SMART
VOICE
OVERVIEW

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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**

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SERVICE ELEMENTS

Smart voice

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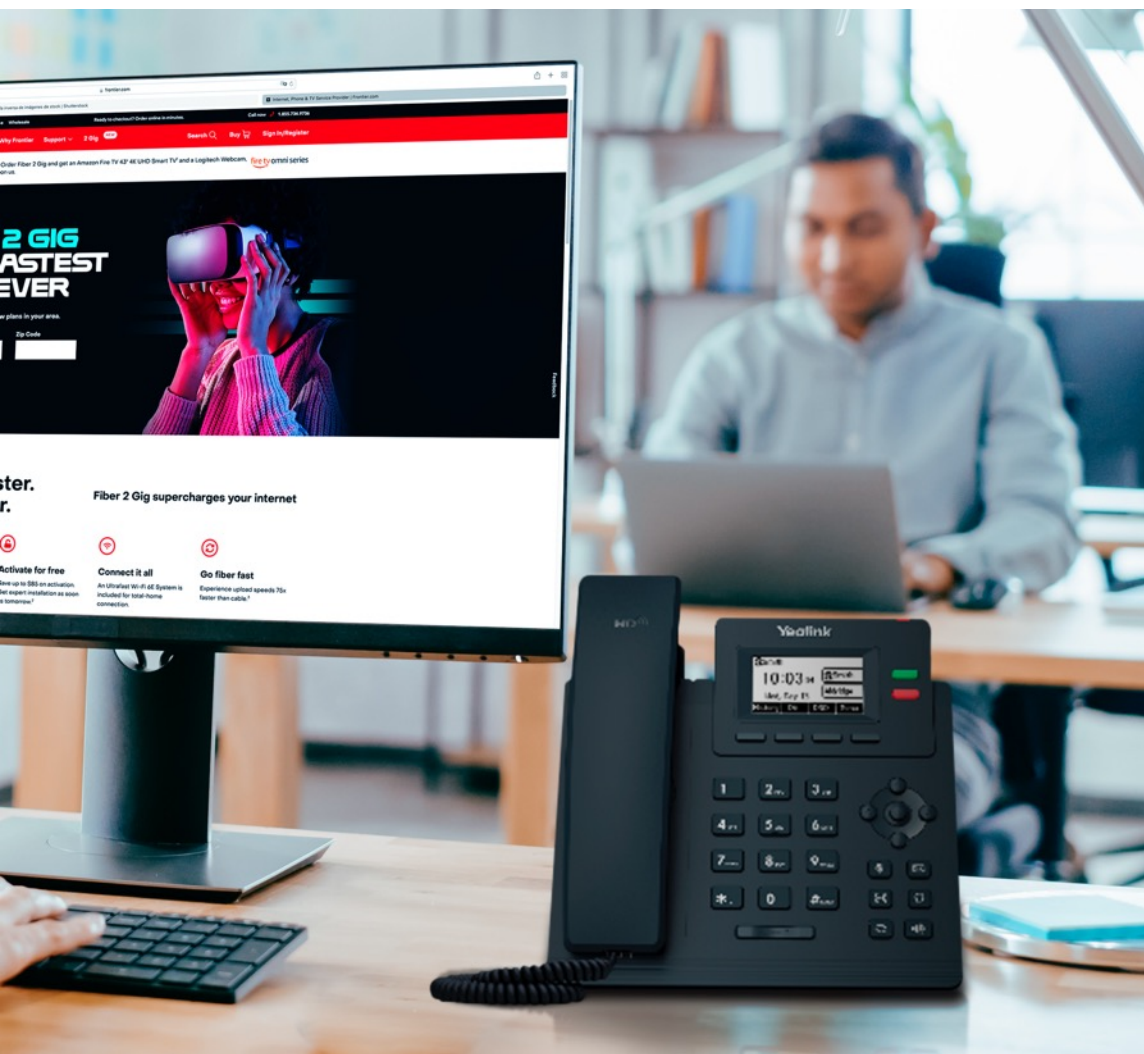
Product Overview

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

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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

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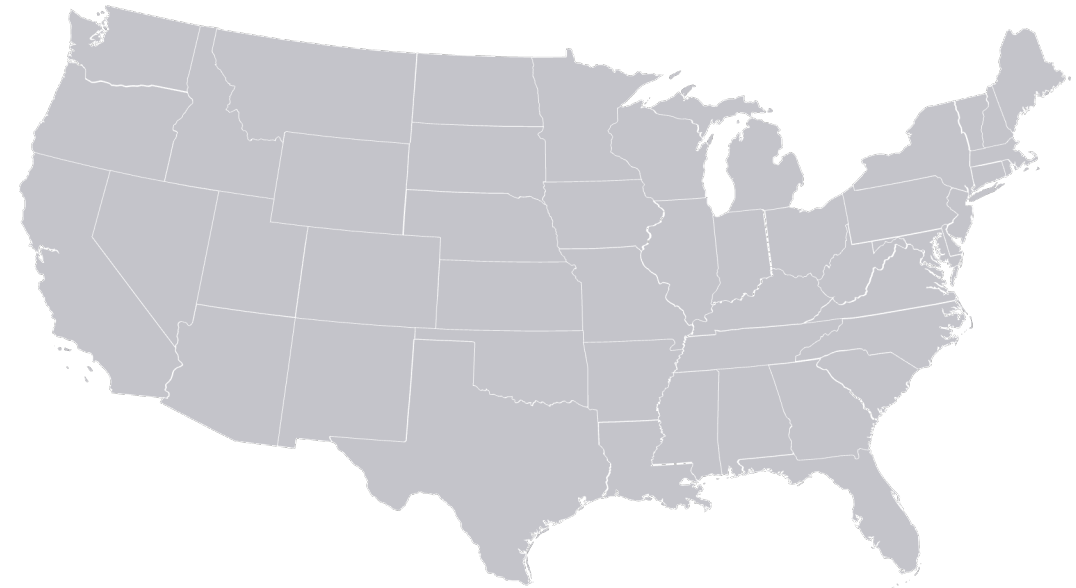# Smart Voice Product Overview
Customer Eligibility

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

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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

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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
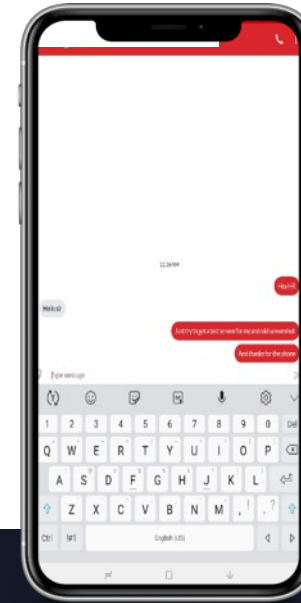- Integrated Bluetooth

$12.00/mth

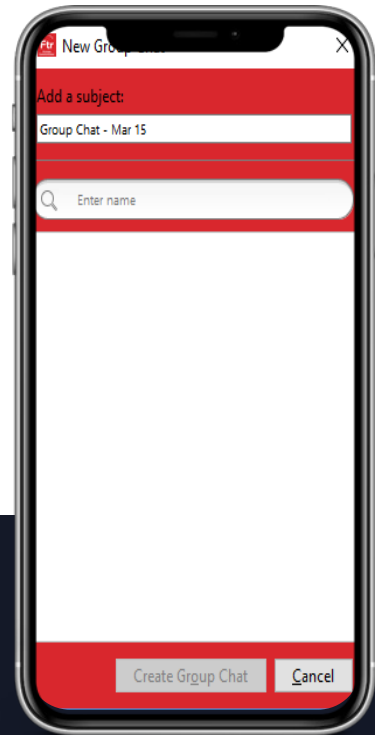**FRONTIER**

Frontier Communicator Mobile App
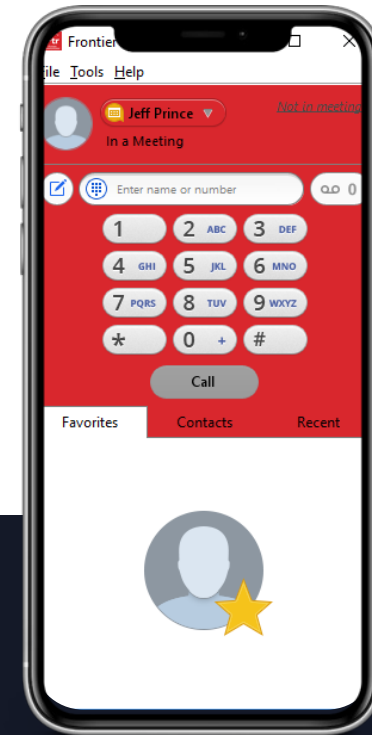

Welcome Screen

Soft Phone Screen

Chat / Instant Messenger Screen
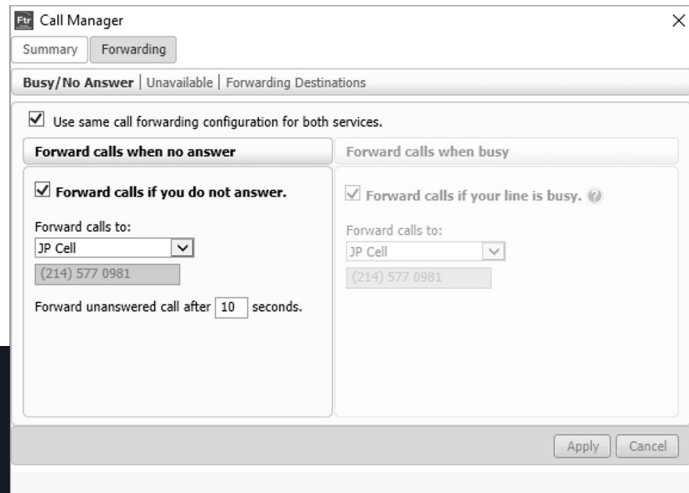
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Frontier Communicator DESKTOP App

Chat / Instant Messenger Screen
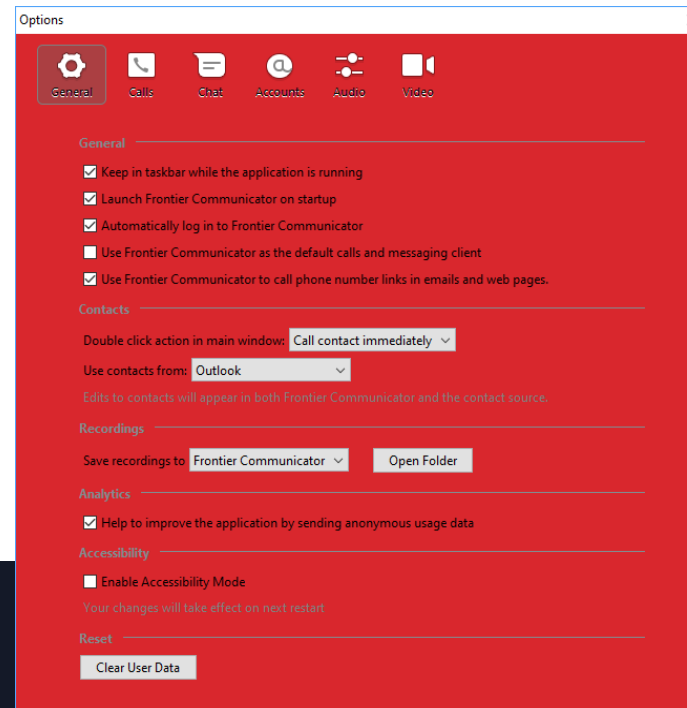
Soft Phone Screen

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Frontier Communicator DESKTOP App

Call Manager Screen

Desktop Options Screen

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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.
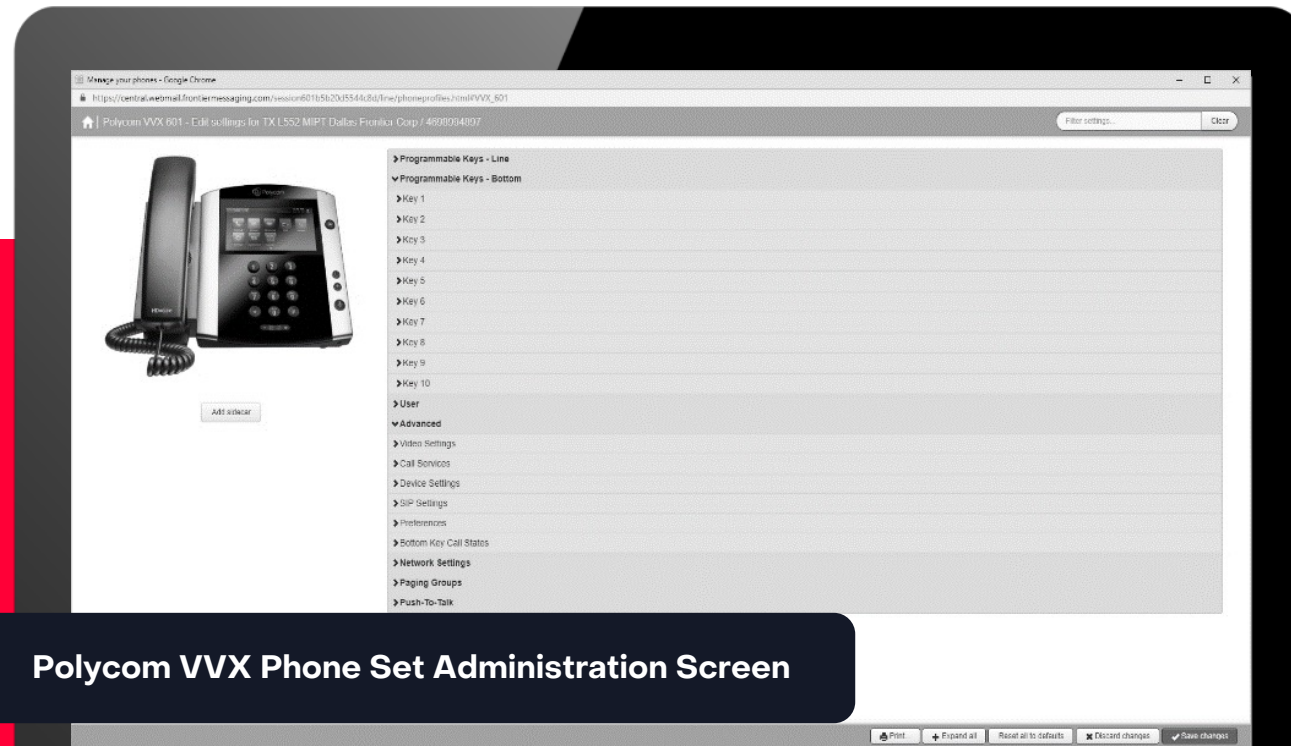
Analog Terminal Adaptor (ATA)

$62.50 NRC

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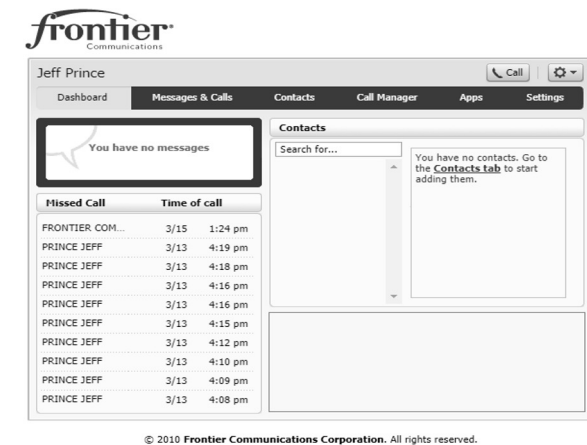
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ADMIN
PORTALS

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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/

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Frontier Communicator
End User Comm Portal

Dashboard Tab

Messages & Calls Tab

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Frontier Communicator
End User Comm Portal

Call Manager Tab

Settings Tab

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Frontier Communicator Business Group Admin Portal

Lines Tab

MLHG Tab

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PRICING

Smart voice

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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

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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

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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

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WHO & WHERE TO SELL

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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

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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

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Preferred Customer Segments

Healthcare

Needs

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

Examples: Dental offices, Clinics and physician practices

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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

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Preferred Customer Segments

Finance

Needs

- Meet compliance rules and regulations
- Simplify collaboration

Examples: Accountants

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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.

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PROBING QUESTIONS

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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?

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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?

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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

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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

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THANKS

Empowering Digital Transformation

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