

**Promoting the introduction of local 10-digit dialing
and new area code 782 in Nova Scotia and Prince
Edward Island**

Final Report

January 2015

TELECOMMUNICATIONS ALLIANCE

FINAL REPORT

Communications Progress Report

This Report is submitted to the Relief Planning Committee (RPC) and CRTC staff for the 902 Overlay project.

This report outlines the communications activities that the Telecommunications Alliance (TA) has undertaken to generate awareness for the introduction of local 10-digit dialing and new 782 area code in NS and PEI. As the chair of the Telecommunications Alliance, Bell Aliant supervised the execution of the TA communications plan.

Also included in this document are the reports submitted by individual carriers, members of the TA.

About the Telecommunications Alliance

The Telecommunications Alliance has been established to manage the introduction of local 10-digit dialing and new area code in the 902 area. Members of the TA are: Bell Aliant, Bell, Rogers and TELUS.

Communication Objectives

- Increase awareness of 10-digit dialing and the new 782 area code that will serve the same geographic region as the 902 area code.
- Inform consumers and businesses.
 - Make them aware of the new measures introduced in response to increasing demand for telecom services.
 - Encourage the use of 10-digit dialing and inform customers they must reprogram equipment before August 23, 2014.
 - Limit negative perceptions and reactions to these changes.
- Develop core communication materials to be used by the TA members to increase awareness of 10DD.
- Provide open communication channels to address questions and concerns from residents and businesses regarding 10DD implementation.
- Lay the foundation for seamless addition of new area codes through successful transition to local 10DD.

Communication Strategies

Multi-phased communications plan

- Awareness Campaign - focused on raising awareness of the switch to 10-digit dialing and implementation of the new area code 782.
Timeframe: March 2013 to December 2013

- Action Incentive Campaign - focused on a call to action. What residents need to do in order to prepare for local 10-digit dialing.
Timeframe: January 2014 to August 23, 2014
- The last phase - End of permissive period - focused on reporting the successful transition to 10-digit dialing and generate awareness of the new area code.
Timeframe: August-December 2014

Target Audiences

- Consumers
- Businesses
- Media
- Government agencies (municipal, provincial, federal)

Activities- Highlights

PHASE 1–AWARENESS CAMPAIGN

MARCH-MAY 2013

- Development of the Alliance web site: www.dial10.ca and www.10chiffres.ca
- Development of an information brochure available through the TA website
- Distribution of key messages and questions and answers document to the members of the Alliance
- Personalized letter to Government officials (federal, provincial)
- Media relations
 - Issue of news release via CNW
 - Targeted distribution to business publications, regional media and web portals
- Information letter (drive-to-web) for Municipalities, Business associations and other Key Stakeholders in NS and PEI including:
 - Alarm industry
 - Seniors associations
 - Chambers of Commerce
 - Business Associations
 - First Nations
 - Colleges and Universities
- Advertisement in Newspapers / Community newspapers
 - Frequency : 3 insertions
 - Markets: Top selected markets

PHASE 2–ACTION INCENTIVE CAMPAIGN
JUNE 2013-AUGUST 2014

JUNE 2013-JUNE 2014

- Personalized letter to newly elected officials - Government of Nova Scotia (November 2013)
- Information letter (November 2013) and reminder notice (March 2014) to over 500 Key Stakeholders in NS and PEI including:
 - Alarm industry
 - Chambers of Commerce
 - Business Associations
 - Municipalities
 - College and Universities
 - Senior associations
 - First Nations Groups
 - Media
- Media relations
 - Issue of a news release via CNW (February 26, 2014)
 - Targeted distribution to business publications, regional media and web portals
- Web advertisement campaign
 - From March 3 to 23, 2014
 - Top sites such as: The weather network, Canada 411, Yellow Pages, Google, Facebook, Transcontinental Media (e editions)
- Advertisement in Newspapers / Community newspapers
 - Frequency : 3 insertions (March 6-20, 2014)
 - Markets: Top selected markets

JUNE 2014-AUGUST 2014

- Media relations
 - Issue of a news releases (June 25, 2014 and August 20, 2014)
 - Targeted distribution to business publications, regional media and web portals
- Reminder notice (June 25, 2014 and August 18) to over 350 Key Stakeholders in NS and PEI including:
 - Alarm industry
 - Chambers of Commerce
 - Business Associations
 - Municipalities
 - Government officials (federal, provincial)
- Advertisement in Newspapers / Community newspapers
 - Frequency : 3 insertions (August 7-21, 2014)
 - Markets: Top selected markets

- Web advertisement campaign
 - From August 4 to 18, 2014
 - Top sites such as: The weather network, Canada 411, Yellow Pages, Google, Transcontinental Media (e editions)
- Radio advertisement campaign
 - From July 28 4 to August 23, 2014
 - Format: 30 second message
 - Top 3 markets (Halifax, Charlottetown, Sydney)

PHASE 3–END OF PERMISSIVE PERIOD

AUGUST - DECEMBER 2014

- Media relations
 - Issue of a news release via CNW (November 12)
- Final notice (November 12, 2014) to over 200 Key Stakeholders in NS and PEI including:
 - Alarm industry
 - Chambers of Commerce
 - Business Associations

Results and Recommendations

Campaign

The Telecommunications Alliance, under Bell Aliant leadership, has undertaken various initiatives with the media to maximize awareness about 10-digit dialing. These actions have paid off since carriers, members of the 902 TA initiative, have reported no issues or significant increase in call volumes since the start of 10-digit dialing.

- Media coverage was very good with more than 320 articles and news broadcasts over the entire campaign.
 - Interviews: 46
 - Print: 33
 - Radio: 38
 - Television: 12
 - Web: 236
- The advertising campaign was highly successful:
 - Web:
 - The web campaign concluded with a cumulative click through rate (CTR) well above the Canadian benchmark for the Telecom industry (1,66 % for NS and 1,06 % for PEI). The industry benchmark for standard banners is 0,08%.
 - The campaign reached a very high percentage of NS and PEI online population. 12,5 million impressions were delivered (8,1 million for NS and 4,4 million for PEI)
 - The web banner was viewed on average three times or more during the course of the campaign. This high frequency of exposure coupled with the CTR above industry benchmarks, shows strong levels of awareness with the online NS and PEI community.
 - Numbers of visits to the TA website: over 300,000 over the entire campaign (compared to 78,000 visits for a similar campaign in Manitoba in 2012)
 - Radio
 - The radio ad was heard on average three to four times during the month of August 2014. We estimate the reach to be more than 50% of the population of NS and PEI.

Recommendations

The TA communications campaign was successful in terms of providing information and raising awareness about new local dialing procedures. It is recommended that future Relief Planning Committees implement a similar initiative in order to ensure a consistent and timely message in all customer communications initiatives. The advertisement and media relations campaign (media releases; web, Radio and Print advertisement campaign) contributed largely in the general awareness of 10-digit dialing amongst the population of NS and PEI. Therefore we recommend that all major telecommunications providers contribute financially to the mass communications campaign.

Annexes

TELECOMMUNICATIONS ALLIANCE SCHEDULE OF COMMUNICATIONS ACTIVITIES

Tactics	Date	Target market
	2013	
Information note to Alarm Association (CANASA)	January 21	Alarm Industry
Information note	March 14	Telecommunications carriers and resellers
TA website	April 29	Media, consumer and business markets.
Information Brochure	April 29	Media, consumer and business markets.
Key messages document	April 29	TA Members
Personalized letter to Government officials	May 7	Governments (Federal & Provincial)
Reminder note	May 7	Telecommunications carriers and resellers
News release	May 8	Media
Letter of information	May 8	Municipalities (145)
Letter of information with direct link to the information brochure	May 8-10	Alarm Industry (28) Chambers of Commerce (45) Business Associations (215) Senior associations (42) First Nations (20) Colleges and Universities (40) Specialized media (54)
Print Advertisement	May 9-23	Consumers and businesses
Briefing document	May 10	Member of Parliament for South Shore-St. Margaret's
Personalized letter to Government officials	November 14	NS Provincial Government
Information letter with direct link to the TA website	November 14	Alarm Industry (30) Chambers of Commerce (30) Business Associations (190) Media (40)

	2014	
News release	February 26	Media
Reminder Notice	March 3-6	Municipalities (145) Chambers of Commerce (30) Business Associations (190) Alarm Industry (25) Senior associations (35) First Nations (20) Colleges and Universities (35)
Web Advertisement	March 3-23	Consumers and businesses
Print Advertisement	March 6-20	Consumers and businesses
News release	June 25	Media
E mail Notice	Week of June 25	Key stakeholders
Radio Advertisement	July 28- August 23	Consumers and businesses
Web Advertisement	August 4-18	Consumers and businesses
Print Advertisement	August 7-21	Consumers and businesses
Reminder Notice	August 18	Government Officials (104) Municipalities (131) Business associations and Chambers of Commerce (125)
Media Release	August 20	Media
Media Release	November 12	Media
Final Notice	November 12	Business associations and Chambers of Commerce (200)

MEDIA COVERAGE 2013

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	Pioneer	Summerside, PEI		May 8
Print	The Guardian	Charlottetown, PEI	May 12	May 9
Print	The Guardian	Charlottetown, PEI	July 2	
Print	Chronicle Herald	Halifax, NS	May 10	May 8
Print	Amherst Daily News	Amherst, NS		May 8
Print	Cape Breton Post	Cape Breton, NS	May 11	May 8
Radio	CJCB AM	Sydney, NS	May 8	May 8
Radio	CHEM	Sydney, NS	May 8	May 8
Radio	Newcap	Charlottetown, PEI	May 8	May 8
Radio	The Hawk Radio	Port Hawkesbury, NS	May 8	May 8
Radio	Digby Radio	Digby, NS	May 9	May 9
Radio	CJLS	Yarmouth, NS	May 9	May 8
Radio	CKEC	New Glasgow, NS	May 9	May 9
Radio	95,7	Halifax, NS	May 9	May 9
Radio	97,7		May 9	
Radio	CJLS	Yarmouth, Shelburne, Digby, NS	May 9	
Radio	Ocean 100,3 FM	PEI	May 13	
Television	CTV	Halifax		September 10
Television	CBC	PEI	September 25	September 25
Web	https://promotions.bellaliant.net/dial10/default.aspx		May	
Web	http://mobility.telus.com/en/NS/Local-Calling/TELUS-10-digit-call.shtml		May	
Web	Canasa		May	
Web	actionredaction.com/		May 8	
Web	brokencontrollers.com		May 8	
Web	ca.finance.yahoo.com		May 8	
Web	Digbycourier.ca		May 8	
Web	ewallstreeter.com		May 8	
Web	thechronicleherald.ca		May 8	
Web	www.cjcbradio.com		May 8	
Web	www.digitalhome.ca		May 8	
Web	www.i4u.com/		May 8	
Web	www.industriesnews.net		May 8	
Web	www.magic949.ca/news		May 8	
Web	www.marketnews.ca		May 8	
Web	www.newswire.ca		May 8	
Web	Sydney and area Chamber of Commerce		May 8	
Web	983maxfm.com/news		May 9	
Web	ecfm.ca/news		May 9	
Web	Facebook.com YarmouthNSChamberof commerce		May 9	
Web	news.silobreaker.com		May 9	
Web	ney047.stockneyz.com		May 9	
Web	www.avrnetwork.com/		May 9	
Web	www.cjls.com/news		May 9	
Web	www.cumberlandnewsnow.com		May 9	
Web	www.halifaxnewsnet.ca/		May 9	
Web	www.novanewsnow.com/		May 9	
Web	www.trurodaily.com		May 9	
Web	www.capebretonpost.com		May 11	
Web	www.news95,7.com		May 12	
Web	www.theguardian.pe.ca		May 12	
Web	http://cwta.ca/		May 12	

Web	ocean100.com		May 13	
Web	www.newsbcc.com/		May 13	
Web	eastlink.ca		May 16	
Web	youtube.com		May 16	
Web	www.southqueenschamber.com		May 16	
Web	www.southshorenova.ca		May 28	
Web	www.district.yarmouth.ns.ca/index.php/welcome/bellaliant10digitdialing		August 22	
Web	http://www.areacodehelp.com/where/area_code_782.shtml		August 26	
Web	burnesidenews		Nov13	
Web	Facebook/bridgetownchamber of commerce		Nov 14	
Web	www.dal.ca/.../preparing_for_10_digit_local_calling		Dec13	
Web	www.theshorelinejournal.com/dec135.pdf		Dec 13	
Web	http://www.youtube.com/watch?v=f8seVF6p_s		Dec 26	

MEDIA COVERAGE 2014

Type of media	Title of Media	City/Region	Date of publication	Date of interview
Print	New Glasgow News (print and E edition)	New Glasgow (NS)	Feb 26- 27	
Print	Amherst Daily News (print and E edition)	Amherst (NS)	Feb 26 and 28	
Print	Annapolis County Spectator (E edition)	Annapolis County (NS)	Feb 26	
Print	Digby Courier (E edition)	Digby (NS)	Feb 26	
Print	Nova Scotia Business Journal (E edition)	Halifax (NS)	Feb 26	
Print	Kings County Register (E edition)	New Minas (NS)	Feb 26	
Print	Yarmouth Vanguard (E edition)	Yarmouth (NS)	Feb 26	
Print	Journal Pioneer	Summerside (PEI)	Feb 28	Feb 27
Print	The Guardian	Charlottetown (PEI)	March 1	Feb 27
Print	Cape Breton Post (Print and E edition)	Sydney (NS)	Feb 27 and March 1	
Print	Truro Daily News (Print and E edition)	Truro (NS)	Feb 26 and March 3	
Print	The Coast Guard		March 4	
Print	Moose Jaw Times Herald (e Edition)		Feb 26	
Print	The Guardian	PEI	June 29	
Print	Truro Daily News		June 30	
Print	Village of Canning		July	
Print	Chronicle Herald		August 20	August 12
Print	Chronicle Herald		August 23	August 22
Print	Cape Breton Post		August 14	August 12
Print	Casket	Antigonish NS	August 21	August 15
Print	The News	New Glasgow	August 21	August 21
Print	Metro	Halifax	August 21	
Print	The Guardian		August 22	
Print	Truro		August 22	
Print	Cape Breton Post		Nov 15	
Print	The Guardian		Nov 15	
Print	Journal Pioneer	Summerside (PEI)	week of Nov 25	Nov 25
Radio	94,9		Feb 26	
Radio	CBC	Cape Breton	Feb 26	Feb 26
Radio	CKHD	Amherst	March 3	Feb 27
Radio	CKBW	Bridgewater (NS)		March 4
Radio	Magic 94,9		June 25	

Radio	CKBW	Bridgewater	June 26	June 26
Radio	105,9 FM	Seaside	June 25	
Radio	97,7		June 25	
Radio	CKDH	Amherst	July 2	July 2
Radio	CBC	St-John, NL	July 30	July 30
Radio	CJLS	Yarmouth	August 13	August 12
Radio	CBC morning show	Halifax	August 20	August 18
Radio	CBC	PEI	August 20	August 20
Radio	CBC (French) Ici Radio Canada Acadie	PEI	August 21	August 20
Radio	97,5 news	Halifax	August 21	August 21
Radio	CBC	Cape Breton	August 20	August 20
Radio	101,5 The Hawk	Port Hawkesbury	August 22	August 22
Radio	97,5	Halifax	Sept 10	Sept 10
Radio	97,7		Nov 12	
Radio	94,9		Nov 12	
Radio	95,7	Halifax	Nov 13	Nov 13
Radio	101,7		Nov 13	
Radio	99,5		Nov 15	
Radio	100,9		Nov 16	
Radio	101,9		Nov 16	
Radio	CJCB am 1270		Nov 16	
Radio	94,1		Nov 16	

Television	CBC Evening news	Halifax (NS)	Feb 27	Feb 27
Television	CTV News	Halifax (NS)	March 4	March 4
Television	CBC	Halifax		August 12
Television	Global News		August 22	August 20
Television	CBC	PEI	August 20	August 20
Television	Radio-Canada	Halifax	August 22	August 22
Television	CTV	Halifax		Sept 3
Television	CBC	Halifax		August 12
Television	CTV news	Halifax	Nov 13	Nov 13
Television	CBC		Nov 15	

Web	blogscanada.ca/		Feb 26	
Web	Broadcaster Magazine.com		Feb 26	
Web	CBC News Nova Scotia		Feb 26	
Web	http://article.wn.com/view/2014/02/26/		Feb 26	
Web	http://ca.finance.yahoo.com/news/10-digit-dialing-coming-soon-130000381.html		Feb 26	
Web	http://news.ca.msn.com/local/novascotia/articleindex.aspx		Feb 26	
Web	http://news.money.ca/2014/02/26/10		Feb 26	
Web	http://news.silobreaker.com/countdown-is-on-for-10digit-dialing-in-nova-scotia-pei-		Feb 26	
Web	http://www.annapoliscountyspectator.ca/		Feb 26	
Web	http://www.dailybusinessbuzz.ca/Provincial-News/2014-02-26/		Feb 26	
Web	http://www.digbycourier.ca/Living/2014-02-26		Feb 26	
Web	http://www.kingscountynews.ca/News/2014-02-26		Feb 26	
Web	http://www.lezard.com/communiqu		Feb 26	
Web	http://www.mediacastermagazine.com		Feb 26	
Web	http://www.newswhip.com/MoreInfo/10digit-dialing-coming-to-Nova-Scotia-an/94339055		Feb 26	
Web	http://www.ngnews.ca/News/Local/2014-02-26/article-3628710/10-digit-dialing-coming-soon-to-N.S.-P.E.I./1		Feb 26	
Web	http://www.popbuzz.me/ca/p/3097453/		Feb 26	
Web	http://www.thevanguard.ca/Living/2014-02-26		Feb 26	
Web	http://www.trurodaily.com/News/Local/2014-02-27/article-3628812/Ten-digit-local-dialing-coming-in-August/1		Feb 26	
Web	https://cartt.ca/.../nova-scotia-pei		Feb 26	
Web	https://plus.google.com/+mobilesyrup/posts		Feb 26	
Web	https://www.facebook.com/iPhoneinCanadaFans/posts/		Feb 26	
Web	https://www.facebook.com/MobileSyrup/posts/		Feb 26	
Web	inagist.com		Feb 26	
Web	mobilesyrup.com/.../10-digit-dialing		Feb 26	
Web	Municipality of the district of Yarmouth		Feb 26	

Web	Nova News Now		Feb 26	
Web	TMC Net		Feb 26	
Web	www.cellifone.com/		Feb 26	
Web	www.magic949.ca/news		Feb 26	
Web	www.news.nom.co/10-digit-dialing		Feb 26	
Web	http://www.capebretonpost.com/		Feb 27	
Web	http://www.cumberlandnewsnow.com/News/Local/2014-02-26/article-3628783/		Feb 27	
Web	/www.pe.dailybusinessbuzz.ca/		March 4	
Web	http://atlantic.ctvnews.ca/n-s-p-e-i-residents-can-now-use-10-digit-dialing-1.1715144		March 5	
Web	http://video.theloop.ca/news/watch/ns-pei-prepare-for-10-digits/3299231425001?sort=date&page=1#UxhvUShhoal		March 6	
Web	www.ipick.ca/halifax/n-s-p-e-i-residents-can-now-use-10-digit-dialing		March 6	
Web	www.newswhip.com/MoreInfo/NS-PEI-residents-can-now-use-10digit-dia/95692380		March 6	
Web	newz.widmi.com/		March 6	
Web	http://ecfm.ca/news.php		March 6	
Web	http://www.municipalinfonet.com/?cat_news=Eastern		March 7	
Web	http://www.burnsidenews.com/Business-9756			
Web	http://thompsonontech.ca/tech/insight/pei-and-nova-scotia-get-a-new-area-code-this-fall-r141		March 5	
Web	https://itunes.apple.com/us/app/902it-pei-nova-scotia-area/id837161902?mt=8		March 24	
Web	www.cdha.nshealth.ca		March 28	
Web	http://hpclearinghouse.ca/wp-content/uploads/2014/04/CL-April-2014-e-bulletin.pdf		April 16	
Web	http://www.magic949.ca/news_story.php?newsID=48205		June 25	
Web	www.bridgetownnovascotia.com	Bridgetown	June 26	
Web	www.facebook.com/seasidefmradio		June 26	
Web	www.avrnetwork.com/news_story.php?newsID=48205		June 26	
Web	https://www.facebook.com/AnnapolisCountySpectator		June 26	
Web	http://www.theguardian.pe.ca/Business/2014-06-29/article-3779680/Get-ready-now-for-10-digit-dialing-1		June 29	
Web	https://www.facebook.com/YarmouthNSChamber		June 25	
Web	http://www.cumberlandnewsnow.com/News/Local/2014-06-30/article-3781366/Get-ready-now-for-10-digit-dialing/1		June 30	
Web	http://www.trurodaily.com/News/Local/2014-06-30/article-3781366/Get-ready-now-for-10-digit-dialing/1		June 30	
Web	https://blogs.dal.ca/its/		May 15	
Web	http://www.dal.ca/news (Dalhousie University)		July 11	
Web	https://www.facebook.com/TOLemergencymanagement		July 12	
Web	https://www.facebook.com/AtlanticCraftTradeShow		July 11	
Web	http://www.bbi.ca/10-digit-local-dialing-coming-august-23-2014/		July 16	
Web	http://www.peiinfo.com/forums/viewtopic.php?f=2&t=34650		July 24	
Web	https://www.facebook.com/89.9TheWave		July 28	
Web	https://www.facebook.com/InsuranceNS		July 11	
Web	https://canningnovascotia.files.wordpress.com/2014/07/gazjuly14web.pdf		July	
Web	http://www.magic949.ca/news_story.php?newsID=49536		July 29	
Web	http://www.cdha.nshealth.ca/employees/news/ten-digit-dialing-starts-august		July 29	
Web	https://www.facebook.com/geoffreganmp/posts/10152613053293713		August 6	
Web	https://www.facebook.com/hammondsplains		August 6	
Web	http://www.novascotiapension.ca/10-digit_dialing		August 6	
Web	http://www.peiinc.com/content/lang/en/page/front_news/id/124/Changes-in-PEI-Telephone-System:-Local-10-digit-dialing-and-a-new-area-code.html		August 7	
Web	http://www.ehcc.ca/news		August 8	
Web	http://novascotia.ca/news/release/?id=20140813001		August 13	
Web	http://www.thevanguard.ca/News-7039		August 14	
Web	http://www.trurodaily.com/		August 14	
Web	http://www.ngnews.ca/		August 14	
Web	http://www.capebretonpost.com/News/Local/2014-08-14/article-3834158/Three-digit-emergency-and-service-numbers-will-not-be-affected-by-10-digit-dialing/1		August 14	
Web	http://rto.nstu.ca/		August 14	
Web	http://www.cjls.com/news.php?ID=4160		August 14	
Web	http://haligoniacanada.ca/halifax-n-s-news/news-blog.html?start=4		August 14	
Web	http://www.capebretonpost.com/section/2014-08-15/article-3836622/Ten-digit-dialing-comes-into-effect-in-Cape-Breton-Aug.-23/1		August 15	
Web	http://www.novanewsnow.com/News/Local/2014-08-17/article-3837599/Phone-system-moving-to-10-digit-dialing/1		August 16	
Web	http://www.thevanguard.ca/		August 17	
Web	http://novascotia.ca/		August 17	
Web	http://www.theadvance.ca/section/2014-08-17/article-3837599/Phone-system-moving-to-10-digit-dialing/1		August 17	

	http://www.digbycourier.ca/News/Local/2014-08-17/article-3837599/Phone-system-moving-to-10-digit-dialing/1		August 17	
Web	http://www.cumberlandnewsnow.com/News/Local/2014-08-18/article-3838466/Three-digit-numbers-unaffected-by-10-digit-dialing/1		August 18	
Web	http://www.burnsidenews.com/Business/2014-08-18/article-3838495/Is-your-business-ready-for-10-digit-dialing%3F/1		August 18	
Web	http://www.magic949.ca/news_story.php?newsID=50121		August 18	
Web	http://www.899thewave.fm/news_brief.php?date=2014-08-18		August 18	
Web	http://www.fx1019.ca/news_brief.php?date=2014-08-18		August 18	
Web	http://www.dailybusinessbuzz.ca/Provincial-News/2014-08-18/article-3838495/Is-your-business-ready-for-10-digit-dialing%3F/1		August 18	
Web	http://www.hantsjournal.ca/		August 19	
Web	http://www.mediacastermagazine.com/press-releases/story.aspx?id=1003217147&er=NA		August 20	
Web	http://www.broadcastermagazine.com/press-releases/story.aspx?id=1003217147&er=NA		August 20	
Web	http://thechronicleherald.ca/opinion/1230578-stephenson-ns-progress-means-punching-10-numbers		August 20	
Web	http://www.news.nom.co/10-digit-dialing-in-nova-scotia-and-11572144-news/		August 20	
Web	https://ca.finance.yahoo.com/news/10-digit-dialing-nova-scotia-100000603.html		August 20	
Web	http://news.silobreaker.com/10digit-dialing-in-nova-scotia-and-prince-edward-island-starts-this-saturday-august-23-5_2268170033215569932		August 20	
Web	http://www.enfieldweeklypress.com/2014/08/20/10-digit-dialing-arrived-in-nova-scotia/		August 20	
Web	https://www.facebook.com/pages/CBC-Prince-Edward-Island/142551811174		August 20	
Web	http://www.cumberlandnewsnow.com/News/Local/2014-08-20/article-3841383/10-digit-dialing-coming-to-Nova-Scotia-on-Saturday/1		August 20	
Web	http://www.cbc.ca/news/canada/prince-edward-island/p-e-i-phone-users-to-see-10-digit-dialing-saturday-1.2741795		August 20	
Web	http://www.news.nom.co/10-digit-dialing-in-nova-scotia-and-11572144-news/		August 20	
Web	https://ca.finance.yahoo.com/news/10-digit-dialing-nova-scotia-100000603.html		August 20	
Web	http://seaside.ns.ca/upload/10_Digit_Dialing_Handout1408393516.pdf		August 20	
Web	http://thechronicleherald.ca/community/south-shore/1230496-area-code-now-needed-for-all-local-calls		August 20	
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**FINAL REPORT
INDIVIDUAL CARRIERS, MEMBERS OF THE TA**



This report identifies tactics Bell Aliant implemented for the benefit of its own customers and employees to generate awareness for the introduction of 10-digit dialing and the new 782 area code in NS and PEI.

Tactics	Date	Target market
Internal stakeholder activities	April 2013	Corporate Affairs Wholesale, etc.
Business/Consumer agents frontline awareness campaign (including theme pages on internal Agent Source portal)	April 19, 2013	Business/Consumer
Business/Consumer agents frontline advisories	April 19 – May 3, 2013	Business/Consumer Internal and external Contact centre employees, Dealer channel employees and Field technicians
Agent Pre-shift meetings/briefing	April 29 – May 6, 2013	Business/Consumer
Bellaliant.net landing page live	May 3, 2013	Business/Consumer markets
Web page on 10DD on bellaliant.net. (with link to TA website dial10.ca)	May 3, 2013	Business / Consumer markets
Intranet article	May 6, 2013	Employees
Executive brief	May 10, 2013	Senior Leaders
Sales channel awareness through Sales Ed Day	June 26, 2013 and additional monthly sessions as needed	Sales employees (letter they can provide to customers)
Information page in directories	Starting with July 2013 edition (Cape Breton)	Business / Consumer markets
Residential bill onsert	July 2013	Consumer market
Business bill onsert	July 2013	Business market
Business Customers – personalized letter from account managers to strategic customer	July/Aug 2013	Managed Business market
General Business letter	Aug/Sept 2013	General Business market
Sales channel awareness through Sales Education Day	June 26, 2013 (additional sessions as needed)	Sales employees
Bill onsert/ email –Customer awareness message	July 2013	Business/consumer markets
Information in telephone directories	Starting in Cape Breton, July 2013	Business/consumer markets
Personalized letter from account managers to strategic	July-August, 2013	Business market

customers		
Frontline advisory – Get ready for 10-digit dialing	February 2014	Agents
Targeted Business letter	December 2013– January 2014	PBX, Centrex customers
Information Sessions for Customer Facing Employees	January – June, 2014	Operators, Customer Service Representatives and Technicians
Project info and timeline in corporate business plan roll outs	March-April, 2014	Various business units
Internal communications – general awareness message on intranet	March 6, 2014	All employees and linked to technicians portal
General email for agents	March 7, 2014	Agents send to customers who request information
Awareness message – Bill onsert/email/letter	March 29, 2014	Business/consumer markets
Awareness - reoccurring bill message	April, 2014	Business/consumer markets
Quarterly Conversation with VP Chuck Hartlen	June 2014	Program primes/team leaders
Targeted business letter	June 2014	PBX, Contrex and Unified Communications customers
Internal communications – Internal readiness message on intranet	June 16, 2014	All employees
Email to managers - encourage employees readiness and asking them to spread the word in their circles outside work	June 17, 2014	All managers/leaders
IVR message	June 2014	Incoming customer calls
Bellaliant.net banner ad	June 2014	Main and existing customer pages, link to dial10 website
Internal readiness message and contest – intranet	June 25 – June 30, 2014	All employees
Bill onsert – Act now	June – July, 2014	Business/consumer
Banner ad on bellaliant.net	July - August, 2014	Business/ consumer
Letter/email to customers who didn't receive bill onsert	July 9, 2014	Business/consumer
Channel readiness (meetings, pre-shifts, tailgate sessions)	May – August 2014	Operator services/consumer and business sales channels /technicians/help desk /dealers/ door to door agents
Deploy Business IVR and On Hold messaging	July 15 - September 30, 2014	Business/consumer
Deployment of consumer IVR and On Hold messaging	August 4-September 30, 2014	Consumer
Business outreach	February – August, 2014	Small, medium and enterprise customers
Reminder Network Announcement Front Line Advisories	July – August, 2014	Operator services/consumer and business sales channels /technicians/help desk /dealers/

		door to door agents
Employee awareness campaign- intranet message	August 19, 2014	All employees
Reminder message on Bell Aliant TV, Social media	August-September	Business/consumer
Implementation of reminder network announcement	August 25-28, 2014	Business/Consumer
Banner ad on bellaliant.net	October, 2014	Business/ consumer
Bill Onserts – End of permissive dialing	October – November 28, 2014	Business/consumer
November intercept Front Line Advisories	November, 2014	Operator services/consumer and business sales channels /technicians/help desk /dealers/ door to door agents
End of permissive dialing period employee communications	November 12, 2014	All employees
Implementation of final intercept message	November 17, 2014	Business/consumer



This report identifies tactics Bell Mobility implemented for the benefit of its own customers and employees to generate awareness for the introduction of 10-digit dialing and the new 782 area code in NS and PEI.

Tactics	Date	Target market
Internal awareness campaign	May 2013	Employees
SMS and Bill message	June 2013	Business / Consumer markets (Paid/prepaid)
Internal awareness campaign	June to August 2014	Employees
SMS and Bill message	June to August 2014	Business / Consumer markets (Paid/prepaid)
Information on Bell.ca new area codes page	3 rd quarter 2014	Business / Consumer markets
Briefings for Front line, customer facing employees	3 rd quarter 2014	Employees



Tactics	Date	Target market
No additional activities to report		



Tactics	Date	Target market
Email and Bill Message communications	July 2013	Business and consumer markets
Information available on Online Message centre	July 2013	Business and consumer markets
Telus.com website updated	From July 2013-July 2014	Consumer and Business markets
Targeted bill message and email communication	From July 2013-July 2014	Consumer customers
Targeted bill message communications	From July 2013-July 2014	Business customers
Targeted bill message communications	October 2014	Consumer and Business customers