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TracFone Wireless, Inc.



Washington Straight Talk Lifeline Process

SafeLink and Straight Talk

Lifeline Services

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New Straight Talk with Lifeline Benefits Customers

Summarized Process

1. Potential customers must enroll through SafeLink channels and follow all existing Safelink procedures.
2. Customer that are approved must choose receiving the SafeLink free phone/minutes or Straight Talk offer.
3. Straight talk will provide a \$10.00 discount on their monthly purchase of their Straight Talk plan. The customer must buy the Straight Talk handset.
4. Customers that choose Straight Talk will have the option to choose which plan to apply the discount (All You Need or Unlimited).
5. Web and integrated voice response (IVR) will be the first channels open for service. Retail will be opened at a later date if retail-specific issues are resolved.
6. If a Straight Talk customer fails to buy at least one card per month the service is disconnected after 30 days of their last redemption.

Enrollment Process

VMBC¹ and PMP²

Potential customers can request applications through the normal SafeLink channels or begin the enrollment process through the SafeLink Website directly.

WEB Process

1. After entering zip code, applicant is prompted to enter personal information (name, address and social security number (SSN)). System will check applicant's information for accuracy using Lexis Nexus.
2. Next, applicant is required to choose their qualification type:
 - a. With most states if a customer is choosing qualification by program, they can self certify under penalty and perjury that they are enrolled in the qualifying social program. The other qualification type is Income; this requires proof of income for all states. Washington is a self-certify state; therefore, program participation is acceptable.

1 Voice and Mobile Broadcast Corporation, a TracFone vendor.

2 Pacific Marketing & Publishing, a TracFone vendor.

3. Web includes verbiage that specifies that they choose SafeLink to be their only Lifeline provider; this ensures if the customer is enrolled in another Lifeline provider's program, they should be de-enrolled from their previous Competitive Lifeline Program and re-enrolled into SafeLink. It is the customer's responsibility to de-enroll from their previous lifeline provider.
4. E-signature obtained and enrollment ID provided.
5. Potential customers are then presented with both service options from which to choose:
SafeLink or Straight Talk with Lifeline benefits.
 - a. SafeLink benefits include a free phone and X number of free minutes per month based on zip code provided
 - b. Straight Talk with Lifeline benefits would include a \$10 discount based on zip code provided to be applied to monthly service plan (\$30 or \$45) at time of purchase each month.
6. All income applicants would send proof of income by mail or fax to Pacific Marketing & Publishing (PMP). PMP would then scan and upload mailed-in or faxed-in documents which would be sent to Voice and Mobile Broadcast Corporation (VMBC).
7. Once VMBC receives these supporting documents, they would be processed by VMBC's back office agents and proof of income will be matched against its enrollment.
8. These income-qualifying customers and those qualifying by program on the Web are updated in VMBC's Enrollment table. VMBC will decide based on the supporting documents whether the proof of income customer should be pre-qualified or unqualified and update the customer's status accordingly.
9. VMBC would send a file of new enrollments as well as enrollment status updates to TracFone on a daily basis through FTP (this is the existing XML "request" file).

Paper Applications

1. Potential customers can obtain a SafeLink Application through a number of channels, including calling the SafeLink Wireless toll-free number, various government agencies, retailers, community organizations, etc.
2. Applications include verbiage that specifies that they choose SafeLink to be their only Lifeline provider; this ensures if the customer is enrolled in another Lifeline provider's program, they should be de-enrolled from their previous Competitive Lifeline Program and re-enrolled into SafeLink.

3. Once the potential customer has completed the initial portion (name, address and social security number (SSN)) they would be required to choose their qualification type.
 - a. With most states if a customer is choosing qualification by program, they can self certify under penalty and perjury that they are enrolled in the qualifying social program. The other qualification type is Income; this requires proof of income for all states. Washington is a self-certify state; therefore, program participation is acceptable.
4. Potential customers will be presented with both service options from which to choose:

SafeLink or Straight Talk with Lifeline benefits.
 - a. SafeLink benefits include a free phone and X number of free minutes per month based on zip code provided
 - b. Straight Talk with Lifeline benefits would include a \$10 discount based on zip code provided to be applied to monthly service plan (\$30 or \$45) at time of purchase each month.
5. Applicant will sign application, include proof of income documentation if qualifying by income, and return by mail to Pacific Marketing & Publishing (PMP). PMP would then scan and upload the application to be sent to Voice and Mobile Broadcast Corporation (VMBC). If applicant chooses to fax the application, they can fax directly to Voice and Mobile Broadcast Corporation (VMBC).
6. Once VMBC receives these supporting documents, they would be processed by VMBC's back office agents and proof of income will be matched against its enrollment.
7. These income-qualifying customers and those qualifying by program are updated in VMBC's Enrollment table. VMBC will decide based on the supporting documents whether the proof of income customer should be pre-qualified or unqualified and update the customer's status accordingly.
8. VMBC would send a file of new enrollments as well as enrollment status updates to TracFone on a daily basis through FTP (this is the existing XML "request" file).
9. VMBC would send a file of new paper enrollments with approved status to PMP in order for acceptance letter to be sent to home address (new process)

Initial Purchase of Phone and Choosing Monthly Plan

NOTE: SafeLink benefit follows existing flow, so remainder of flow is for new Straight Talk customers only.

Web Purchase (credit card)

1. After enrollment ID is assigned, customer chooses to purchase phone and monthly plan for Straight Talk through the Web
2. They are directed to our sales site (Managed by BrightPoint), which displays eligible phones and discounted monthly plans
3. Credit Card purchase is made and non-activated phone/card will be mailed to customer at home address by BrightPoint
4. BrightPoint would notify TracFone of shipping fulfillments as per existing process
5. Upon receipt, customer must contact Straight Talk via one of the channels to activate phone.

Retail Purchase (using credit card, debit card or cash card)

1. Customer will go to retailer to purchase Straight Talk phone at regular price
2. They will then need to provide a credit card, debit card or purchase a cash card or equivalent to be used on the Web/IVR for monthly plan purchase and activation
 - a. Regular Straight Talk monthly plan cards will not provide discount for Lifeline benefit

Retail Purchase (using recharge card)

1. Customer must register Card # received by mail through any of the Straight Talk channels. Personal information and Enrollment ID Number will be verified through Clarify and Card # becomes linked with this information.
2. Customer goes to retail, purchases a Straight Talk phone of choice at regular price and uses the card received by mail with Lifeline pricing, \$20 or \$35.
3. POSA system must check Card # for validity and eligibility. If authorized, purchase allowed.
 - a. POSA transaction activates card. It cannot be used otherwise.
4. Customer then contacts Straight Talk through one of the channels to activate phone.

NOTE: Retail offering requires development of a new part #, a new SKU # for retailer as well as POSA development to accept and process a recharge card. In addition backend processes are added, such as the shipment of a recharge card to customer's home address, tracking, etc. Development of the retail purchase mechanism is subject to successful resolution of retailer-specific issues.

Activation

1. **Customer contacts Straight Talk through one of the Straight Talk channels**
2. Enrollment ID and other pertinent customer information is validated

3. Handset electronic serial number (ESN) and card # are supplied for activation
 - a. If using a cash card or equivalent, customer can purchase monthly plan of choice
4. Customer goes through steps to complete activation
5. ESN and assigned MDN³ are added to the enrollment table in Clarify. This completes customer information in the Enrollment table and customer becomes an existing customer in database.

Monthly Lifeline Benefits

Purchase

Recurring

1. Customer can sign up for monthly recurring billing using a credit card.
2. Credit card will automatically be billed the discounted rate originally selected for the **first purchase each calendar month**
3. Upon each monthly charge, Straight Talk will query the database for events to determine if Lifeline benefit has been given or not. If given, regular Straight Talk price is applied. If not given, discounted price will be charged.
 - a. If customer chooses to add minutes in the event of a non-unlimited plan, the second and subsequent purchases during a calendar month will be charged full price

Non-recurring

1. Customer will go to the Straight Talk website, enter Enrollment ID and any other pertinent information for eligibility
2. Once approved, they are offered plans at discounted price and purchase with credit card, debit card or cash card for continued service
 - a. Regular Straight Talk monthly plan cards will not provide discount for Lifeline benefit

Billing

1. The Order Management Department and Invoicing Department use monthly detailed reporting of monthly purchases with discount applied to generate monthly billing.
2. Monthly FCC Form 497 is prepared and sent to USAC for reimbursement.

³ MDN is the Mobile Dialing/Directory Number, e.g., the customer's telephone number.

3. A file will be sent monthly that updates VMBC on which Straight Talk customers received Lifeline Benefit for that month, so that VMBC can update enrollment status in the enrollment table.

Disclaimers

1. Straight Talk is a 30-day service. If customer does not purchase a new monthly plan within 30-days, service will be cancelled as per Straight Talk agreement.
 - a. A reminder will be sent via SMS and email (if available) 4 days prior and again 1 day prior to deactivation

Timelines

Phase I - Web/IVR 4 months

Phase II - Full Retail Support with recharge card 3Q10, subject to resolution of retailer-specific issues.