

Customer Care Billing Retention Package Pricing

Spotlight on Data: Good, Better, Best

Retention Offers on this page are for the **Retention Team Only**; [click here for the Customer Care Billing Team offers](#)

- **BETTER Offers** follow the **Marketing ID** on each account
- **BEST Offers** are *not* limited by MarketingID
- **Offers at a glance:** use the **Quick Links** *below* the picture for **Package and Campaign Codes** to copy/paste into ICOMS

Last updated 2/20/26							Spotlight on Data: Retention, Outbound, and OES						
GOOD: BOB 12-Month Offers													
Never start with the Max BOB offer - See Marketing ID for availability													
Follow BOB Guide below for offer steps and Service Codes													
BETTER: 3 and 5 Year Offers							BEST: 5 Year and PFL Offers						
AutoPay/eBill Discount available			Wi-Fi Modem and eero Included in price				AutoPay/eBill Discount available			Wi-Fi Modem and eero Included in price			
Speed	300Mbps	600Mbps	1GIG	1.5GIG	2GIG	5GIG	Speed	300Mbps	600Mbps	1GIG	1.5GIG	2GIG	5GIG
Online Price	\$50	\$65	\$70	\$80	\$100	\$195	Online Price	\$40	\$55	\$60	\$70	\$90	\$185
Add eero	\$0	\$0	\$0	\$0	\$0	\$0	Add eero	\$0	\$0	\$0	\$0	\$0	\$0
AutoPay/eBill Disc.	(\$10)	(\$10)	(\$10)	(\$10)	(\$10)	(\$10)	AutoPay/eBill Disc.	(\$10)	(\$10)	(\$10)	(\$10)	(\$10)	(\$10)
Price Lock Length	3 Years	3 Years	5 Years	5 Years	5 Years	5 Years	Price Lock Length	5 Years	5 Years	Price For Life	Price For Life	Price For Life	Price For Life
Total w/ Wi-Fi Modem	\$40	\$55	\$60	\$70	\$90	\$185	Total w/ Wi-Fi Modem	\$30	\$45	\$50	\$60	\$80	\$175
Taxes, fees and surcharges are not included; always quote ICOMS pricing													

Mobile, IPTV, and Landline Phone Offers

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Mobile, IPTV, and Landline Phone: Retention, Outbound, and OES						
Mobile: Unlimited 12-Month Offers			IPTV Video 2-Year Price Lock			Landline Phone 2-Year Price Lock
<i>Start with 2nd Line Free; work down to find the right fit</i>			<i>IPTV Video Pricing varies by Market; see ICOMS/Pricing Sheets for details</i>			<i>Add Landline to any Data or Video Pkg</i>
	Pkg Promo	Promo Price		Promo	Promo Price	
Add 2nd Line	R25_2UNLMB	Free	Basic Cable	R25_BC / R25_LBC	<i>Varies by Market</i>	Base Pkg Code ADDPHN_PK1 / ADDPHN_GPK
Add Mobile, 1st Line	R25_UNLM20	\$20	Basic + Preferred Cable	R25_PC	<i>Varies by Market</i>	Promo Code R25_P
Add Mobile, 1st Line	R25_UNLM10	\$10	1st IPTV Box Site 48	RAE25_IPB	\$5	Price Lock 2 Years
Add Mobile, 1st Line	R25_UNLM0	Free	1st IPTV Box all other Sites	RAE25_IPB	\$10	Promo Price \$1.00
<i>Data required; \$20 higher without Data</i>			Add'l IPTV Box All Sites	RAE25_IPB	\$5	
<p><i>*Taxes, fees and surcharges are not included; always quote ICOMS pricing</i> <i>Site 48 Only: Local Broadcast fee at \$10/month applies</i></p>						

Save the Customer: Helpful Phrases

Our relationship with our customers is important, and we're dedicated to getting it right

- *I'm very sorry to hear you are calling to disconnect your services. I'm here to help in any way that I can.*
 - *We have a number of new options available. Let's work on this together and see what we can do.*
 - *Our relationship is so important and we're dedicated to getting it right. Let me see what I can do.*
 - *I completely understand. I'm dedicated to prove that we hear you - let me see what I can do.*
 - *We've listened to customers and have XXX speed for \$XX/month, XX years price lock, no contracts*
- *We want nothing more than to keep you as a customer. We have some new offers that include equipment and would lock that price in for XX years. No contract needed!*

GOOD: BOBs Step by Step Guide

Always use the **Step-by-Step BOB guide** when offering a BOB

- Check the **Marketing ID** for availability on **each account**
- **Never** start with the **maximum** available
- **BOB** pricing is good for **12 months**

Remember to add the appropriate Service Code based on Package; *not available for Phone Only*

- **Cable/Data** (CI or CPI): NBOBCRC *and* NBOBCRD
- **Data** or **Data/Phone** (I or IP): NBOBCRD
- **Cable** or **Cable/Phone** (C or CP): NBOBCRC

BETTER & BEST: Package/Promo Codes

Match the offer to the account

- **BETTER Offers** follow the **Marketing ID** on each account
- **BEST Offers** are *not* limited by MarketingID

ICOMS Service, Package and Promo Code Links

- [Data Packages: Retention for All Markets](#)
- [Mobile, IPTV Cable and Landline Phone: Retention for All Markets](#)

Full ICOMS Service Code and Standard Package Reference Quick Link

- [Residential Pricing Reference Sheet](#)

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