

A man with a beard, wearing a pink button-down shirt and a headset, is sitting at a desk in a call center. He is smiling and looking at a large computer monitor. His hands are on a keyboard. In the background, another person is partially visible, also working at a computer. The office has large windows with a view of a city at night.

SMART VOICE OVERVIEW





Today agenda

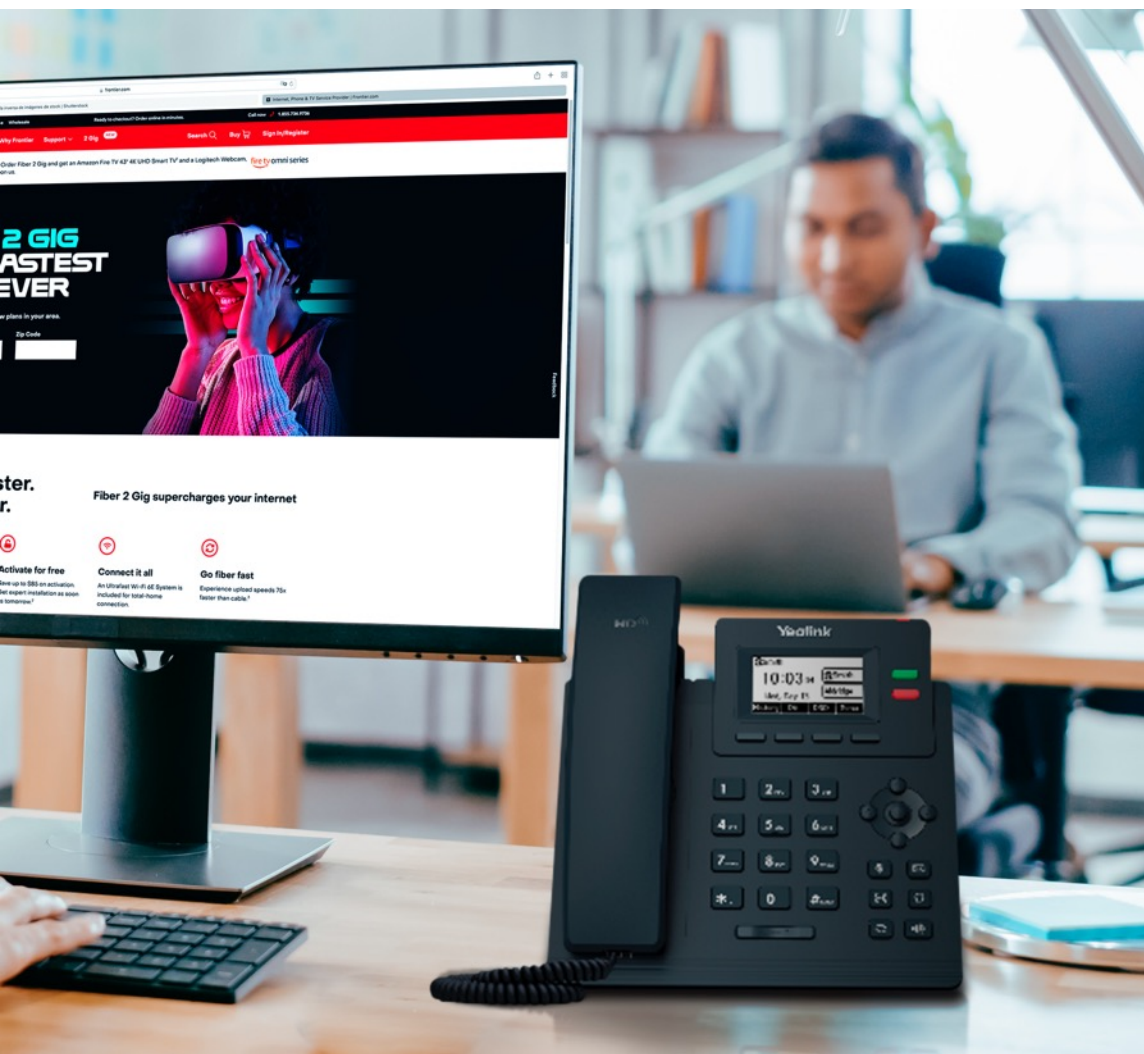
- **Smart Voice Product Overview**
Service Elements
Customer Eligibility
- **When to Sell Smart Voice vs. FAW UCaaS**
- **Smart Voice Devices**
Service Elements
Customer Eligibility
- **Smart Voice Service Portals**
End User Comm Portal
Business Group Admin Portal
- **Smart Voice Pricing**
- **Frontier Collaboration Product Roadmap**

SERVICE ELEMENTS

Smart voice

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Product Overview

Commercial UCaaS Solution

- Unlimited Local and Nationwide LD calling, including Canada
- Powered by FTR Metaswitch platform
- Inbound / Outbound call features
- Call control features
- Unified Messaging (Visual Voicemail, Voicemail-to-Email)
- Collaboration features (IM, Presence)
- Systems and Applications Integration (Smartphone, PC, Outlook)
- Optional Add-on Features
 - ✓ Multi-Line Hunt Groups
 - ✓ Premium Auto Attendant

Feature delivery through:

- Pay-per-user licensing model
- Desktop Phones
 - ✓ Polycom VVX 311, VVX 501, VVX 601
- White-labelled soft phone applications
 - ✓ “Frontier Communicator” – Mobile / Desktop Clients
 - ✓ Supports iOS, Android, Windows and MAC devices

Product Overview

Simple Service Elements

3 user (seat) license options:

- Premium Plus – Mobile & Desktop Clients + Polycom Desk Phone (rental only) + Voicemail box
- Premium – Mobile & Desktop Clients + Voicemail box
 - ✓ Cannot be sold as a standalone, customer must have Premium Plus to add Premium seat
- Analog – Used for a fax machine, alarm or elevator line or even an existing credit card machine that is using a POTS B1 line

3 calling device options:

- Frontier Communicator Smartphone app (Android/iOS...included with Premium / Premium Plus seat licenses)
- Frontier Communicator Desktop app (PC/Mac...included with Premium / Premium Plus seat licenses)
- Polycom Desktop Phone Rentals (3 models to choose from) – Premium Plus seat requires Polycom desk phone
 - ✓ VVX 311 – Good
 - ✓ VVX 501 – Better
 - ✓ VVX 601 – Best

Add-on Smart Voice Features:

- Multi-Line Group
- Premium Auto Attendant



Smart Voice Product Overview

Customer Eligibility

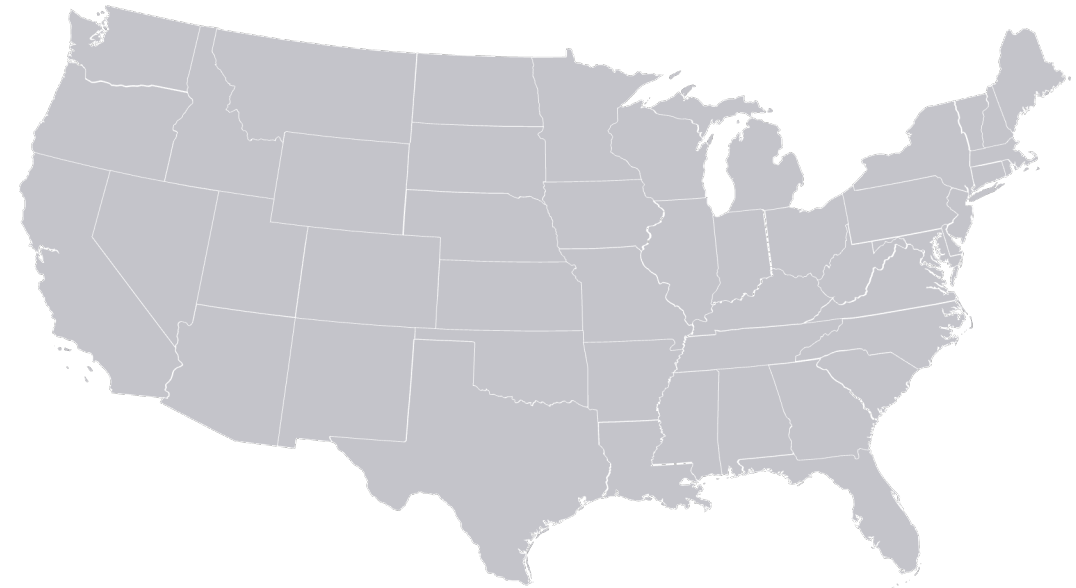
Rules of engagement

Qualifying Speeds:

- FiOS – 100/100, 500/500 & 1G/1G
- HSI – 12M, 15M, 25M, 35M, 45M, 70M, 90M & 115M

Minimum HSI Upload Speed Requirement:

- 1M Upload supports 5 seats (lines)



Nationwide Availability

When To Sell Smart Voice vs. FAW Ucaas



Smart Voice Target Customer

- **Must be in FTR Footprint**
- Mass Market, SMB, Mid-Market Businesses (1 – 500 seats)
- Evaluating replacement of legacy TDM PBX and network services with Cloud Collaboration solution
- Simple operational requirements
 - ✓ Hosted PBX
 - ✓ Single number for desk, home & mobile (Twinning)
 - ✓ Mobility applications
 - ✓ Unified Messaging (visual VM & VM to Email)
 - ✓ IM/Presence
 - ✓ Auto Attendant
- Price sensitive
- Ease of use
- Need speedy service delivery



FAW UCaaS Target Customer

- IN or OUT of Frontier VoIP Footprint
- Minimum 100 seats across large geographical footprint
- Mid-Market and Enterprise Businesses
- Evaluating replacement of end-of-life IP PBX or existing HPBX provider
- Complex operational requirements
 - ✓ Enhanced Collaboration
 - ✓ Systems Integration
 - ✓ Reporting & Analytics
 - ✓ Robust Administration Portals
- Add operational value to the business
- Improve productivity
- Strategic partnership – cloud collaboration

DEVICES



Smart Voice Desktop Polycom Phones (Rental Only)



VVX 311

A powerful entry-level Business Media phone for today's cubicle workers and improving communication in the workplace.

- Backlit grayscale graphical LCD (208 x 104)
 - 6 line or speed dial keys
- HD Voice up to 7KHz on all audio paths (Speaker, Handset, Headset)

\$5.00/mth



VVX 501

An easy-to-use, performance business media phone that's designed for today's busy managers and knowledge workers.

- 3.5" (9-cm) TFT (320 x 240) touch-screen
- Up to 12 line appearances
- HD Voice up to 14KHz on all audio paths (Speaker, Handset, Headset)

\$9.50/mth



VVX 601

A premium Business Media phone delivering best-in-class desktop productivity for corporate executives and managers

- Large (4.3") TFT (480 x 272) capacitive touch-screen
 - Up to 16 line /speed dials
- Hard Keys: 12-key keypad, home, speaker, mute, volume, headset
 - Integrated Bluetooth

\$12.00/mth

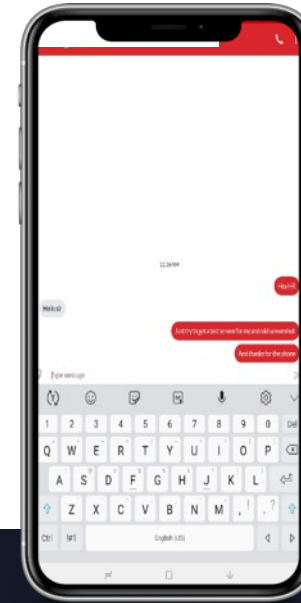
Frontier Communicator Mobile App



**Welcome
Screen**

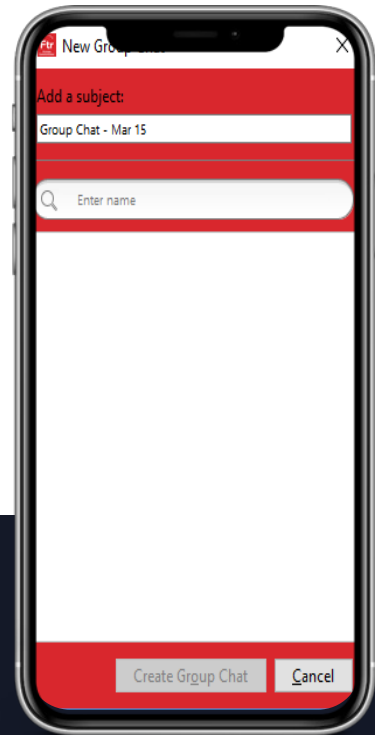


**Soft Phone
Screen**

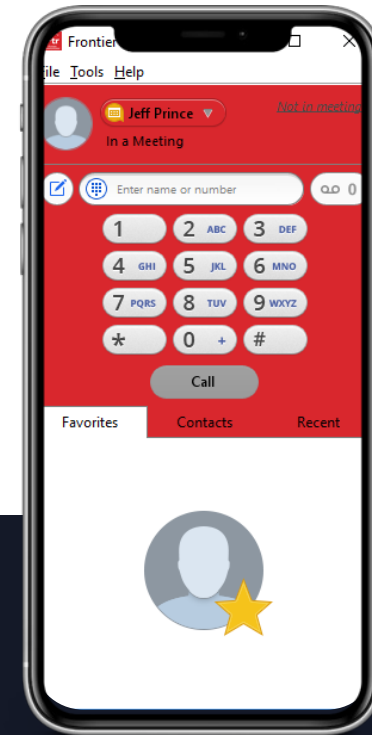


**Chat / Instant
Messenger Screen**

Frontier Communicator DESKTOP App

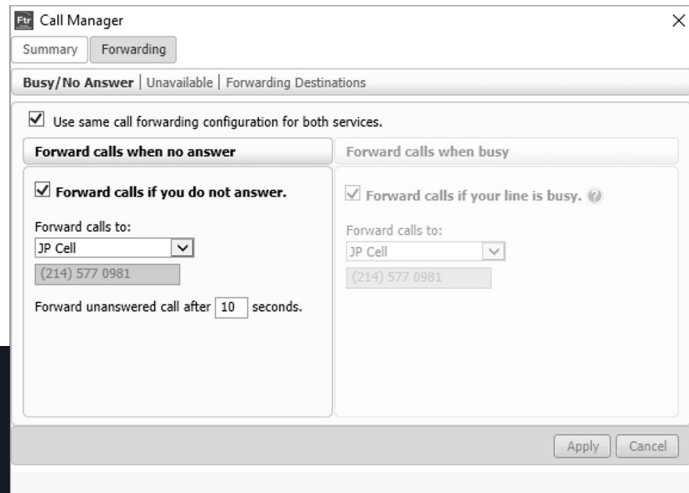


Chat / Instant
Messenger Screen

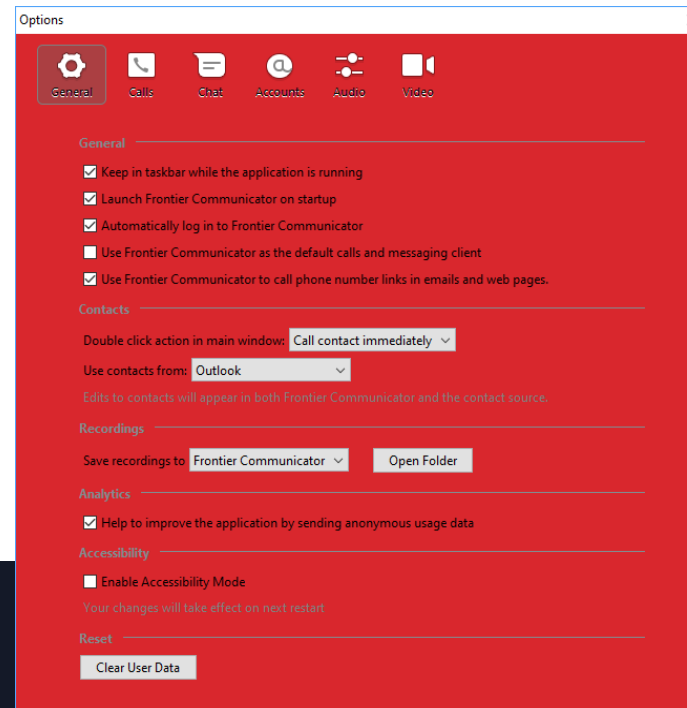


Soft Phone
Screen

Frontier Communicator DESKTOP App



Call Manager Screen



Desktop Options Screen

Equipment

NETGEAR ProSAFE GS108 (8 Port Switch)



\$68.50 NRC

NOTE: Frontier provided routers currently have 4 ports. Since each SmartVoice seat requires a port, that would only leave 2 ports on our router for 2 seats. However, if a customer is ordering more than 2 seats, additional ports will be required.

Analog Terminal Adaptor (ATA)



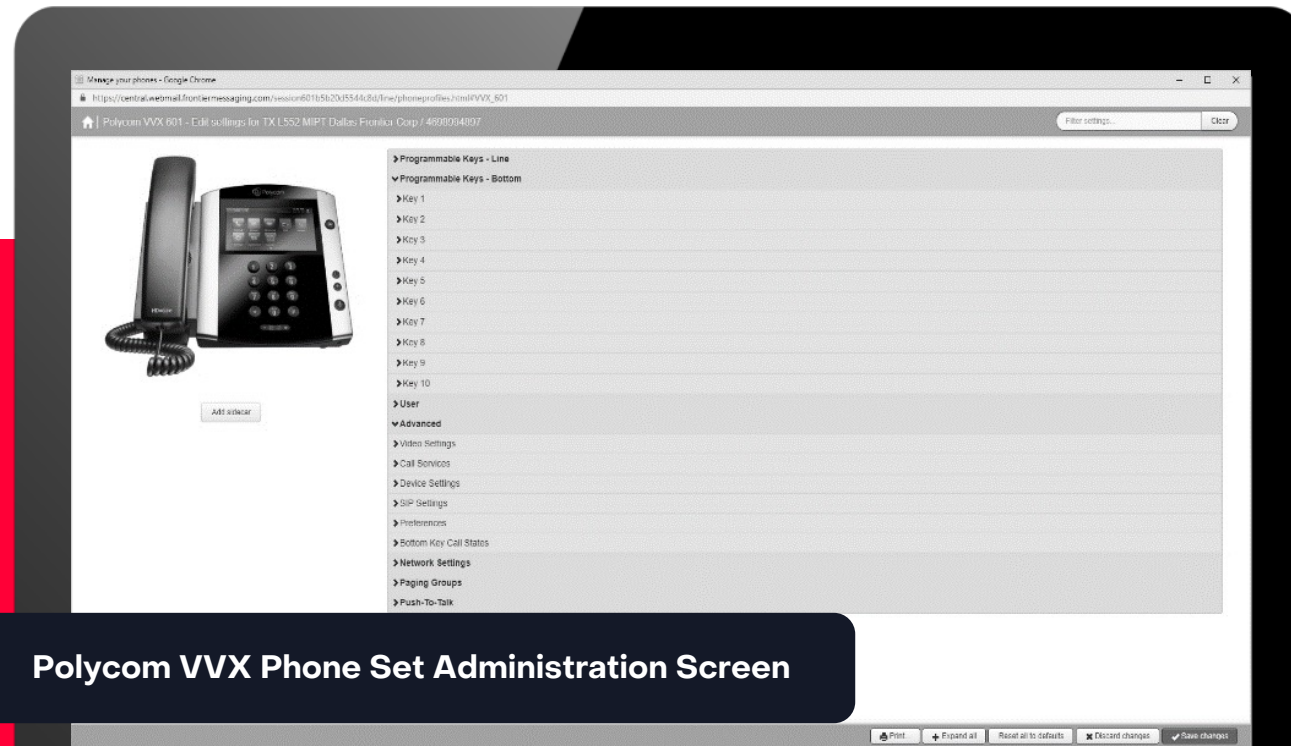
\$62.50 NRC

Note: Analog seats will require an Analog Terminal Adaptor and will be required to be purchased from Frontier.

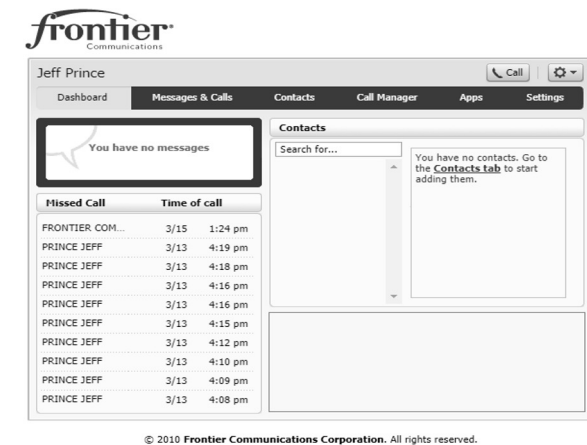
ADMIN PORTALS



Smart Voice End User & Business Group Admin Portals



Polycom VVX Phone Set Administration Screen



User Dashboard Screen

<https://webmail.frontiermessaging.com>
<https://webmail.frontiermessaging.com/bg/>

Frontier Communicator End User Comm Portal

Gary Bolding

Call | Settings

Dashboard Messages & Calls Contacts Call Manager Apps Settings

You have 2 [messages](#)

Available for Calls

Incoming calls will: Ring your phone

Missed Call	Time of call
CAMERON CLAIRE	8/13 11:27 am
MITEL	8/6 2:19 pm
MITEL	8/6 2:08 pm
MITEL	8/6 12:47 pm
MITEL	8/6 12:02 pm
MITEL	8/6 11:13 am
19412129823	8/6 10:39 am
19412129823	8/5 11:31 am
18054902387	8/2 12:58 pm
18054902387	8/2 12:13 pm

Contacts

Search for...

Ross, Jonathan

First Name: Jonathan
Last Name: Ross
Organization:

Telephone Numbers
(617) 285 3900

Dashboard Tab

Gary Bolding

Call | Settings

Dashboard Messages & Calls Contacts Call Manager Apps Settings

Messages (0 New) Faxes (0 New) Missed Dialed Received Deleted

ENERGY ASSOCIAT Fri 7/19, 2:45 pm, 41 secs Actions X

12174941335 Thu 7/18, 9:54 am, 51 secs Actions X

New Voicemail Delete All

Messages & Calls Tab

Frontier Communicator End User Comm Portal

The screenshot shows the 'Call Manager' tab for user Gary Bolding. The top navigation bar includes 'Dashboard', 'Messages & Calls', 'Contacts', 'Call Manager' (active), 'Apps', and 'Settings'. Below the navigation bar is a green status bar that says 'Available for Calls'. The main content area is titled 'Incoming Call Settings'. It features a dropdown menu for 'Incoming calls will:' with options: 'Ring your phone', 'Ring your phones in order', 'Ring your phones together', and 'Forward to another phone...'. Below this, there are radio button options for 'If there is No Answer' and 'If your phone is Busy'. The 'No Answer' options are 'Forward to another phone' and 'Send to voicemail'. The 'Busy' options are 'Forward to another phone' and 'Send to Voicemail'. An 'Advanced Settings' sidebar is visible on the right. At the bottom are 'Apply' and 'Cancel' buttons.

Call Manager Tab

The screenshot shows the 'Settings' tab for user Gary Bolding. The top navigation bar includes 'Dashboard', 'Messages & Calls', 'Contacts', 'Call Manager', 'Apps', and 'Settings' (active). Below the navigation bar is a sub-navigation bar with 'Account', 'Calls', 'Messages' (active), 'Notifications', 'Reminders', and 'Group Mailbox'. The main content area is titled 'General' and includes settings for 'Forward messages and faxes as emails', 'Forward to:' (with email address gary.bolding@ftr.com and links for edit and remove), 'add an email address', and 'Leave original in Inbox'. There are checkboxes for 'Voicemails' and 'Faxes'. Below this are sections for 'Mailbox Access' and 'Voicemail Greeting'. At the bottom are 'Apply' and 'Cancel' buttons.

Settings Tab

Frontier Communicator Business Group Admin Portal

Gary Bolding

Lines

To view the settings for an individual line, MLHG pilot number, or view MLHG group settings, click on the corresponding icon in the rightmost column.

Telephone Number	Extension	Name	
Search for... in any field			
(469) 899 4000		Kevin Clark	Actions
(469) 899 4001		Angel Herrera	Actions
(469) 899 4002		Sharon McClain	Actions
(469) 899 4003		Dimitrious Dourous	Actions
(469) 899 4004		Gowtham Pedapudi	Actions
(469) 899 4005		Srinvas Avula	Actions
(469) 899 4006		Mary Rado	Actions
(469) 899 4007		Heffley, Angela - 7979 Beltline	Actions
(469) 899 4008		Chris Fox	Actions

Lines Tab

Gary Bolding

MLHG Carrollton IT

MLHG Pilots MLHG Lines Settings

Telephone Number	Extension	Name	
(972) 323 9106		Carrollton IT Pilot	

MLHG Tab

PRICING

Smart voice

Smart Voice Seat Pricing With FTR Broadband

Seat (Line) Type	1, 2, 3 or 5 Year Term	MTM
Premium (Smart Phone/Desktop App Only)	\$14.99	\$24.99
Premium Plus (Smart Phone/Desktop App PLUS Desktop Phone)	\$24.99	\$34.99
Analog Only *Requires ATA*	\$12.50	\$22.50

Premium Plus seat requires phone rental
Premium seat cannot be sold as standalone

Smart Voice Seat Pricing With FTR Broadband

Seat (Line) Type	1, 2, 3 or 5 Year Term	MTM
Premium (Smart Phone/Desktop App Only)	\$19.99	\$29.99
Premium Plus (Smart Phone/Desktop App PLUS Desktop Phone)	\$29.99	\$39.99
Analog Only *Requires ATA*	\$12.50	\$22.50

Premium Plus seat requires phone rental
Premium seat cannot be sold as standalone

Activation Fees, Install Charges & Set Up Fees

Activation Fees	1YR Term	2 YR Term	3 & 5 YR Terms
Apply to SmartVoice Seat pricing			
- Premium Plus Seats	\$25.00	\$12.50	WAIVED
- Premium Seats	\$15.00	\$7.50	WAIVED
- Analog Seats	\$12.50	\$7.50	WAIVED
Install Charges	MTM	1 YR Term	2, 3 & 5 YR Terms
Apply to MTM & 1 YR Term ONLY	\$99.00	\$99.00	WAIVED
Set-Up Fees (Apply to 1 YR Term only)	NRC		
Apply to Optional Add-ons			
- Toll Free Number	\$2.50		
- Additional Directory Listing	\$14.95		
- Additional DID	\$2.00		
- Extended Market DID	\$5.00		
- Additional E911 Address	\$5.00		
- Premium Auto Attendant	\$25.00		
- Multi-line HUNT Group	\$10.00		

WHO & WHERE TO SELL

Ideal Customer Profiles

Customer Characteristics

- Must be in Frontier Footprint
- Small/Medium Businesses
- 1-500 Seats
- Analog / Key Systems
- Employees with – Multi-Line Hunt Groups
 - ✓ Mobile Phone
 - ✓ Desktop PC
 - ✓ Desktop Phone
- Dissatisfied with Existing POTS Services
- Seeking Alternative Services



Preferred Customer Segments

Real Estate

Needs

- Integrating a mobile workforce
- Need to open new communication channels
- Seamless communication between, buyers, sellers and county

Examples: Realtors



Preferred Customer Segments



Healthcare

Needs

- Simplify incoming call handling
- Need to collaborate on diagnostics and patient treatment

Examples: Dental offices, Clinics and physician practices

Preferred Customer Segments

Hospitality

Needs

- Simple ways to communicate with guests and staff
- Enabling remote work – and support –

Examples: Boutique hotels and independently owned hotels, restaurants & bars



Preferred Customer Segments



Finance

Needs

- Meet compliance rules and regulations
- Simplify collaboration

Examples: Accountants

Opportunity Verifiers (And Clever Comebacks)

Look for	How to respond
“My phone services aren’t flexible”	With SmartVoice you have the ability to quickly add users and make account changes – After ordering new seats through Frontier, you can quickly add your new employees through the Frontier SmartVoice Admin Portal. Plus, with a few clicks in the portal, you can easily make changes to the features of any employee account.
“I can’t seem to weather a storm—or a conference call”	With SmartVoice you get improved insulation from weather-related outages – With a redundant cloud-hosted network architecture, you can better maintain your business continuity during a power loss by having calls automatically rerouted to another office, your mobile phone or your voicemail in the cloud.
“My phone bill has us on pins and needles”	With SmartVoice you get affordable, predictable rates –You can purchase the Frontier SmartVoice services that fit your budget and reduce or eliminate costly long-distance toll charges and fees.
“Our customers are getting the runaround”	With SmartVoice you get call handling features that keep you accessible – Frontier SmartVoice makes sure calls get where they need to go in a timely, efficient way, even when you or your employees are working from home or on the road.

PROBING QUESTIONS

4 Key Questions To Ask

- ✓ What tools are you currently using to communicate / collaborate?
- ✓ Do they frequently “get in the way” of your ability to communicate internally / with customers?
- ✓ Do “silos” between employee roles or software solutions make for extra work and poor experiences?
- ✓ What happens when your comm systems fail? And how often does this happen?



Leading with Implication Questions

Challenge



Team Alignment



Unnecessary Travel Expenses



Faulty (Or Old) PBX

Question



How do you get your team in sync? And what are the consequences of miscommunication in your business?



Managing branch offices & remote clients surely gets you traveling a lot, right? What are the costs associated to that?



I guess finding FXOs & FXs to expand your PBX must be a hassle. And what about support and response times?

PRODUCT ROADMAP

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4 Key Questions To Ask



Feb 2020

- Conference room seat
- Conference room phones: Polycom SoundStation IP 5000, IP 6000 & IP 7000



Q2 2020

iACD Functionality for Supervisors & Agent positions

- Answers incoming calls and routes them to a specific agent or supervisor logged into a multi-line hunt group.
- Supervisor dashboard in the BG Admin portal provides:
 - ✓ Average Waiting Time (duration)
 - ✓ Callers Waiting (calls)
 - ✓ Calls Received (number of calls or the rate of calls/hr)
 - ✓ Calls Answered
 - ✓ Calls Abandoned
- Advanced supervisory features for monitoring MLHG members include: Monitor, Whisper & Barge-In

Call Recording

- Record all calls
- Record on demand
- Record for Supervisor & Agent positions

WEB FAX

- Inbound/outbound faxing
- Include encryption to ensure HIPPA compliance
- SMS or email alerts for incoming faxes
- Mobile app to support Android & iOS

4 Key Questions To Ask

Feb 2020

Accession Meeting to provide enhanced collaboration

- Supports conferences with up to 200 participants
- Scheduled and ad-hoc conferences
- Video conferencing
- Desktop sharing and file sharing
- Desktop remote control
- Conference recording
- Supports Windows, MacOS, iOS and Android
- Deploy standalone or integrated with Frontier Communicator
- Single-click uplift from one-to-one Frontier Communicator calls or IM sessions to conferences
- Microsoft Outlook integration

Q2 2020

Call Analytics

- Detailed call activity; call activity by subscriber, by area and by duration
- Reports by DID
- Call traffic reports by hour/half hour
- Report on percentage of calls answered (PCA)
- Accessible via web browser & mobile device
- Multi-site call reporting

THANKS

Empowering Digital Transformation

