

# New Unlimited Vodafone Plans - Overview

10 May 2018

As of today, 2 May, 2018 Vodafone has released new unlimited data plans – in addition to their existing plans. For those of us working in telecommunications – the introduction of unlimited data plans is a real game changer.

There are 5 key points to be aware of:

1. Vodafone has now introduced new plans with an unlimited data\* component
2. The number of countries included in the international call inclusions has almost doubled\* and now includes many of the countries that you've been asking for
3. There is a new, simplified plan structure to make the plans easier to explain and sell
4. Vodafone is applying a special 10GB of additional data\* on these unlimited plans until 22 May\*
5. Existing plans remain the same

\*Terms and conditions apply

## 3 new unlimited data plans

The following plans are available right now online via your Direct StoreFront:

- A \$60 plan that includes 40GB of data at maximum speeds
- An \$80 plan with 70GB and
- A \$100 plan with 120GB.

All 3 plans include unlimited data, meaning that once the included data has been used customers don't have to buy more data.

These unlimited plans will be available to all handset customers on 12, 24 or 36 month terms and for SIM only customers who opt for a 12 month contract. Unlimited data will not be available to month-to-month customers.

The way these new unlimited plans work is that once the included data allowance on a plan is used, the customer will be able to continue to use data without the need to pay a single additional cent. However, the additional data usage will be slowed down from maximum 4G speeds to up to 1.5Mbps. This slow-down is to ensure that everyone gets a uniform experience once they exhaust their data allowance.

Once the customer's next bill cycle starts, they'll revert back to the maximum speed for their included data allowance.

1.5Mbps speed is typically enough bandwidth for customers to still use all apps, and stream video content in standard definition. Customers downloading large-sized files, apps or videos will notice a speed difference.

For customers opting for multiple services, data pooling the inclusions on accounts will work the same as today, except instead of paying an additional \$10 per GB once their data inclusion has been used, all services will revert to 1.5Mbps.

At launch, customers will **not** be able to data share the new unlimited data plans with older plans. Existing services can be upgraded to the new plans, however where customers are not yet eligible to upgrade they may be asked to pay out the device repayment and/or termination fees.

In addition to the introduction of unlimited data plans, Vodafone has also simplified customer plans by merging the existing Red Data and Red Global plans together offering big data and big international call inclusions into one rate plan set.

This change makes it much simpler for customers as they no longer have to choose between data and international call inclusions – they get the best of both worlds.

For example, previously we had a \$60 12 month Red Global Plan and a \$60 12 month Red Data Plan. Now there is a single \$60 Red Plan that includes more data AND more international calls inclusions.

## New international destinations

Vodafone has also made some impressive additions to the number of countries currently included in their international destinations list.

As part of the new plans, international inclusions have been split into Zone 1 and Zone 2 countries, each with a separate pool of included monthly minutes. International Text remains unlimited, and customers can send texts to mobile numbers globally at no additional cost to their standard plan fee.

Vodafone has almost doubled the number of international calling destinations from 55 to a whopping 90 countries. Notable new destinations include Nepal, Lebanon and Sri Lanka - the full list is now available on the Vodafone website. Any countries not included in the new 90 destinations list will have standard pay-as-you-go rates on all plans.

## Customer Upgrade Eligibility

These new unlimited plans are a fantastic opportunity to acquire new customers, but we're also aware that a large number of your existing customers may ask you whether they can move to these plans.

For SIM only customers in contract:

- If they don't want a new handset, these customers can simply upgrade to an equal or higher value 12 month unlimited data SIM only plan.
- If the customer does want a new handset they can upgrade to a new unlimited data handset plan after 90 days on the Vodafone network or since their last plan upgrade. If the customer upgrades within their first 90 days, IBOs will not be compensated based on the new contract, they will be compensated based on the customer's initial plan and contract tenure, as is the case today.

For Handset customers in contract:

- These customers will need to payout any existing termination fees and/or device repayment fees as per the current Vodafone upgrade rules.

So if you have existing ACN Vodafone customers who are due to come out of contract in the next couple of months, these new plans are a fantastic opportunity to retain those customers and sign them up to a new unlimited data plan.

## How do these plans benefit you?

This is a great opportunity to get additional customers as Vodafone is providing considerably more value to the customer. These new plans offer you more choice for your customers and enable you to win more services to Vodafone and build your overall customer base, points and residuals.

There is a small trade off though as on these new unlimited plans, Vodafone is making less money, which means that they've reduced the commission paid to their partners, including ACN on only these plans (existing plans remain the same).

Therefore, as of today, the compensation plan will reflect the addition of these new unlimited plans. For new services to these plans, the commission rate will be:

- New connects - 60% of monthly fee of plan selected at application
- Upgrades - 35% of monthly fee of plan selected at application
- Existing new plans will remain at 85% and 50% for upgrades.

Please note that the bonus point for 24/36 month unlimited plans will not apply and all upgrades on the 24/36 unlimited month plans will be worth 2 points.

## What are the benefits for your customers?

Compared to the way mobile data plans have previously operated, customers will no longer need to pay \$10 per extra GB of data they use above their included data allowance. This change is especially important to those customers who stream video content and are high data users – often younger customers.

On these unlimited plans, customers can now use all the data they want with the peace of mind that they won't rack up additional costs or experience bill shock from excess data usage. Remember, once a customer's monthly bill cycle starts again, they will be restored to maximum speeds.

## Resources to be released today in Pacific Compass

- Vodafone unlimited training pack
- Updated AU Compensation plan (dated 2 May, 2018)
- Updated AU Bonus document (dated 2 May, 2018)