

OGC 1.01 Please produce true and correct copies of all marketing materials referred to in American Broadband Ex. 1.0, lines 240-249, including but not limited to **\*\*\*BEGIN CONF** telemarketing scripts, direct mail pieces, marketing leaflets, materials associated with kiosks and table cover campaigns **END CONF\*\*\***, and any other similar materials.

**RESPONSE:**

Subject to its general objections, American Broadband states that attached hereto as CONFIDENTIAL Exhibit OGC 1.01 is an example of the responsive, non-privileged marketing materials referred to on lines 240 through 249 in the Direct Testimony of Jeffrey S. Ansted, Chief Executive officer and president of American Broadband and Telecommunications Company, in support of the Petition of American Broadband and Telecommunications Company for a Permanent Waiver of an ETC Condition and Request for Expedited Relief, filed in this matter and marked as American Broadband Exhibit 1.0 (the "Direct Testimony of American Broadband"). American Broadband intends to supplement this response with additional examples.

Person Responsible: Jeffrey S. Ansted  
Title: President  
Telephone: (419) 824-5810

**OFFICIAL FILE**

I.C.C. DOCKET NO. 14-0432  
Staff X Exhibit No. 2.0  
Witness Ansted  
Date 9/29/14 Reporter \_\_\_\_\_

Staff Cross-  
Examination Ex. 2

# AMERICAN

BROADBAND + TELECOMMUNICATIONS

Hello, may I please speak to the person that handles the Cell phone bill? My name is \_\_\_\_\_ and I'm with American Broadband and Telecommunications. How are you doing today?

The reason for the call is that your current wireless carrier may be CHARGING TOO MUCH and we may be able to reduce your family wireless bill with one of our plans. Now, off hand, how much are you paying for your overall bill? Does that price include taxes and surcharges? Does that price include unlimited calling and texting? Does your plan include any data usage?

- Get number, with all fees included -
- Compare their plan to our plan that matches their current services -

Well Mr./Mrs. \_\_\_\_\_ you ARE eligible for the rate reduction on your cellular phone bill!!! The plan that we have is APPROXIMATELY \$\_\_\_\_\_ per month including ALL taxes and fees. This plan includes \_\_\_\_\_ features and unlimited calling (either unlimited or a per minute basis), Unlimited texting and \_\_\_\_\_ MB of data usage per month. plus you will get to keep your current phone number and the line will be moved to a major carrier network. So, I am saving you \_\_\_\_\_ dollars per month/year with American Broadband & Telecommunications. Does that sound like it might help you at a bit?

-Questions -

- Reconfirm that customer understands and accepts offer -
- Confirm that they have authorization to change carrier for the TN in question -

All I have to do at this point is confirm your mailing address. Are you located at \_\_\_\_\_? Do you have a PO Box that you receive your mail?

I wanted to inform you that there is a onetime \$9.95 conversion fee to activate your line and move your number to our carrier, which will be on your first bill and your first bill only. All other bills will be approximately what I quoted you. There are sometimes small differences based on local tax rates.

I would also like to make you aware, to show confidence in our price and service, we DO NOT ask our customers to agree to a long term contract.

- Get current device MEID to program their phone -
- If GSM, no programming is required and a SIM swap order is generated -

The next step is to complete a third party verification which will ask you several questions regarding your choice of American Broadband & Telecommunications as your service provider. Will this will take approximately 3 minutes. Are you ready?

**At the end of every call make sure the to go over these 4 things AGAIN :**

- 1. One-time \$9.95 conversion fee**
- 2. How much the 1<sup>st</sup> bill will cost (approx.)**
- 3. Exactly which features they will have**
  - (a) Remember the \$9.95 fee is to port their number from their current carrier.
  - (b) Email address for ebilling/autopay
- 4. What payment option they want (Credit card-prepaid or post paid with credit check)**



AMERICAN  
ASSISTANCE



