

CONSUMER AWARENESS TASK FORCE
July 11, 2013

PROGRESS REPORT TO THE RELIEF PLANNING COMMITTEE (RPC)
NPA's 250, 604, 778

The CATF is implementing the customer awareness activities identified in the RIPs for NPA's 250, 604, and 778.

The following tables contain activity updates from the individual companies.



Promoting the introduction of new area code 236 in the 250, 604, and 778 regions	
Update Report	
Date	Description
To Feb 27, 2013	TELUS has chaired CATF sessions to date, has actively participated in all discussions, and in the creation of the CATF RIP.
	TELUS has posted related content on our telus.com website. Vanity URL was created, www.telus.com/areacode236 ; web content has been available to customers since Nov 28, 2011.
	TELUS has notified all front line sales channels, and updated front line documentation, to ensure that all front line staff are aware of the new area code, and can respond to customer queries.
	TELUS has sent targeted bill messages to all its Consumer and Business customers to advise them of the new area code, and provided a reference to our website for more information. Targeted bill messages appeared on customer's Dec 2011 bill cycle.
	TELUS remains ready to respond to media queries.
To March, 2013	TELUS chaired a second CATF meeting to remind CATF members of key customer awareness dates and activities.
	On a quarterly basis, TELUS notified all front line sales channels and updated front line documentation, to ensure that all front line staff was aware of the new area code and could respond to customer queries. Frequency will increase to monthly starting in March.
	TELUS has sent targeted bill messages to all its Consumer and Business customers to advise them of the new area code and provide a reference to our website for more information. Since CATF report #1: <ul style="list-style-type: none"> • TELUS Consumer Landline customers received targeted messages on their monthly invoices for July 2012 and January 2013. Next one is planned for April 2013. • TELUS Consumer Mobility customers received a targeted message on their December 2012 invoice. Next one is planned for May 2013. • TELUS Business customers received targeted messages on each monthly invoice from Dec 2011 to Feb 2013. Next one is planned for May 2013.
	TELUS drafted a media release and invited all CATF members to provide their

	<p>feedback, and have representatives from their companies listed as media contacts on the release. The first release was circulated to media across the province on May 1, 2013.</p>
<p>To July, 2013</p>	<p>TELUS has sent targeted bill messages to all its Consumer and Business customers to advise them of the new area code and provide a reference to our website for more information, as follows:</p> <ul style="list-style-type: none"> • TELUS Consumer Landline customers received targeted messages on their monthly invoices for July 2012, January 2013, and April 2013. • TELUS Consumer Mobility customers received a targeted message on their December 2012 and May 2013 invoices. • TELUS Business customers received targeted messages on each monthly invoice from Dec 2011 to May 2013.
	<p>Beyond related content on our telus.com website www.telus.com/areacode236 which has been available to customers since Nov 28, 2011. The following 2 support pages were added to Telusmobility.com on May 1, 2013:</p> <ul style="list-style-type: none"> • http://mobility.telus.com/en/BC/Local-Calling/TELUS-10-digit-call.shtml • http://mobility.telus.com/fr/BC/Local-Calling/TELUS-10-digit-call.shtml
	<p>TELUS distributed a second media release Friday May 31, prior to the introduction of the new area code on June 1. TELUS responded to numerous requests for interviews or further information.</p> <p>Media Interviews and Mentions:</p> <p>TV</p> <ul style="list-style-type: none"> • Global BC • CBC Vancouver • CTV BC (mention) <p>Print</p> <ul style="list-style-type: none"> • Vancouver Sun • The Province • Oceanside Star • Dawson Creek Daily News • HQ Prince George • Arrow Lakes News • Tumbler Ridge News • Surrey Leader <p>Radio</p> <ul style="list-style-type: none"> • News 1130 • The Drive radio Cranbrook • CFX Victoria (live, x3) • Astral Radio Kelowna • CBC Radio One Victoria • Q101 FM Merritt • 97.3 FM the Wolf Prince George <p>Online Media</p> <ul style="list-style-type: none"> • iPhone in Canada • Mobile Syrup • Techvibes • Vancity Buzz

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Update Report

Date	Description
To Feb 27, 2013	General messaging information sent via bill message to all British Columbia telephone customers, to arrive with next bill cycle.
	Information and FAQs posted on www.nwtel.ca/serviceupdates
	Information and FAQs to be shared with front line employees and via internal blog March 13th
	Small social media campaign to take place (last week of March) with homepage website update, Twitter and Facebook, with link to service updates page with information and FAQs.
	Updates on landing page, at nwtel.ca
To July, 2013	General messaging information sent via bill message to all British Columbia and Yukon telephone customers.
	Information and FAQs posted on http://www.nwtel.ca/news/newareacode
	Information and link to FAQs posted on website homepage.
	Small social media campaign in late May with homepage website update, Twitter and Facebook, with link to service updates page with information and FAQs.



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Update Report

Date	Description
To March, 2013	Internal customer facing channels will be notified March 7.
	Content to be posted to Allstream.com on March 7 - Area Code 236 coming soon to British Columbia
	Allstream to send bill message to Business Customers on April bill run to advise them of the new area code, and provided a reference to our website for more information. This Bill message will be repeated again July.
	Q1 and Q3 – Bill Inserts to full customer base
	Website Content – March 2012 and will stay up until July 2013
	Internal Communications to Sales, Field Marketing, Customer Care April 2013
To May 31, 2013	Allstream sent Bill Messages in May 2013 and reminder bulletin posted on Allstream.com http://www.allstream.com/support/customer-bulletins/new-bc-area-code-236.html



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Update Report

Date	Description
To July, 2013	Rogers posted content on www.rogers.com .
	Rogers has notified all front line sales channels and internal staff of the new area code.
	Rogers sent targeted bill messages to all its Consumer and Business customers to advise them of the new area code.



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Update Report

Date	Description
To March, 2013	Bill Messages and Hold Messages (Residential, Business)
March – July 2013	Online communication through Eastlink.ca and social media
March –July 2013	Eastlink TV Bulletin Board Message
	Front line communication, technical communications, retail partner and store communications



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Update Report

Date	Description
To March, 2013	New area code information on www.bell.ca
	Notification to front line sales and internal staff
	Bill message will be sent to Mobility customers in BC
To July, 2013	Bill message to Mobility customers in BC