

prefer  
to ref<sup>r</sup>

# insider

myp2r.att.com

Volume 1, Issue 3 August 2012

p2r  
summer  
games

It's not too late  
to join-in and win!

amazing new  
award options

AT&T Branded  
Merchandise  
& Fan Shop  
now available!

new **wireless**  
home phone service

*Everything your customer loves  
about their home phone for less!*

p2r ecards

Making it easy to say  
"Thanks!, Congrats!,  
Way to go!"







## The new AT&T Wireless Home Phone Service gives you more – opportunity, features and awards.

### more opportunity

Looking for the perfect Prefer to Refer opportunity? It's here! The new AT&T Wireless Home Phone service is designed to give customers everything they love about their home phone, plus extra features at a better price.

Customers are able to keep their existing home phone number and continue using their home phones through the use of an easily installed wireless device. Simply check the Availability Tool to make sure your customer is eligible, then make a referral! The Availability Tool can be found on the Referral Submission form or under the Resources Tab.

### more features

The impressive list of features for the new Wireless Home Phone service makes referring it to your customers, family and friends so easy.

- Plans start at **just \$9.99, or for \$19.99**, you can get unlimited nationwide calling.
- Customers receive **free equipment** with a 2-year wireless service agreement
- AT&T will combine all the customer's wireless services into **one, easy-to-read bill**

The AT&T Wireless Home Phone service uses the customer's home phone and is powered by a device that completes calls using AT&T's wireless network instead of a landline connection. The device comes with all the features of a fully loaded home phone without the extra charges.

- Unlimited Nights and Weekends
- Unlimited Mobile to Mobile
- Rollover
- Voicemail
- Caller ID
- Call Waiting
- 3-Way Calling
- Backup Battery – up to 3.5 hrs. talk time
- 611 and 911

### more awards

Prefer to Refer our new Wireless Home Phone service today, and start stacking up your AwardperQs®. With thousands of awards to choose from in the P2R catalog, there's never been a better time to refer AT&T's products and services to your neighbors, family, friends— anyone and everyone!

#### IMPORTANT INFORMATION

The Wireless Home Phone device is designed to provide service that is consistent with other AT&T wireless devices, but AT&T does not represent that the Wireless Home Phone service will be equivalent to landline phone service. 911 calls are routed based on the wireless network's automatic location technology, but you may have to provide your home address to emergency responders. AT&T recommends that you always have an alternative means of accessing 911 service from your home or business during a power or network outage. Corded or cordless landline home phone equipment is not included. Not compatible with services requiring data including but not limited to home security systems, wireless messaging and data services, fax service, DVR/Satellite systems, medical alert systems, medical monitoring systems, credit card machines, IP/PBX Phone systems, or dial-up or DSL Internet service. Enhanced wireless coverage claim when compared to wireless handsets under the same conditions: Performance can be impacted by terrain, location, in-building obstacles, and other factors. Rollover(r) Minutes: Unused Anytime Minutes expire after the 12th billing period. Night & Weekend Minutes and Mobile-to-Mobile Minutes do not roll over. Limited-time offer. Wireless service requires a 2-year wireless voice agreement. Subject to Wireless Customer Agreement. Credit approval required. Activation fee up to \$36/line. Geographic, usage, and other terms, conditions, and restrictions apply, and may result in service termination. Coverage and services not available everywhere. Taxes and other charges apply. Early Termination Fee After 30 days, ETF up to \$150. Restocking fee up to \$35. Other Monthly Charges: Line may include a Regulatory Cost Recovery Charge (up to \$1.25), a gross receipts surcharge, federal and state universal service charges, fees and charges for other government assessments. These are not taxes or government required charges.

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# promotions

## Are you winning at the Summer Games?

The P2R Summer Games contest is in full swing with **1,400 winners announced already**. It's not too late to join the excitement. **There are still 806 winning spots on the podium**. Start your quest today for the chance to win weekly, monthly and grand prizes by spreading the word about AT&T's products and services.

### Two ways to help you win

- 1 Double your chances of winning!** You'll earn two entries into the prize drawings every time you submit a successful referral for new orders for AT&T U-verse® TV, U-verse® High Speed Internet or U-verse® Voice service.
- 2 Refer yourself!** Don't forget that your easiest referral is for products and services that you order for yourself. It's also a great way to see just how easy submitting referrals can be in the new P2R system.

### Amazing award potential

You can earn up to **125 AwardperQs** each time you submit a successful referral that includes all three U-verse service products—TV, Internet and Voice! There are over 9,000 awards to choose from in that point range – imagine the possibilities!

Stay on top of your game by telling anyone and everyone about AT&T products and services, especially our premier U-verse services. You'll be on your way to winning a Bronze, Silver or Gold prize!

For complete details, go to [myp2r.att.com](http://myp2r.att.com), and look under the promotions tab.

**Contest Period: July 1-Aug 31**



## Takin' Care of Business

### We're winning 1-2-3 with Takin' Care of Business.

With each successful product referral, the ...

- 1 Customer wins** an opportunity to hear about AT&T's products and services
- 2 Employee wins** a chance to earn valuable awards
- 3 AT&T wins** in both sales and customer service

Eligible employees earn one entry into a monthly drawing for each sold Business P2R product referral. Twenty-five lucky winners will receive **250 bonus AwardperQs!**

**Contest Period: May 1 – November 30**

# Quick, easy and effective: eCards!

Recognition is a powerful motivator, and the new P2R eCards make showing your appreciation easy for you and memorable for your recipient. Now you can thank, applaud or encourage your P2R top performers with any of the four P2R eCards pictured here. Each eCard is easily accessible on the P2R website. Just choose “eCards” under the View Activities tab on [myp2r.att.com](http://myp2r.att.com).

Using eCards couldn't be simpler. First, select the card with the message and graphics most appropriate for your recipient — be it a simple thanks for participating, a congrats for a job well done, or an encouraging reminder about how P2R benefits our customers, our company, and you! Then add your personal message of recognition. Remember: Even the simplest message from you makes the eCard especially meaningful for your recipient.

With eCards, recognizing your deserving team members is quick, easy and effective. You'll soon discover that team members who feel appreciated will keep delivering their best.

***Send an eCard – or two – today!***



## Leaderboard

Business Unit	Participation	Total Referrals Submitted	Total Referrals Sold	Revenue Sold
Total AT&T	13.89%	357,074	271,533	\$85,239,262
Operations	23.89%	278,963	221,069	\$49,098,261
AT&T Business Solutions	5.26%	5,194	2,406	\$15,089,254
Strategy	4.35%	42,232	34,611	\$9,962,059
Finance	13.8%	22,597	10,485	\$8,542,580
Mobility	1.55%	6,183	2,054	\$1,274,535
Human Resources	21.45%	1,020	629	\$651,695
Corporate External Affairs	16.25%	462	196	\$505,996
Legal	5.3%	57	33	\$33,854
Global Markets	4.27%	12	6	\$7,515
Executive Operations	5.43%	6	1	\$1,398

# success story

**Referring employee:** Donna Davis  
Area Manager, Employee Referrals

**Customer:** Dick's Rancho Glass

**Referral:** Business wireless voice  
and data services

Even if you think you've already exhausted all opportunities with your friends and family, referrals are still out there once you learn to recognize customers in need of solutions.

Donna has been friends with Ashley, an employee of Dick's Rancho Glass, for many years. They've even talked about Donna's job at AT&T many times. It wasn't until a recent car ride together that a very casual conversation about GPS tracking came up.

Turning a friend's  
business issue into  
**a referral opportunity.**

Ashley mentioned how great it would be if her company had GPS tracking capability for their employees in the field. They often have to respond to emergency situations, and they had no efficient way to locate the closest field employee to respond. In addition, over the years they'd lost additional efficiencies when some employees took the liberty to visit a local casino during their work days.

Donna mentioned that AT&T offers wireless solutions with GPS capabilities for businesses and offered to have a business Account Executive (AE) call Ashley back. At the time, Ashley liked the idea, but she felt that the jump in technology might be a little much for their business since they'd been operating the same way for 30 years.

A few weeks later, Ashley sent Donna an email asking to have that AE call them after all. Donna was on her way to the airport, leaving for vacation, when she got the email. Using her smartphone, she was able to access the mobile friendly myp2r.att.com site to submit her referral. She sent an email to the Vision Information Pride (VIP) AE, Len Everts, who would handle the call back to Ashley, and she left on her trip.

Two weeks later, Donna returned to find that Len made two visits to the business and signed them up for six voice plan renewals with phone upgrades, five new wireless data plans, five Telenav applications, one Intuit go-payment, and Office@Hand. Now Ashley's field techs can be efficiently dispatched from the field, and they can even accept credit card payments on site with their customers.

This success story highlights the fact that referrals are about recognizing a need and offering an AT&T solution. Donna wasn't the expert on Telenav, nor did she know anything about pricing or contracts, but she was able to put Ashley in contact with Len, who knew exactly how to help.

Just remember – P2R is a resource for employees to help bridge customers with our AT&T solutions. It's even available on-the-go from your smartphone Web browser, so it opens up opportunities everywhere!





## resources

### Two great resources boost P2R success!

Now you can make the most of every P2R opportunity with two exciting new resources. The enhanced Availability Tool and the brand new Smart Jump feature help you provide extraordinary customer service and have you on your way to earning amazing awards.

#### The Availability Tool now includes Wireless Home Phone service

The Availability Tool is a smart way to save time, increase referrals, and maximize close rates. In just a few quick seconds, you can be sure your customer qualifies for the product you're referring. With this new enhancement, you now have the ability to see if your customer qualifies for the new AT&T Wireless Home Phone service. This innovative service allows customers to keep everything they love about their home phone for less. Make sure to check the Availability Tool with every customer interaction so they won't miss their chance for this great new service! The Availability Tool can be found on the Referral Submission form or under the Resources Tab.

#### The GCAS to P2R Smart Jump is here!

Smart Jump saves time and makes referrals easier than ever for technicians using the GCAS system! Techs' customers will no longer have to wait while the tech enters in their personal information to make a referral. With Smart Jump, techs now have the option to automatically import the customer's information from their dispatched ticket to the P2R system when they close out the installation or repair ticket in GCAS. Once the transaction is completed in GCAS, P2R will open. The technician simply selects the call back type, provides a "can be reached" number, indicates the referred products, and submits the referral. Smart Jump makes it faster and easier to refer our products and services while making the experience effortless for our customers!

## awards

### Amazing new award options

In appreciation for your strong commitment to P2R, we're excited to offer you two new award options. The AT&T branded awards line and the FanShop are both full of fantastic merchandise you'll love.

#### AT&T-branded awards

Show your AT&T pride with the new AT&T-branded awards merchandise. We've taken great items – t-shirts, polo shirts, sports watches, laptop bags, cargo bags – and added the recognizable AT&T signature logo. The benefit is two-fold: You get a cool reward, and the logo can be a great conversation starter for a referral. Find your branded reward today under the new AT&T Branded Merchandise tab in the online rewards catalog, and let your AT&T spirit shine!

#### FanShop now open

Calling all sports fans – FanShop is here! You'll love FanShop, the latest-and-greatest addition to the online rewards catalog. Whether you're a football, basketball or baseball enthusiast – or a fan of all three – you'll enjoy a superstar collection of everyday items and one-of-a-kind collectibles sporting your favorite college or pro team's logo. Get quick access to the FanShop from the P2R online rewards catalog, and start stocking up!



## Residential & Business Products/AwardperQs Matrix

### Wireless

	Residential AwardperQs Revenue		Business AwardperQs Revenue	
Wireless Voice Plan - New Activation	45	\$840	45*	\$840
Wireless Voice Plan - Renewals	15	\$840	15*	\$840
Wireless Voice - Family & Pooled Additional Lines	12	\$120	12*	\$120
Wireless Voice - Family & Pooled Additional Lines - Renewals	5	\$120	5*	\$120
Wireless Home Phone - Unlimited Line	25	\$240	-	-
Wireless Home Phone - Additional Family Line	12	\$120	-	-
Wireless DataConnect for Laptop/Tablet/iPad® – New Activation (Renewals not eligible)	30	\$360	30*	\$360
Wireless Data Plans for Smart Phones –New Activation (Renewals not eligible)	30	\$360	30*	\$360
Wireless Messaging Family & Pooled Plans	15	\$360	15*	\$360
Wireless Office@Hand	-	-	10	\$192
Wireless Additional Features – Family Map, Navigator/TeleNav, Mobile TV, Mobile Insurance, Mobile Protection Pack, Smart Limits, Early Nights and Weekends and Push To Talk	8	\$180	8*	\$180

### TV & Video

U-verse IPTV	50	\$228 - \$1,404	55	\$480 - \$960
U-verse /HD	15	\$120	15	\$120
U-verse IPTV Latino Programming Bonus	30	\$120	-	-
U-verse IPTV Upgrade to Ufamily or above (Residential)	15	\$231	15	\$390
U-verse IPTV Upgrade to Standard or above (Business)	15	\$231	15	\$390
U-verse Receivers Additional (equipment)	5	\$84	5	\$84

### Internet

U-verse HSIA & IPDSL	45	\$239 - \$900	45	\$360 - \$1140
U-verse HSIA & IPDSL Upgrade to Express or above (including Dynamic to Static)	15	\$150	15	\$150
DSL	45	\$240 - \$480	45	\$240 - \$1164
DSL Upgrade to Express or above (including Dynamic to Static)	15	\$150	15	\$150
ConnecTech (Installation-DSL/U-verse, Support Plus, or One Time Services or Protection Plan)	30	\$220	-	-
TechSupport 360 (Monthly Service or One Time Services)	-	-	20	\$260

### Voice

U-verse Voice	30	\$420	-	-
U-verse Voice Employee 2nd Line Res	15	\$120	-	-
Access Lines	15	\$187	15*	\$450

### Maintenance Plan

Inside Wire Maintenance Plan (POTS & U-verse)	3	\$48	5	\$84
Equipment Maintenance Plan Stand Alone	3	\$78	3	\$78

### Big Pipe Circuit & High End CPE

Big Pipe Circuits (T1, PRI, MIS, Opt-E-MAN, Centrex, etc.), CPE High End-(minimum \$1,000 hardware/services), CPE Maintenance Contracts	-	-	Annualized Revenue— varies by order	
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\*Please see the Resources tab on the P2R website for the most current version of the monthly Product Point Matrix.  
Certain elements of the AwardperQs System are protected by U.S. Patent No. 5,915,244.