

Understanding Strive for 5 for Customers



1 Know the Products

The following customers **DO** count toward the Strive for 5 promotion:

U.S. -

- Digital Phone Service
- Flash Wireless Customers (on any network)

Canada -

- Digital Phone Service
- Stand-alone High Speed Internet (with specific providers)
- Digital Phone Service Bundled with High Speed Internet

The following customers **DO NOT** count toward Strive for 5 eligibility:

- DigitalTalk® Express – coming soon

2 Properly Promoting Strive for 5

- Customers cannot just simply “refer” customers; those customers must sign up for the same service in order for a credit to be issued
 - **Incorrect:** Refer 5 other customers and your service can be free
 - **Correct:** Refer 5 other eligible customers *who sign up for the same service you have* and your service can be free
- A customer can receive a bill credit not exceeding their Monthly Recurring Charge. Regardless of the credit, a customer will still receive a bill for taxes and surcharges
 - **Incorrect:** Qualify for Strive for 5 and get free service
 - **Correct:** Qualify for Strive for 5 and your service *can be free* (excluding taxes and surcharges)*

3 Products Eligible for Strive for 5 and Project Feeding Kids

When customers sign up for the following services, and pay their bill each month, a child gets fed.

- Digital Phone Service
- Digital Phone Service Bundled with High Speed Internet* (Canada only)
- Wireless (U.S. Only)

**Subject to terms and conditions. Payment on bill required. Promotion award applied through rebate reward card.*

Excludes taxes, surcharges, past due fees and any local utility charges. Refer to Strive for 5 Terms and Conditions for complete details

*** Bundled services count as one meal*



Spread the word!

Utilize the new Strive for 5 tools in your Contact Center, available as part of Your Business Assistant. In addition, check out ACN's social media sites for sharable content.