

We understand the stress the coronavirus pandemic is placing on our local communities and schools. To help families with students at home get connected quickly with high speed internet, we are announcing our **Learn From Home Initiative** now available for new internet subscribers. **A notice will be sent to all School Districts within our footprint to share this with their school families in need.**

### Learn From Home Initiative Details:



- **First Two Months of Service Free** (includes Modem, one WiFi unit)
- Internet Speed up to 10mbps Download / 1mbps Upload
- Unlimited Data until June 1<sup>st</sup>
- Available to families with students at home that need high speed internet.
- Existing Blue Ridge internet customers are not eligible; *exception applies for new customers that added 10mbps on or after March 15<sup>th</sup> 2020.*
- Previous Blue Ridge customers disconnected for non-pay are not eligible.
- Service may not be available in all areas.
- **CAMPAIGN CODE: CONNECT10**

### Installation Procedure:

To meet the need for quick connectivity and out of an abundance of caution, we are encouraging customers to perform self-installs.

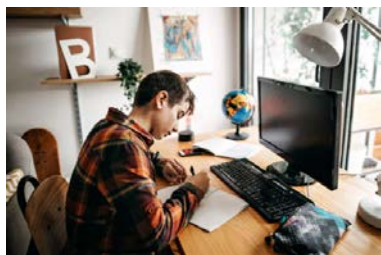
- **Our technician will arrive and provide the necessary equipment and easy to follow instructions.**
- Our technician will check all outside wiring, fittings, and signal levels.
- While onsite, customers should attempt to complete their installation inside the home.
- If there are any questions or concerns, our technician will be able to answer questions while onsite.

### If our technician needs to enter the home:

- We will **waive** the standard installation fee of \$54.95.
- Before entering the home, **we will need to confirm that no one in the house is ill or recently traveled internationally.**
- If so, our technician cannot enter the home and a separate appointment will be required once everyone is well.

### Families with Students at Home May Choose To Keep Their Internet:

**After the free period expires,** customers would need to contact us to disconnect service or the **standard promotional rate** outlined below will go into effect and continue for the duration of the 12 month term.



- Up to 10mbps Download / 1mbps Upload
- Monthly Data Allowance of 200GB
- **Promotional rate of \$24.95/month for months 3-12**
- Modem lease included
- HomeFi<sup>SM</sup> WiFi unit of \$5.95/month per unit
- Promotional term is 12 months
- *Please see bottom for full terms and conditions*

## Families with students at home have until **April 30<sup>th</sup>** to take advantage of this offer!

© 2020 Blue Ridge Communications. Offers valid for new residential internet customers only. Blue Ridge cabled territories only. Promotional rate is valid for months 1-12. Starting month 13, customers will be billed at regular service rates. Advertised price includes monthly HomeFi<sup>SM</sup> unit fee and Cable Modem rental. Offer available for a limited time, may end without notice. All services are not available in all areas. Franchise fees, taxes and FCC fees may apply. Upon service termination, all Blue Ridge-provided equipment must be returned in good condition. Other charges may apply for homes not wired for cable. Some services require credit check or deposits. Call your local Blue Ridge office for restrictions and complete details about service, prices, and equipment. Signed service agreements may be required. Terms of Articles of Agreement apply. Programming and charges subject to change. Customers and members of their household disconnected in past 90 days are ineligible. Offer valid when adding to existing services without any changes. Download and upload speeds are subject to network connections. Ethernet or USB port required. Minimum computer requirements apply. Docsis 3.1 modem or newer modem required. Monthly service fee may vary per cable TV service level for speeds below 500Mbps. Our Open Internet disclosure can be viewed at [www.brctv.com/disclosure](http://www.brctv.com/disclosure). Other restrictions apply.

## Learn from Home Scripting

## COVID-19

Our 'Learn From Home Initiative' was created to assist families with students that currently do not have access to high speed internet during this difficult time. This is a very limited offer only open to new customers. Offer ends April 30<sup>th</sup>.

## General Inquiry about the Initiative:

**Customer-** "I heard (or received a notification) that Blue Ridge has a special offer for students? Can you tell me more?"

**Blue Ridge Response-** "Sure. The coronavirus pandemic has caused us to think differently and identify possible solutions to help local communities. Our '**Learn From Home Initiative**' was created to assist families with students that currently do not have access to high speed internet during this time. Local school district officials have reached out to express their concern about their students not having the connectivity they need to continue their learning plans from home. Some school districts are helping families secure a tablet, laptop or PC and have asked us to support their effort. This is a very limited offer only open to new customers."

## If Customer Qualifies:

**Blue Ridge Response-** "The coronavirus pandemic has caused us to identify ways we can help the local communities we serve. Our '**Learn from Home Initiative**' was specifically created to provide immediate help to families with students get connected to high speed internet so they can continue their schooling remotely."

[Proceed to Outline the Specifics of the Promotion]

**APPLY CAMPAIGN CODE: CONNECT10**

On behalf of Blue Ridge, we are proud to support you and your family with our '**Learn From Home Initiative**' and hope it helps during this difficult time. Is there anything else I can help you with today?"

## If Customer does NOT Qualify:

**Customer-** "So I have your service and you're telling me I don't qualify for the free 2 month offer?"

**Blue Ridge Response-** "That is correct. This is special one-time offer that was created to assist families with students that currently do not have access to high speed internet during the coronavirus pandemic. Existing customers with internet connectivity do not qualify."

**Customer-** "That isn't fair, I have school age children too."

**Blue Ridge Response-** "I understand, but this program is designed to help families that would otherwise not subscribe to internet service. Some school districts are working with families to help them secure a tablet, laptop or PC so they can begin a Learn From Home program for their children and they asked how we could help."

**Customer-** "Once again the current loyal customer isn't considered by you guys."

**Blue Ridge Response-** "I'm sorry you feel that way. We value all of our customer relationships and like other local companies we are trying to support families with their immediate needs."

## Exception Details:

Current customers that **added internet service on or after March 15<sup>th</sup> 2020** are eligible to take advantage of this special offer. Please remove any existing campaign and apply the **CONNECT10** campaign code. Follow 'Qualified' scripting.

## Temporary Self-Install Order Entry Process

COVID-19

We will continue to use the standard installation OTCs as follows:

- For High Speed Data installs, please add (636) HSI SETUP for the quantity of 1
- For HomeFi service, please add WIFI IN for # of units and (650D) SELF INST for the quantity of 1
- **Tech Visit OTC is NOT REQUIRED** for self-installs
- **Use Work Order Comments: [SELF-INSTALL / SD#00000](#)**

Order Entry Example:

1) A new internet customer is opting in for Self-Install of HSD with 1 HomeFi unit.

Qty	Service	Description	Tp	Points	Amount
	ADRATHD	Addr Auth	S		2.00
	632D	HSI Adr AU	I		2.00
	DTNOLAB	Unbill Lab	S	3	
	HSI CHG	HSI Change	I		
	RELOCD	Relocate D	S	4	24.95
	635D	HSI NoBill	I		
1	636	HSI SET UP	I	7	
	686	HSI BUS IN	I	8	54.95
	BUSWIFI	WiFi BUSIN	I	3	
1	RESWIFI	WiFi IN	I	3	
	WIFIACT	WiFiActFee	I		54.95
1	650D	SELF INST	I		
	651D	SELFINASST	I	6	54.95
	637	HSI REC	I		24.95

## Use all standard internet OTCs.

- **On the 37 screen:**
  - 1 - 636 - HSI SET UP
  - 1 - RESWIFI - WiFi IN
  - 1 - 650D SELF INST

On a self-install work order we will use **650D SELF OTC** when adding HomeFi instead of WIFIACT

**Logging School District Code:**

When scheduling the work order, please log the School District Code for tracking purposes.

**Task SC > Work Order Comment: [SD#00000](#)**

[Click Here](#) for complete list of PA School District Codes if needed.