California LifeLine Program

Carrier Workshop

Hyatt Regency, Sacramento, CA
October 22, 2015
Noon – 5 p.m.

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Agenda

12:00 noon – 12:30 p.m.   Sign-in

12:30 p.m. – 12:45 p.m.   Introductions CPUC & Xerox

12:45 p.m. – 1:00 p.m.   Program Statistics

1:00 p.m. - 2:45 p.m.   Renewals
                                 DAP Enhancements

2:45 p.m. – 3:00 p.m.   Break

3:00 p.m. – 4:00 p.m.   Guidelines and Conventions

4:00 p.m. – 5:00 p.m.   Project Updates

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Introductions

❑ CPUC Representatives

❑ Xerox Representatives

  ➢ Tom Burns – CA LifeLine Program Manager
    (Xerox)

  ➢ Alex Gudkov – CA LifeLine IT Manager (Xerox)

  ➢ Bill Allen – CA LifeLine Operations Manager
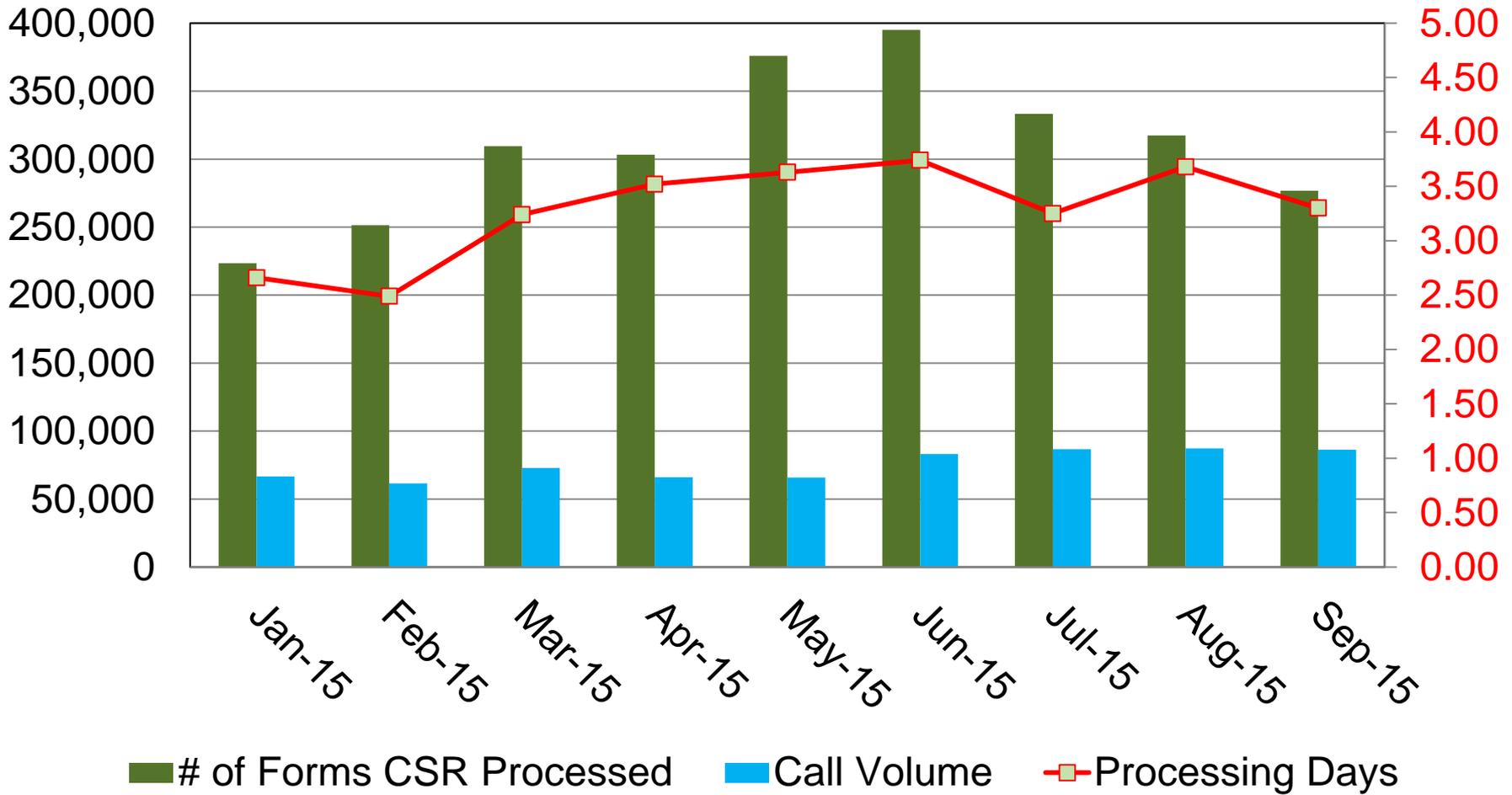   (Xerox)

❑ Carrier Representatives

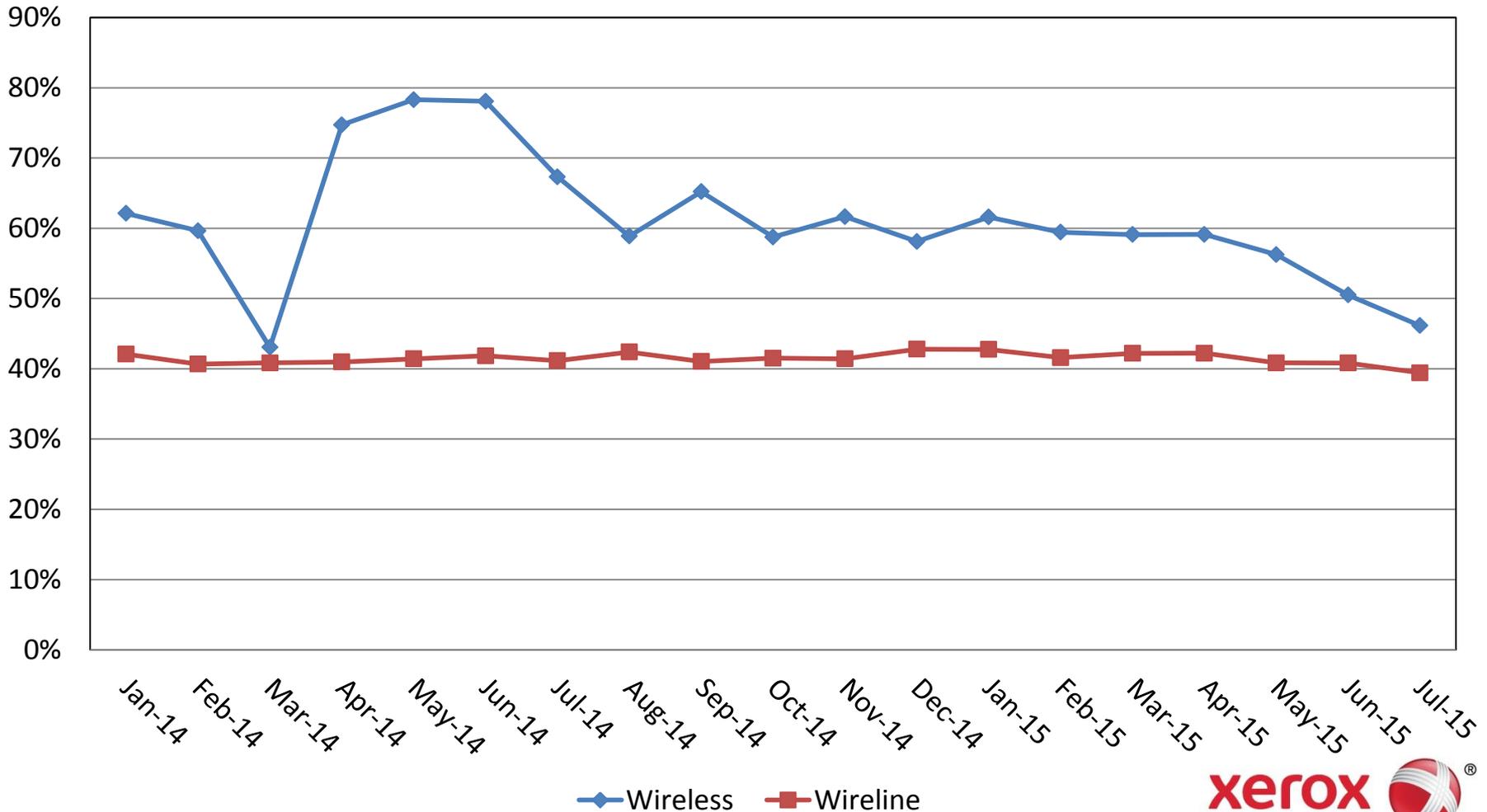# Program Participation

Program Enrollment: 2,248,589

Legend: California Wireless · Wireline · Cumulative
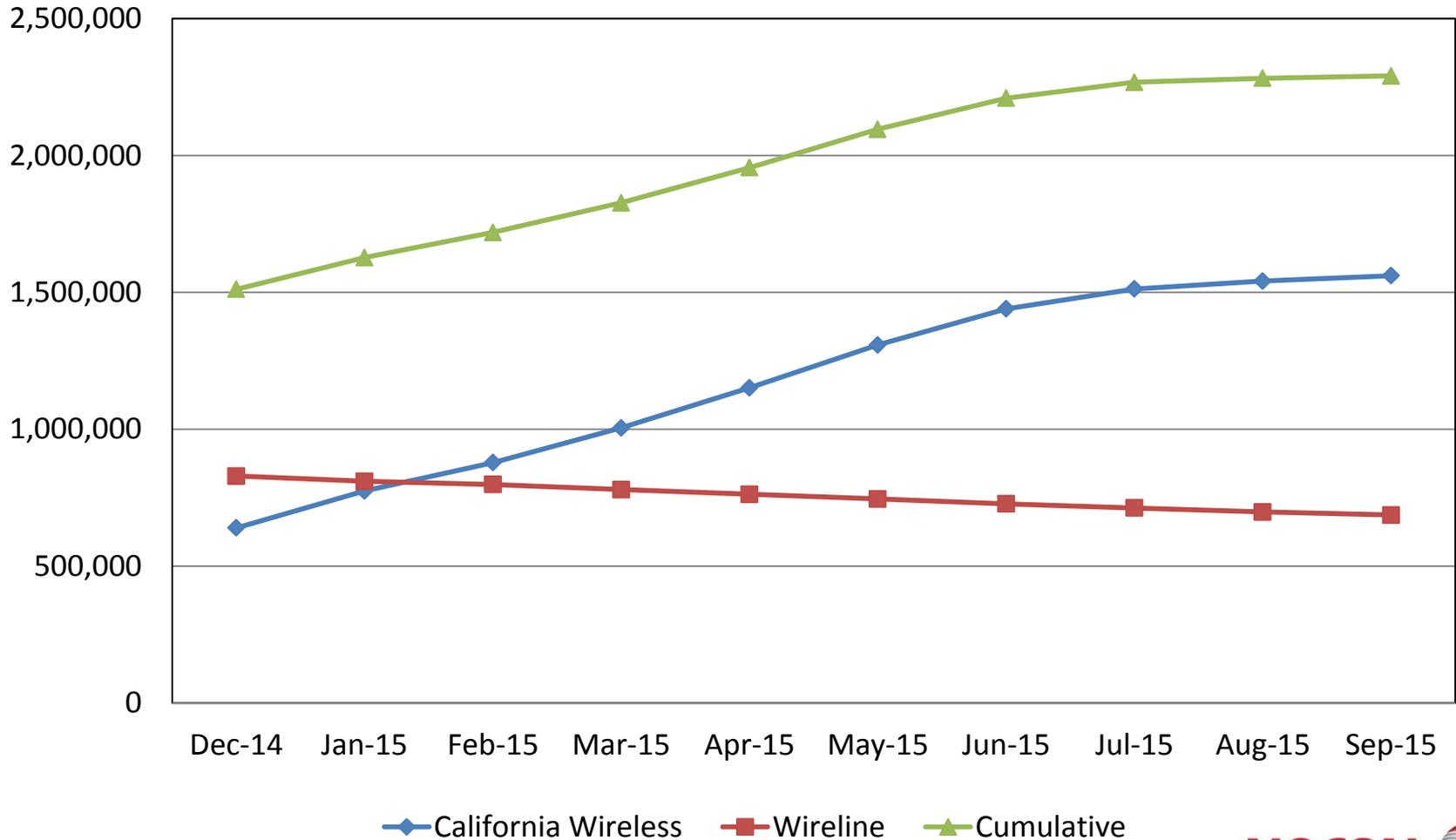
Call Center Throughput Statistics

Legend: # of Forms CSR Processed — Call Volume — Processing Days

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Application Approval Rates

3,516,185 Applications sent January 2014 to July 2015

Application CD Statistics – September 2015

Data Categories	Numbers	%CD	%Applications
Applications Sent	343,185	--	--
CDs	**79,404**	--	23.1%
Top 3 CDs			
6-21	31,700	39.9%	9.23%
6-23	25,672	32.3%	7.5%
6-22	4,096	5.2%	1.2%

(Total of wireline and wireless)

6-21 We do not have evidence that the Application Form was returned to us
6-23 The signature on the form does not match applicant's name
6-22 Documentation provided does not meet the eligibility guidelines

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Application CDs – September 2015

Wireline Top 3 CDs

CD code	# of CD	Total CD	% of Total CD
6-21	5,060		47.3%
6-18	1,999	10,709	18.7%
6-3	1,030		9.6%

Wireless Top 3 CDs

| CD code	# of CD	Total CD	% of Total CD
6-21	26,640		38.8%
6-23	25,744	68,695	37.5%
6-22	3,066		4.5%

Combined Total CDs: 79,404

6-21 We do not have evidence that the Application Form was returned to us
6-18 You did not provide documents to demonstrate someone in your household is
      enrolled in a qualifying public assistance program
6-3   You did not provide documents to demonstrate your total annual household income

6-21 We do not have evidence that the Application Form was returned to us
6-23 The signature on the form does not match applicant's name
6-22 Documentation provided does not meet the eligibility guidelines

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Renewal Approval Rates

1,819,246 Renewals sent January 2014 to July 2015
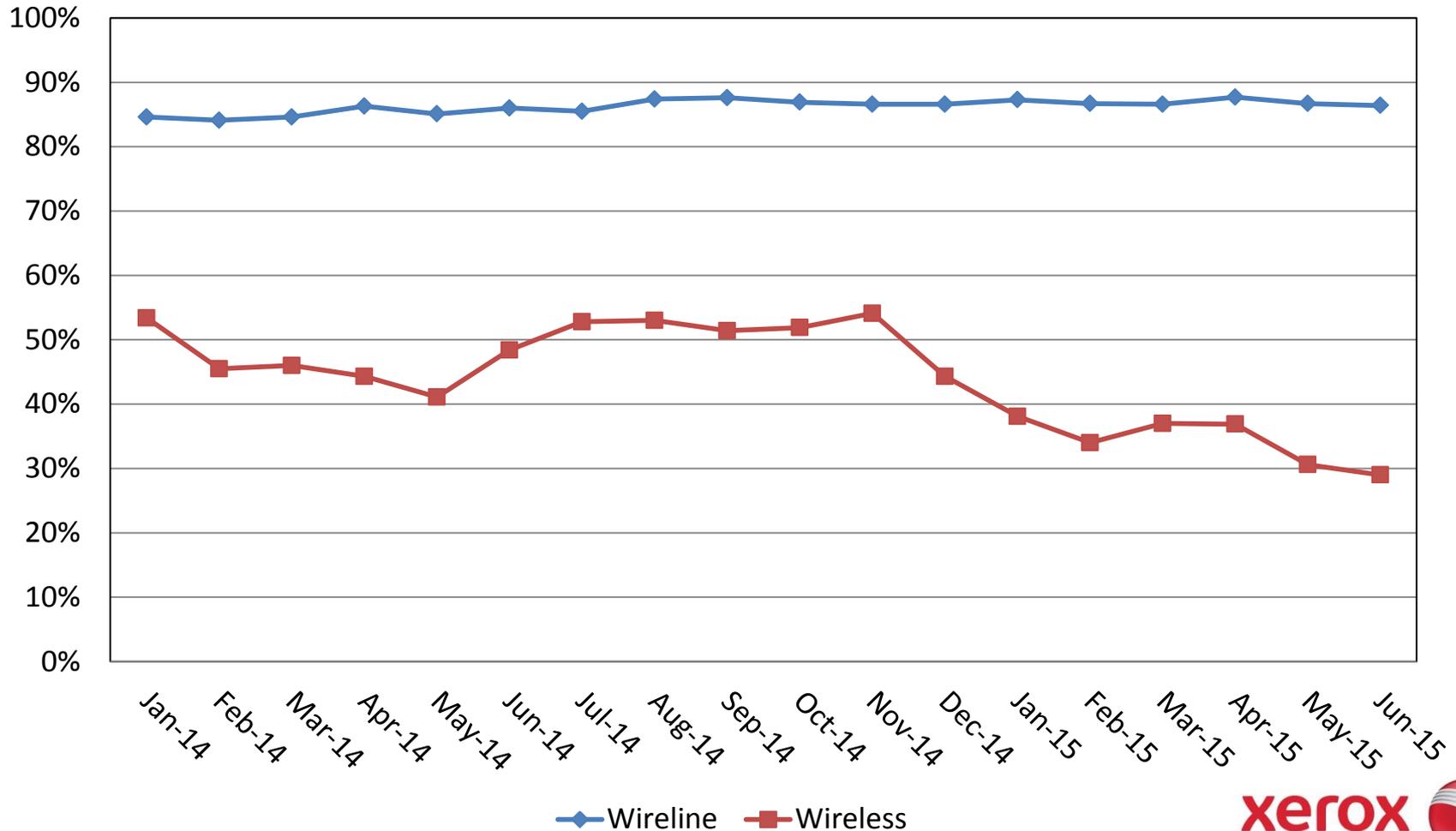
Renewal CD Statistics – September 2015

Data Categories	Numbers	%CD	%Renewals
Renewals Sent	139,942	--	--
CDs	**82,603**	--	59.0%
Top 3 CDs			
22-15	69,995	84.7%	50%
22-17	3,952	4.8%	2.8%
22-10	2,280	2.8%	1.6%

(Total of wireline and wireless)

22-15 We do not have evidence that the Renewal Form was returned to us
22-17 You did not print your initials to certify that no one else in your household is already receiving the discount
22-10 You did not provide the last four digits of your social security number

Renewal CDs – September 2015

Wireline Top 3 CDs

CD code	# of CD	Total CD	% of Total CD
22-15	7,921		50.8%
22-17	2,625	15,609	16.8%
22-10	1,328		8.5%

Wireless Top 3 CDs

| CD code	# of CD	Total CD	% of Total CD
22-15	62,074		92.7%
22-17	1,327	66,994	2.0%
22-10	952		1.4%

Combined Total CDs: 82,603

22-15 We do not have evidence that the Renewal Form was returned to us
22-17 You did not print your initials to certify that no one else in your household is already receiving the discount
22-10 You did not provide the last four digits of your social security number

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Mail Statistics

Category	Wireline	Wireline Non-Deliverable Mail	Wireless	Wireless Non-Deliverable Mail
Initial Applications	587,674	8,430 (1.43%)	1,185,219	98,033 (8.27%)
Initial Renewals	1,853,531	13,620 (0.73%)	972,028	116,324 (11.96%)
Combined	2,441,205	22,050 (0.90%)	2,157,247	214,357 (9.93%)

Data Range: January 2014 to August 2015

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Direct Application Process Application Transactions

Total DAP Application Transactions - January 2014 to August 2015: 3,244,239

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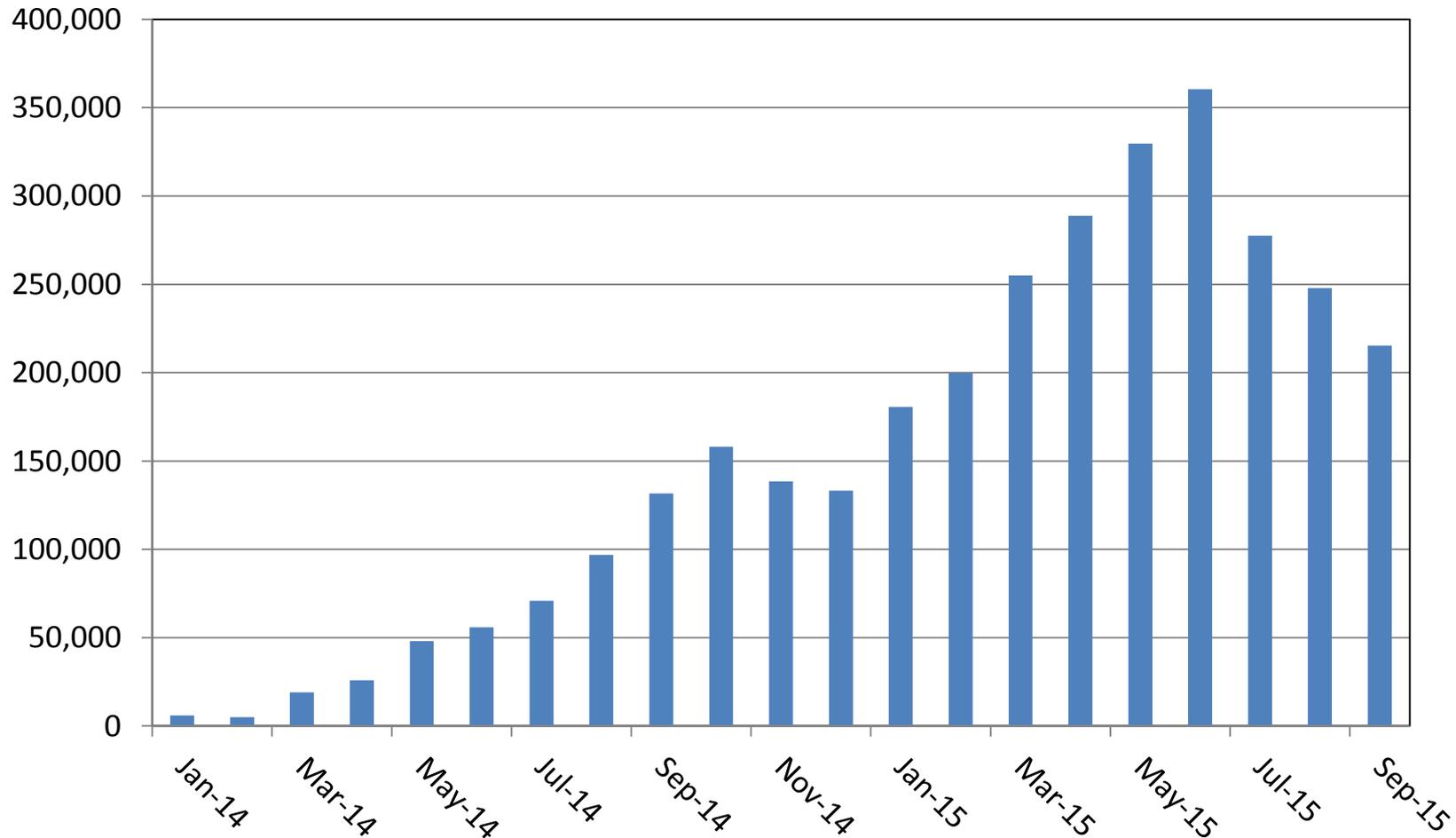
Renewal Rates by Company

Wireless Carrier	Renewal Rate
Nexus	63.59%
Virgin Mobile	35.06%
i-Wireless	27.46%
Budget	25.47%
Telscape Wireless	22.82%
Tag Mobile	21.68%
Boomerang	20.20%
Telrite	19.40%
Air Voice Wireless	16.62%
Total Call Mobile	15.64%

Wireline Carrier	Renewal Rate
Ducor	96.67%
SureWest	87.89%
Blue Casa	87.50%
AT&T ULTS	86.98%
Calaveras	86.96%
Verizon	86.35%
Frontier	84.60%
Ponderosa	79.59%
Volcano	79.41%
Sebastian	75.97%

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Renewal Process

Current Renewal Mechanisms

o   Web

o   Mail

Renewal Rates Are Dropping - Potential Contributing Factors

o   Combination of undeliverable mail and mail not returned by consumers

o   Competitive marketplace provides consumers with an array of options

o   Consumers not having a complete understanding of the renewal process and ability to transfer during the renewal process

How Should We Respond – Potential Xerox Solutions

o   Introduce new renewal mechanisms (IVR and via Phone)

o   Coordinate with carriers and the CPUC to improve customer notification

How Should We Respond – Carrier Suggested Modifications

o   Streamline notification process

o   Provide carriers with the CD codes in the expanded return feed

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IVR Renewal

<u>Objectives</u>

o Security

o Simplicity

o Availability

<u>Process</u>

o Authentication (2 way, 5 elements authentication process)

o Interview process

o Electronic signature

o Confirmation of the receipt

<u>Coordination & Implementation</u>

Phone Renewal

Objectives

o Security

o Simplicity

o Availability

Process

o Authentication (5 elements authentication process)

o Interview process

o Electronic signature (recorded voice confirmation)

o Confirmation of the receipt

Ideas for Consideration (warm transfers)

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DAP Enhancements

<u>Web Form vs PDF Form</u>

o   Much smaller footprint

o   Signature is attached to supporting documents

o   Streamlined process (less point of break)

<u>Benefits</u>

o   No need to process and store PDFs

o   Standardized and CPUC approved interface

o   Hosted solution (Xerox hosts Web form)

<u>Other Types of Transactions (Update, Remove, Disconnect)</u>

<u>Additional APIs</u>

o   API to check on customer status

o   API to get customer's information

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Other Potential Changes in Processes Suggested by Some Wireless Companies

- Moving the ID Check to the front-end of the application process.

  a) for *wireless only*

  b) for *all* applications whether or not the eligibility decision is an approval or denial

- During the renewal process, require proof of eligibility if the renewing participant is transferring between service providers.

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QA Statistics

Form Auditing Categories

- QA conducted monthly & on an ongoing basis
- Assess process accuracy
- 23 Audit Fields Total
- **Form Review**
  - Name Match
  - Initials, SSN4, DOB
  - Signature Match
- **Supporting Documentation Review**
  - Eligible proof, current
  - Income verification
- **Conclusion/Accuracy**
 - Correctly processed (A or D)
  - Correct CD/Denial codes

Form Auditing Categories

- UCL - 95%
- Confidence Interval – 2.5
- Total June 2015 forms population - 395,074
- June 2015 Forms Audit Population – 1,531
- June 2015 QA Audit Score – 99.02%
- June 2015 Eligibility Decision Audit Score: 98.68%
- January to August 2015 average Eligibility Decision Audit Score - 98.52%

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Signature Guidelines – Acceptable Signatures

What is an Acceptable Signature?

1. A complete legible first and last name in print or cursive in the signature field.

2. A legible first initial and complete last name in print or cursive in the signature field.

3. A first name only in print or cursive in the signature field.

4. A last name only in print or cursive in the signature field.

5. A name or unidentifiable symbol of a language other than those supported in the call center.

6. A single or two initials and a full legible last name.

X Applicant's Signature (REQUIRED)
Steven M. Patent.
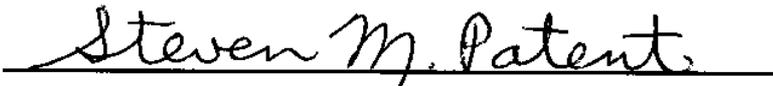
X Firma del solicitante (OBLIGATORIO)
J.R.P de Hernandez

X Applicant's Signature (REQUIRED)
John Hancock

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Signature Guidelines – Unacceptable Signatures

What is NOT an Acceptable Signature?

1. An illegible signature.

2. A straight or wavy line.

3. Check mark, symbol or character.

4. A single initial or two initials written in print or cursive (without a last name).

5. A dot or series of dots.

6. X is not considered an Acceptable signature.

Naming Conventions

- Enter the name in exactly as it appears on the ID.

- That would include first name, middle name, and last (even multiple last names if applicable), and any suffices like Jr. , Sr etc.

- Below are the corresponding fields in the daily upload file (DAP is the same)

Column	Description	Length	Comments
5	Name Prefix	50	
6	Name First	50	(null if name is listed on line 10 below)
7	Name Initial	50	
8	Name Last	50	(null if name is listed on line 10 below)
9	Name Suffix	50	
10	Name	250	Customer Name if not parsed above (null if name is loaded in column 6 and 8)

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Anniversary Date

- Monthly True-Up report – column 37

- Private website under the customer details section:

Language English	Barcode MM0000000000
Tribal Lands?	No
Service Area	Measured
Rate Group	CAWireless1000ormore
Service Start Date 4/9/2015	Service End
Disconnect	Modified Effective 4/8/2015
Anniversary Date 4/10/2016	

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Status Codes, Error Codes and Denial Codes

Status codes that require Service Provider attention:

- 19 – Customer removed from the program by customer
- 21 – Customer data fixed based on overturn
- 30 – Letter or application are undeliverable – Bad flag set in MCDB and carrier must send update to clear
- 45 – Customer removed from the program by ILEC Zip5+4
- 48 – DAP – Metadata file received, but no PDF application
- 53 – Dummy phone number must be updated within 30 days
- 55 – Customer mail was forwarded. Service provider should contact customer to verify the billing address

Error Codes

- All Service providers should respond to the error codes sent in the daily activity report.

Denial Codes

- Please make sure everyone is familiar with the denial codes, both correctible denials and final denials.

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Identity Authentication Forms (IDAFs)

Status code 54 sent (Failed IDV check) – June 29 – September 30

	Counts	Percentages	Denial Code Explanation
# of IDV checks	795,544	--	N/A
# of failed checks	21,163	2.7%	N/A
# of forms returned	4,960	23.4%	N/A
# approved	2,246	10.6%	N/A
# Denied	18,917	89.4%	N/A
Denial Codes 8-46, 24-33, 5-16, 21-13	16,203	85.7%	We do not have evidence that the identity documentation and ID Authentication Form were submitted to us
Denial Codes 8-44 & 24-31	1,824	9.6%	We were unable to prove your identity using the info you provided
Denial Codes 8-45 & 24-32	890	4.7%	The identity document does not match the applicant

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Mail Forwarding Statistics

Status code 55 (mail forwarding) sent since implementation:

Three week total: 11,301

Data Date Range: 9/25/15 – 10/13/2015

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Transfer Process

- XEROX continues to use the *longstanding* matching process to conduct *instantaneous* transfers

    Factors for Matching Process: 100% First Name and Last Name + (Service Address OR Phone Number/Prior Phone Number)

- If there is no match resulting from the matching process, then XEROX continues to use the *longstanding* practice of starting a new application

- If during the review of the new application, XEROX determines that the applicant is a duplicate, then XEROX will conduct a transfer (See the flow chart provided in June 2014)

- XEROX standardizes service addresses to improve the results of the matching process

- Service providers using the Direct Application Process *chose* to also provide the date of birth (DoB) and the last four digits of the Social Security Number (SSN4) to improve the results of the matching process

- XEROX and the CPUC would consider potential improvements in the matching process

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Tips for Improving Results of Matching Process

- Provide as many of the personal information factors as possible in the front-end

- Train sales reps to ask consumers…

  a) whether they were already receiving the California LifeLine discounts

  b) the exact name spelling, service address, phone number, SSN4, and DoB that they gave to the other company

  c) use current information about the consumer, and not old information

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