for new YouTube TV subscribers of \$10 off/mo. for the first 12 mos. That is a \$120 savings in the first year! Also, you have the flexibility to watch from anywhere on a variety of devices such as your smart TV, gaming console, tablet or online without having to pay for a cable box for each TV. You also get unlimited DVR storage and multi-view option so you can watch more than one channel at once, which is great when watching live sporting events.”</p>
Voice	Price varies by tech	<ul style="list-style-type: none">• Includes unlimited local and long distance calling in US, Puerto Rico, and Canada.• Call waiting and forwarding.• 3-way calling, caller ID, voicemail.• How important is a having a home phone to you?	