**NPA Relief 306/639**

**Consumer Awareness**

**(Implementation of NPA Code 474 Overlay)**

**Progress Report #3**

November 2, 2021

**Consumer Awareness Progress Report**

This progress report is submitted to the Relief Planning Committee (RPC) and CRTC for the NPA Relief 306/639 project.

This report outlines the public relations activities that Saskatchewan Telecommunications (SaskTel) has undertaken, for the initial segment of the communications campaign, to generate awareness for the introduction of a new 474 area code in Saskatchewan. Also included in the document are the reports submitted by the individual carriers.

The launch of the new area code is projected to have a minimal affect on the market. As such, SaskTel will be completing a small, low cost campaign to raise awareness of the new code.

**Target Audience**

* The Saskatchewan market

**Communication objectives**

* Increase awareness of the new, 474, area code
  + Introduced due to increased demand for telecom services
* Utilize existing, low cost, communication channels
  + No change to the handling of calls

**Communications**

The communication plan will align with when the new area code will become available in-market. We will look to promote awareness in late November-early December 2021.

|  |  |
| --- | --- |
| **Tactic** | **Timing** |
| Sasktel.com/support – update existing answers:   * <https://support.sasktel.com/app/answers/detail/a_id/10910> * <https://support.sasktel.com/app/answers/detail/a_id/24457> | Late November-early December, 2021 |
| Bill Message – wireline and wireless bills | December, 2021 |
| mySASKTEL  *On the web portal and in the mobile app* | Late November-early December, 2021 |
| Social Media | Late November-early December, 2021 |
| SaskTel directories | Starting with the October 2021 edition |
| Knowledge Centre | Late November-early December, 2021 |
| News Item for SaskTel specialists | * Late September, 2021 – to communicate October 2, 2021 – effective date; note that new area code will be in market until January 2022 * December 2021 – for bill message |

**Carrier Progress Reports**

Attached to this Communication Awareness Progress Report are the individual progress reports submitted by the following Carriers:

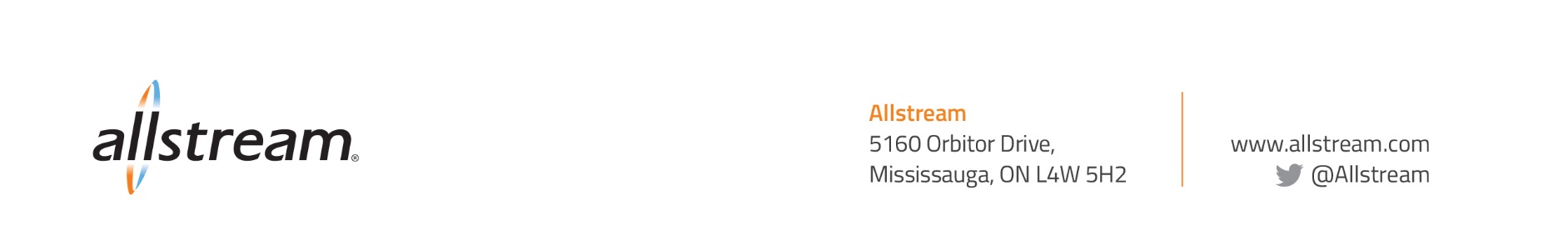
* Allstream
* Bell Canada (including Bell Mobility)
* Rogers (including Fido)
* Telus

It is expected that those TSPs who did not submit a progress report to the CATF will submit their reports directly to the CRTC.

**Appendices**

The following is a list of the current Carriers operating in Saskatchewan

|  |  |
| --- | --- |
| **Carrier** | **Progress Report #2 Contribution** |
| Fibernetics |  |
| allstream | **P** |
| Iristel |  |
| Access Communications |  |
| Bell Canada | **P** |
| Bell Mobility | **P** |
| Bell West Inc. |  |
| Comwave Networks Inc. |  |
| Distributel Communications Limited |  |
| Fido Solutions Inc. | **P** |
| FlexITy Solutions Inc. |  |
| GT Group Telecom Services Corp. |  |
| ISP Telecom |  |
| LES.NET (1996) Inc. |  |
| Bell MTS |  |
| Primus Telecommunications Canada Inc. |  |
| Provincial Tel Inc. |  |
| RFNow Inc. |  |
| Rogers Cable Communications Inc |  |
| Rogers Wireless Partnership | **P** |
| Shaw Telecom Inc. |  |
| TELUS Integrated Communications | **P** |
| TELUS Mobility | **P** |
| Westman Media Cooperative Ltd |  |
| Xplornet Communications Inc. |  |



|  |  |
| --- | --- |
| **Date** | **Description** |
| July 2021 | Update allstream.com with details regarding new SK area code 474 |
| Share documentation with our CSC agents to support answering customer questions |
| Aug 2021 | Targeted customer messages |
|  |
| Oct.2021 | Targeted customer messages through email, website |

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**Bell Canada and Bell Mobility**

**NPA 306/639 Relief**

**PROGRESS REPORT TO THE CONSUMER AWARENESS TASK FORCE (CATF)**

**(Implementation of NPA Code 474 Overlay)**

**October 28 2021**

**PROGRESS REPORT**

Bell Canada including Bell Mobility (Bell) submits this Progress Report to the 306/639 RPC with the understanding that it will be attached to the CATF Progress Report to the Relief Planning Committee (RPC).

This progress report provides an update on the status of activities to advise customers of the new overlay NPA Code 474 in the Numbering Plan Area (NPA) currently served by NPA Codes 306 and 639.

Bell has followed the schedule in the RIP and reports that consumer awareness activities have been completed according to the schedule contained in the RIP. This includes bill messages to our Wireline customers, letters to our Corporate Mobility customers, and SMS to all other Mobility customers.

Jacqueline Michelis

Corporate Communications

Bell Canada

TELUS

The following table lists TELUS activities implemented to support TELUS customer awareness for new Saskatchewan area code 474:

|  |  |  |  |
| --- | --- | --- | --- |
| **Dates** | **Tactics** | **Target** | **Status** |
| December 2020 | Information available on telus.com website | All Saskatchewan customers | Complete |
| December 2020, April 2021, September 2021 | Internal messaging | Front line agents (Business and Consumer) | Complete |
| April 2021 and September 2021 | Bill message | All TELUS Saskatchewan Business and Consumer customers | Complete |

Gino Grandinetti

TELUS

**Rogers/Fido**

The following table lists Rogers/Fido activities implemented to support customer awareness for new Saskatchewan area code 474:

**Saskatchewan - new 474 area code to be introduced October 2, 2021**

|  |  |  |
| --- | --- | --- |
| **Date** | **Tactics** | **Target** |
| February 7 thru March 6, 2021 | Postpaid: Deployed a bill message to all customers in the relevant area promoting the introduction of the new area code. | Relevant Rogers and Fido customers (consumer and business) |
| February 24, 2021 | Pre-paid: Deployed SMS to customers in relevant area promoting the introduction of the new area code. | Rogers and Fido customers (consumer and business) |
| February 2021 – October 2021 | Notifying frontline customer care agents responding to customer inquiries about the new area code. | Rogers and Fido employees and customers (consumer and business) |