

**CONSUMER AWARENESS TASK FORCE  
25 April 2016**

**Promoting the introduction of new area codes in the NPAs 403, 587, 780  
areas**

**PROGRESS REPORT TO THE RELIEF PLANNING COMMITTEE (RPC)**

The CATF members are implementing the customer awareness activities identified in the Customer Awareness Plan for Alberta area code relief. Tables on the following pages contain specific activity updates from the individual companies.

Collectively, media releases for the new area code were issued on Oct 9, 2014, and February 22, 2016.



**Promoting the introduction of new area code 825 in the  
403, 587, and 780 regions**

**Update Report**

| <b>Date</b>      | <b>Description</b>  |
|------------------|---|
| To April 9, 2016 | TELUS has kept in contact with CATF members to receive feedback on a second media release, and to consolidate CATF report updates from the carriers.  |
|                  | TELUS has sent a targeted bill messages to all its Consumer and Business wireline and wireless customers in March 2016 to advise them of the new area code, and provide a reference to our website for more information.  |
| To Jan 23, 2016  | TELUS has kept in contact with CATF members to receive feedback on a second media release, and to consolidate CATF report updates from the carriers.  |
|                  | TELUS has sent a targeted bill messages to all its Consumer and Business wireline customers in November 2015 to advise them of the new area code, and provide a reference to our website for more information.  |
|                  | TELUS has sent a targeted bill messages to all its Consumer and Business wireless customers in December 2015 to advise them of the new area code, and provide a reference to our website for more information.  |
| To Nov 6, 2014   | TELUS has chaired CATF sessions to date, has actively participated in all discussions, and in the creation of the CATF Customer Awareness Plan  |
|                  | TELUS has notified front line sales channels, and updated front line documentation, to ensure that front line staff are aware of the new area code, and can respond to customer queries.  |
|                  | <p>TELUS has posted related content on our telus.com website. URLs:</p> <ul style="list-style-type: none"> <li>• <a href="http://about.telus.com/community/english/area_code_825/">http://about.telus.com/community/english/area_code_825/</a></li> <li>• <a href="http://www.telus.com/en/bc/get-help/services/calling-services/ten-digit-dialing/support.do?&amp;eVar35=http://www.telus.com/en/get-help/services/calling-services/ten-digit-dialing/support.do">http://www.telus.com/en/bc/get-help/services/calling-services/ten-digit-dialing/support.do?&amp;eVar35=http://www.telus.com/en/get-help/services/calling-services/ten-digit-dialing/support.do</a></li> </ul> <p>Web content has been available to customers since September 19, 2014.</p> |
|                  | 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 October 2014 bill cycle. Business customers will also see the targeted bill message repeated on their November 2014 bill cycle.   |
|                  | TELUS remains ready to respond to media queries. TELUS is also monitoring social media, and is providing reactive messages to answer questions and refer customers to our   |



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**Update Report**

| <b>Date</b>       | <b>Description</b>   |
|-------------------|--|
| To Dec. 2015      | Information about the new area code and how to prepare added to <a href="http://support.bell.ca/Home_Phone/What_are_the_new_area_codes_in_Ontario_and_Quebec">Bell.ca</a><br><a href="http://support.bell.ca/Home_Phone/What_are_the_new_area_codes_in_Ontario_and_Quebec">http://support.bell.ca/Home_Phone/What_are_the_new_area_codes_in_Ontario_and_Quebec</a> |
|                   | Bill message to business (Enterprise, Large, Mass, Mid, SMB) customers in Alberta<br>Bill message to residential customers in Alberta<br>Bill message and SMS to Bell Mobility customers in Alberta  |
|                   | Information provided to front line team members, internal sales teams, customer care, call centres in order to respond to customer inquiries about the new area code   |
|                   |  |
| To March 31, 2016 | Repeat bill message to business (Enterprise, Large, Mass, Mid, SMB) customers in Alberta   |
|                   | Repeat bill message to residential customers in Alberta  |
|                   | Repeat bill message and SMS to Bell Mobility and Virgin customers in Alberta   |
|                   | Updated information available internally on InfoSource for front line team members, internal sales teams, customer care, call centres in order to respond to customer inquiries about the new area code  |
|                   |  |



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**Update Report**

| <b>Date</b>             | <b>Description</b>   |
|-------------------------|--|
| To Nov 6, 2014          | Shaw has posted related content on its website. Information posted includes impact of changes. Specifically, informs customers about introduction of new area code, timing, what customers and business can do to prepare, and highlight the impact of the changes.  |
| Jan 2016                | Shaw frontline customer care notified and responding to Alberta customer inquiries (Consumer and Business)   |
| March 1 – April 30 2016 | <p>Shaw.ca</p> <ul style="list-style-type: none"> <li>• Target: Residential customers in Alberta</li> <li>• Key Message: Area code 825 is coming to Alberta on April 9, 2016. Drive traffic to website for more information</li> </ul> <p>Shawbusiness.ca</p> <ul style="list-style-type: none"> <li>• Target: Business customers in Alberta</li> <li>• Key Message: Area code 825 is coming to Alberta on April 9, 2016. Drive traffic to website for more information</li> </ul> |
| March 17, 2016          | <p>Big Picture Customer E-newsletter</p> <ul style="list-style-type: none"> <li>• Target: Current Shaw customers (residential)</li> <li>• Key Message: A new area code is coming to Alberta.</li> <li>• CTA: Drive to website for more information</li> </ul>  |
| March 1 – April 30 2016 | <p>Bill Messaging</p> <p>Target: Current Shaw customers in Alberta (residential)</p> <ul style="list-style-type: none"> <li>• Area code 825 is coming to Alberta on April 9, 2016. Drive traffic to website for more information</li> </ul>  |
| March 1 – April 30 2016 | <p>Invoice Ads</p> <ul style="list-style-type: none"> <li>• Target: Current Shaw Business customers in Alberta</li> <li>• Key Message: Overview of changes and key dates. Drive traffic to website for more information</li> </ul>   |

# DISTRIBUTEL

## Promoting the introduction of new area code 825 in the 403, 587, and 780 regions

### Update Report

| Date           | Description  |
|----------------|--|
| To Nov 6, 2014 | Information regarding launch of area code 825 added to website, Distributel.ca (as of Sep 20, 2014)                              |
|                | Notice added to Business customer invoices (as of Oct 5, 2014)   |
|                | Consumer and Business front line customer service and technical support staff provided with information regarding new area code. |
| Jan 2016       | Reminder notice sent to frontline staff with FAQ information.  |
| Feb 2016       | Email to business customers sent   |
| March 2016     | 2nd invoice notification to customers  |
| April 2016     | Reminder notice of implementation date sent to front line customer service and support staff.                                    |
|                |  |



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**Update Report**

| <b>Date</b>    | <b>Description</b>  |
|----------------|---|
| To Feb 9, 2016 | Rogers deployed a bill message to all Rogers Alberta wireless customers on their October invoices promoting the introduction of the new area code. (Oct 9, 2014)<br>Plans to repeat messaging in future. (Consumer and Business)  |
|                | Rogers frontline customer care notified and responding to Alberta customer inquiries (started Oct 9, 2014 and will continue to launch in 2016) (Consumer and Business)  |
|                | Rogers has posted information on internal bulletin boards to promote the new area code to Alberta frontline and internal employees. With ongoing reminders to be posted through to 2016.  |
| To April 2016  | Rogers deployed an additional bill message/SMS as appropriate to Rogers, Fido, Chatr and Mobilicity wireless customers.<br><br>A reminder was posted on our internal bulletin board for frontline staff.<br><br>As well, we have posted information on rogers.com for Alberta customers:<br><a href="http://www.rogers.com/web/support/wireless/area-code/2222?setLanguage=en&amp;setProvince=AB">http://www.rogers.com/web/support/wireless/area-code/2222?setLanguage=en&amp;setProvince=AB</a> |