

VOICE OF THE CUSTOMER:

UNDERSTANDING THE FIRST BILL



ALWAYS review the first bill points below to reduce escalations and improve customer satisfaction!



PARTIAL MONTH CHARGES:

- ✓ New lines **ALWAYS** include partial month charges
- ✓ Per day cost of the plan X Total days from activation until bill cycle date

$$\text{PLAN} \div 30 \times \# \text{ of DAYS}$$

(AutoPay & Paperless Billing discount is **NOT** applied to partial charges)

Example

Plan Cost:	\$95 (w/o AP/PB)
Per Day Cost:	$\$95 \div 30 \text{ days} = \3.17
Partial-Month Charge:	$\$3.17 \times 15 \text{ days} = \mathbf{\$47.50}$

October						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



WORDS THAT WORK:

Your first bill will include **BOTH** a full month of service **PLUS** partial month charges. Partial month charges appear in the **ACTIVITY SINCE LAST BILL** section of your charges. Let's review an example to show you how those charges are calculated.

ACTIVATION FEES:

- ✓ ALL new lines are charged activation fees
- ✓ Activation Fee promotions appear as a separate bill credit within 2-3 bill cycles

Activity since last bill		Sep 23 – Oct 22
1.	Activation Fee	Oct 8 \$30.00
2.	Unlimited Plan – 1 Line	Oct 8 – Oct 22 \$47.50
3.	Retailer Promo 1 of 25	Oct 15 -\$10.00



WORDS THAT WORK:

As a new customer your first bill will also include an activation fee. Promotions for activation charges will be a credit that applies within 2-3 bill cycles.

Credits:

- ✓ Promotional credits are pending until all requirements being met and validated by AT&T
- ✓ Credits may take up to 3 bill cycles to appear after validation by AT&T
- ✓ “Catch-up” credits only occur for promotions that have a specific maximum value (Phone & Retailer Promotions)



WORDS THAT WORK:

The promotions we’ve been discussing will appear within 2-3 bill cycles after AT&T validates that you qualify for the promotions. If you aren’t seeing your promotions after your first 3 bills, please contact me as soon as possible.

Trade-In Steps:

- ✓ Trade-in process must be completed using Assurant, the Tower, or att.com/tradein to lock in **BOTH** initial phone value and maximum promotion value
- ✓ Customer **MUST** ship trade-in phone within 30 days of new phone activation
- ✓ Trade-ins shipped 31 days or later **will void trade-in promotions**
- ✓ AT&T inspects and determines final values of all trade-in devices
- ✓ All trade-in phones should be factory reset and all security features removed (passcodes, factory reset protection)

WORDS THAT WORK:



Now that we’ve processed your trade-in, let’s review some things you’ll want to remember. You must ship your trade-in within 30 days of activating your new phone. AT&T always inspects and determines your final trade-in value, so it’s important to use protective packaging when preparing to ship your trade-in. Also, make sure to factory reset and ensure all passcodes and security accounts like iCloud, Samsung, or Google accounts are removed since these affect your phone value. Call me if you have any questions before you ship your trade-in!