



# **Boost Mobile as a Potential Lifeline Provider In California**

8/3/18

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# Key Areas of Consideration

## ELIGIBILITY

How is a potential customer pre-determined to be eligible for the discounted LL program on Boost

## AWARENESS

How does a customer learn about this program

## ACTIVATION

How does the customer get onto the discounted Boost monthly rate plan

## SUBSIDY REIMBURSEMENT

How does Boost reconcile with the CPUC

### Proposals for Pilot:

- ✓ **ETC status** – not applicable to pilot program.
- ✓ **1 LL per Household** – not applicable to pilot program
- ✓ **Eligibility Determination** – CPUC/Partners determines eligible participants for pilot
- ✓ **Inactivity Rules** – not applicable to pilot program. Payment of non-subsidized monthly charge counts as activity.
- ✓ **Annual Recertification** – eligible for duration of pilot program. Monthly eligibility file confirmation serves as annual recert.
- ✓ **Expedited approval of the Pilot Program**

# Customer Journey

## ELIGIBILITY



Boost Mobile provides a unique one-time use promotion code to CPUC for distribution to qualified members

## AWARENESS



CPUC or Partner provides unique one-time use promotion code to qualified members with instructions for how to get a phone & enroll

## ACTIVATION



Customer goes to Boost Mobile store or BoostMobile.com to purchase device and activate on a unique plan using promotion code which contains the \$14.30 discount

## SUBSIDY REIMBURSEMENT



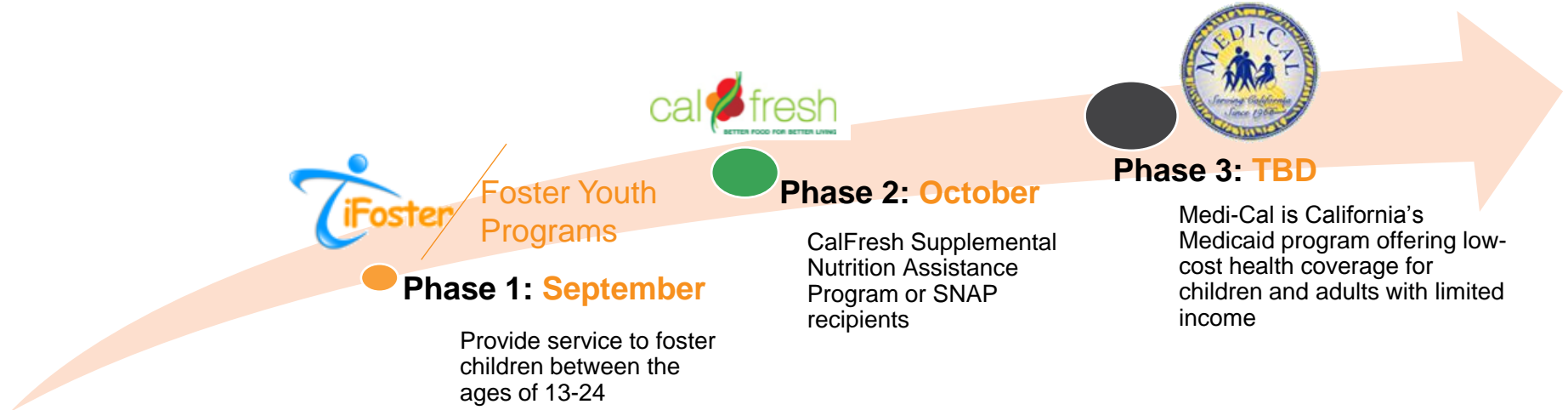
Boost reconciles with CPUC for every promotion code that is redeemed and active service plan.

Pilot end date is open for discussion (24 month pilot vs. fixed end date 12/31/20)

# Pilot Program Phased Rollout Approach

## Crawl – Walk – Run

- Once program approval is reached, Boost can set up operational model within 6-8 weeks. Dates below are tentative.
- Boost can support a model where we run multiple partners at the same time, but we can introduce a new one every 4-6 weeks



	Sept '18	Oct	Nov	Dec	Jan '19	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept
Proposed Rollout Pilot Programs	Foster Youth Programs ->												
	CalFresh->												
	Medi-Cal->												
	Other partners as determined by CPUC->												

# Pilot Program Duration Considerations

## Measure Success – Alter – End or Extend

Boost recommends a pilot duration of 18-24 months for each partner because this will give CPUC & Boost:

- “Soak time” for new partners to get up to speed on process, the offer, and best way to educate potential members
- Means to identify any operational hurdles and implement solutions
- Measure success in an environment where there are no other competing factors influencing the program design

## Recommendation | Customer is eligible for the subsidy (as long as they pay their portion of the monthly payment) due up through the targeted end date of the pilot program for each partner (up to 24 months)

- If pilot ends, customer education process and will be offered current lowest price monthly plan to remain with Boost
- If pilot extends, customer will continue to receive subsidy discount

Proposed Duration Pilot Programs	Sept '18	...	Jan '19	...	Apr '19	...	Jun '19	...	Sept '19	...	Jan '20	...	Apr '20	...	Jun '20	...	Sept '20	...	Jan '21	...	Apr '21	...	Jun '21	...	Sept '21
	Partner A	-----End or Extend																							
Partner B	-----End or Extend																								
Partner C	-----End or Extend																								
Other	-----End or Extend																								



# Proposed Boost Offer

## California Lifeline Offer

- **No Device Discount**  
However, can be combined with device promotions on BoostMobile.com or Boost Mobile stores

- **Eligible customers receive \$15.00\* Off Any Rate Card Plan**

### Boost Offer Notes:

- All plans are for single lines only.
- Existing Boost subscribers are eligible for discounted offer if pre-determined by CPUC/Partner (process TBD)
- \*Depends on CPUC approval



- Eligible California LifeLine participants will be directed to the lowest cost option for Boost
- Great phone offers – Even **FREE** available if customer switches their current number to Boost

Boost Monthly Plan			
CA LL Member Pays	\$20.00	\$35.00	\$45.00
Plan Includes			
Talk	Unlimited Talk		
Text	Unlimited Text		
Data	Unlimited Data w/3GB High-Speed Data	Unlimited High Speed Data	Unlimited High Speed Data
Mobile HotSpot	For purchase	8GB in plan	20GB in plan
Video Speeds	SD Video	SD Video	HD Video

### All Plans

Include 50 domestic voice roaming minutes (sel. devices). Int'l. svcs. extra. Unlimited services are on-network only. Unlimited 4G LTE data where available. \$35 plan, after 3GB, speeds reduced to 2G. **Family Plan:** Up to 5 lines total. Primary responsible for monthly pymt. for all lines & its add-ons. Secondary lines pay their one-time/add-on purchases. **Mobile Hotspot, VPN & P2P Limits:** 8GB on the \$50 plan; 20GB on \$60 plan; 40GB on \$80 plan. \$35 plan, usage draws from high-speed data then reduced to 2G speeds. **Other Terms:** Total plan price includes services, taxes and fees. Pymt. due on monthly pymt. date or acct. will be suspended. Sufficient funds must be added within 120 days of suspension or acct. will expire & acct. balance will be forfeited. No annual svc. contracts. Offers/coverage not avail. everywhere or for all phones/networks. Sprint 4G LTE network reaches over 300 million people. Boost reserves the right to change or cancel offer at any time. Prohibited network use rules & other restrictions apply. See [boostmobile.com](http://boostmobile.com) or for details.

# The Flow

