

# Tech VS. Telecom

Understanding telecommunications and alternative options

# Introduction

## Highlights

- Types of Service
- Evaluating needs
- Negotiating your services
- Common bill issues and things to look for
- Alternative options

## Experience

- 8 years of billing, sales, and customer service experience between two Fortune 500 telecommunication companies.
- 2 years experience in customer relationship management and analytics.
- 1 year of experience working with executive level management in telecom

# Types of telecom companies



## Offering

### Phone



- Landline
- VoIP

### Television



- Cable
- IPTV
- Satellite

### Internet



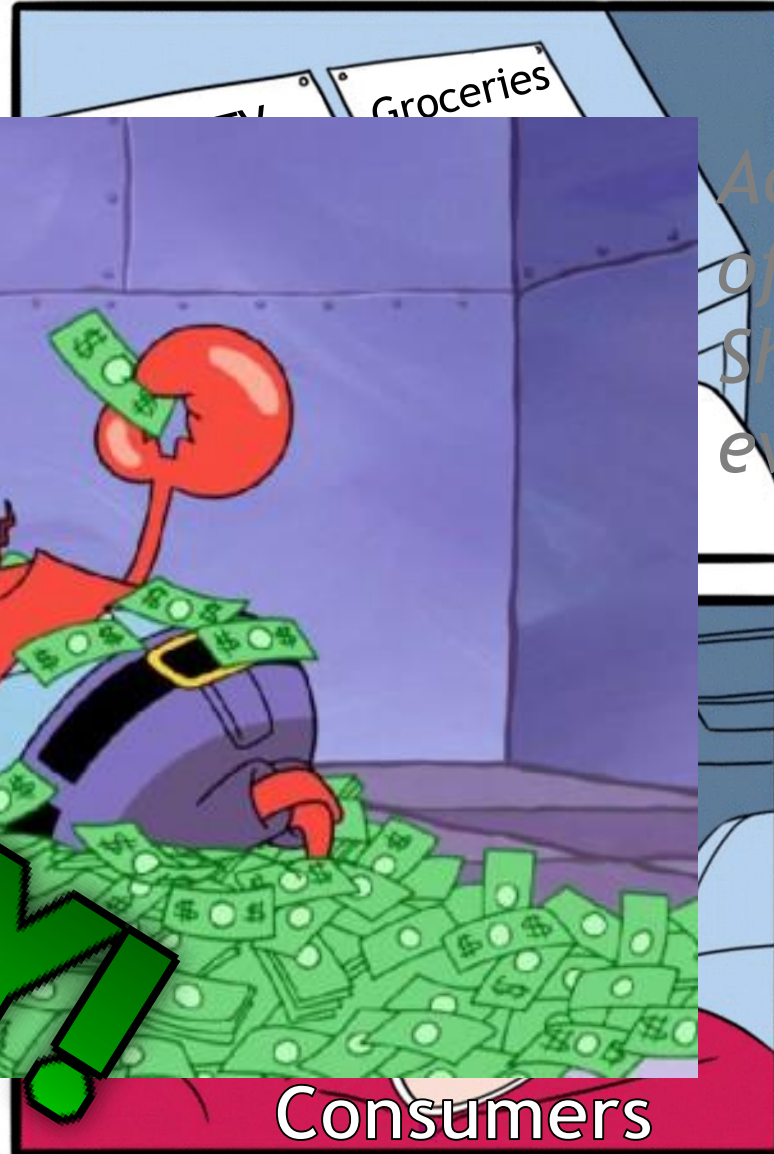
- Cable
- DSL
- Satellite

### Cellular



- Cell Phones
- Hotspot
- Cellular Home

# Evaluating Your Needs



*Actual photo  
of CEOs and  
Shareholders  
everywhere...*

Consumers

# Evaluating Your Needs

What should you consider?

## Phone

- Usage
- Long distance
- Fax
- Medical Alarm
- Security System
- Home Business

## Internet

- Type of Usage
- Speed
- Transport
- Network
- Number of Users
- Types of Devices

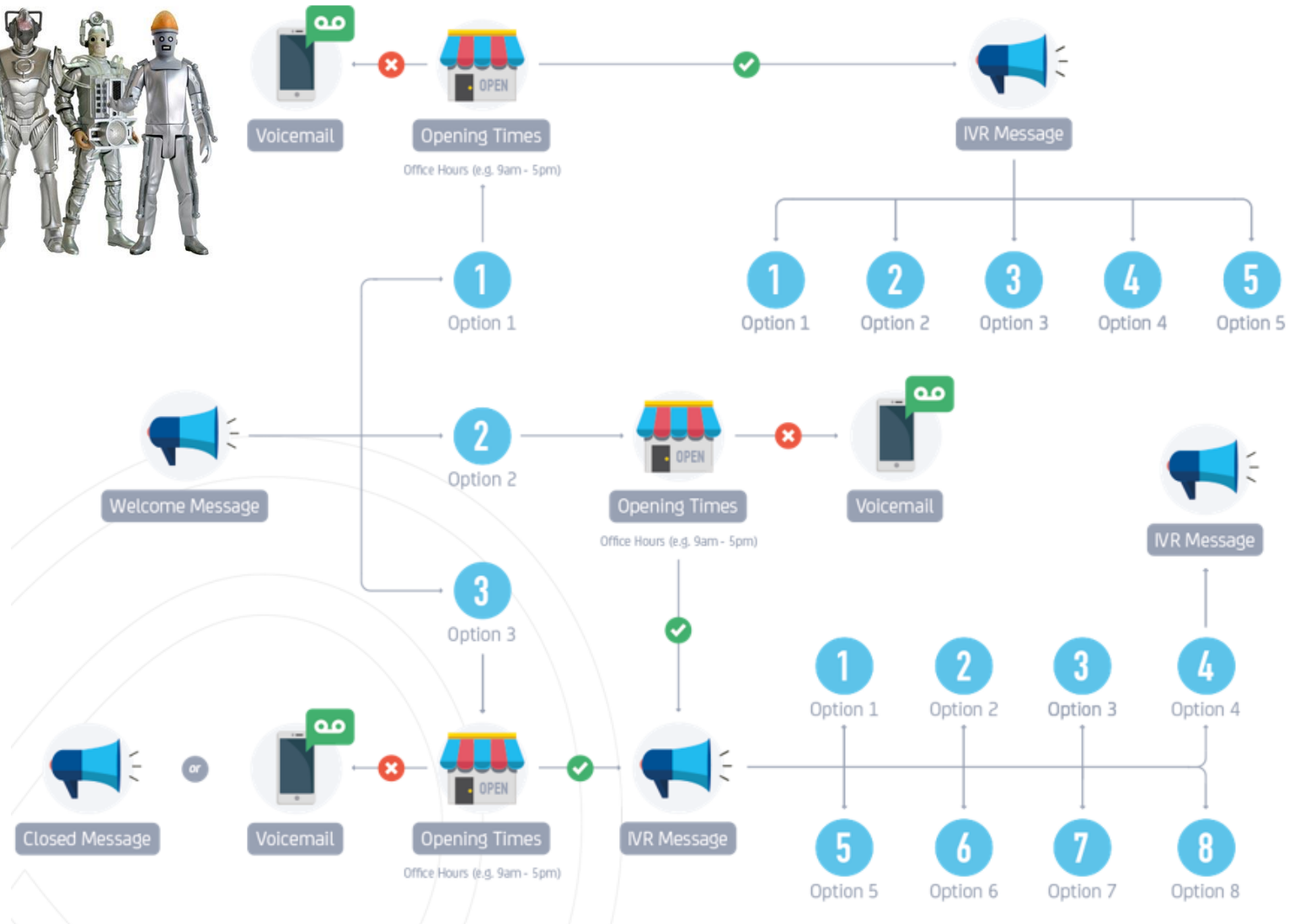
## TV

- Number of Rooms
- HD
- DVR
- Channel Lineups
- Add-ons
- Contracts
- Home wiring

## Cellular

- Data
- Minute and Text Usage
- Travel
- Phone features and specs
- Accessories
- Insurance

# Negotiating Your Services



## DO:

- Have your account info ready
- Dedicate some time
- Listen to the options
- Be patient with the robot overlords

## DON'T:

- Button mash
- Keep hitting 0
- Call on multiple phones
- Yell at the robot overlords

# Negotiating Your Services

## Working with Your Rep:

### BE NICE

- Be up front and specific about your needs
- Be realistic
- Research competitors
- Ask Questions
- Cover Your Butt

## Warning Signs of a Bad Rep:

- Deals sound too good to be true
- Too much hold time
- Doesn't go into detail on pricing
- Is too pushy
- Says they "know a way around something"
- Tells you to call back for a credit
- Talks bad about other products or reps from the same company

**When should you ask for a supervisor?**

# Common Bill Issues & Things to Look For

## Misquotes:

- Taxes or charges not included in quote
- Proration not advised
- One time charges not discussed

## Misrepresentation:

- Not being on the plan you discussed
- Discounts that require you to do something

## Misinformation:

- Slamming and Cramming
- Charges you didn't agree to
- Discounts that are temporary



# Alternatives-Home Phone

## VoIP

### Pros:

- Cheaper if not free
- Less taxes and fees
- Works with internet
- Keep your number

### Cons:

- 911 may not work
- Doesn't work in power outages
- Backup batteries run \$500
- Less features
- No fax
- No Security Systems

## Cellular

### Pros:

- Mobile
- Keep your number
- Can be used as medical alarm
- Can be used for some security systems
- Less taxes and fees

### Cons:

- Limited power
- Relies on signal
- Can be more or less costly
- Can get lost

## Other Tips on Home Phones

- Vacation Service
- Lifeline Discount Program
- Military Discounts
- Features and Bundles vs POTS
- E-Fax
- Porting

# Alternatives- Internet

## Transport Switch

### Pros:

- Can be cheaper
- Possible faster speeds

### Cons:

- Switching may start a contract
- May have activation or tech install fees
- May have to rewire the home
- May need new equipment

## Cellular

### Pros:

- Mobile
- No installation cost

### Cons:

- Limited power
- Relies on signal
- Usage based pricing
- Potential overages
- Built for light usage

## Other tips on Internet

- Check online for used equipment
- Self install if possible
- Look into renting equipment
- Find out the standard price
- Check out what kind of speed you need online
- Run a speed test to be sure you're getting the speed you pay for
- Update your hardware and software for a healthy network

# Alternatives TV

## Over the Top

### Pros:

- Cheaper
- No extra taxes and fees
- Streaming
- No contract
- No installation
- No boxes, dishes, cables
- Portable

### Cons:

- Still get commercials
- Need a streaming device
- Less parental controls
- Limited Add-ons
- No locals

## Over the Air

### Pros:

- Free
- Has locals

### Cons:

- Unreliable
- May not be HD

## Other Tips on TV

- Rental cost on boxes vs streaming device cost
- How TV can affect your internet service
- HD DVR costs
- The capabilities of your TV
- The layout of your home

# Alternatives- Cellular Service

## Prepaid

### Pros:

- Cheaper
- No contracts

### Cons:

- Coverage may vary
- May have to buy a phone outright

## Tablet VoIP

### Pros:

- Only need a data plan
- Unlimited US calls and texts
- Low international rates

### Cons:

- No 911
- Can't keep your number
- Need a headset

## Other tips on Cellular Service

- Look at entry level phones
- Shop during popular shopping times
- Ask about discounts
- Select an appropriate plan
- Check plans often
- Add Safety or Rollover Mode
- Invest in data reducing apps
- Consider Smaller companies



# Resources

<https://broadbandnow.com/>

Tells you available Internet providers in your area

[www.fast.com](http://www.fast.com) [www.speedtest.net](http://www.speedtest.net)

Two different Speed Test Options

<https://www.myrateplan.com/>

everything you need to know about picking a phone service

<https://www.fcc.gov/consumers/guides/lifeline-support-affordable-communications> -

Lifeline Information

[www.vzw.com](http://www.vzw.com)

[www.greatcall.com](http://www.greatcall.com)

[www.consumercellular.com](http://www.consumercellular.com)

[www.att.com](http://www.att.com)

[www.directvnow.com](http://www.directvnow.com)

[www.sling.com](http://www.sling.com)

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