

# 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						
<b>GOOD: BOB 12-Month Offers</b>													
<i>Never start with the Max BOB offer - See Marketing ID for availability</i>													
Follow BOB Guide below for offer steps and Service Codes													
<b>BETTER: 3 and 5 Year Offers</b>							<b>BEST: 5 Year and PFL Offers</b>						
<i>AutoPay/eBill Discount available</i>							<i>Wi-Fi Modem and eero Included in price</i>						
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
<b>Total w/ Wi-Fi Modem</b>	<b>\$40</b>	<b>\$55</b>	<b>\$60</b>	<b>\$70</b>	<b>\$90</b>	<b>\$185</b>	<b>Total w/ Wi-Fi Modem</b>	<b>\$30</b>	<b>\$45</b>	<b>\$50</b>	<b>\$60</b>	<b>\$80</b>	<b>\$175</b>
<i>Taxes, fees and surcharges are not included; always quote ICOMS pricing</i>													

## Mobile, IPTV, and Landline Phone Offers

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

- Offers at a glance: use the Quick Links below the picture for Package and Campaign Codes to copy/paste into ICOMS

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>
	<b>Pkg Promo</b>	<b>Promo Price</b>		<b>Promo</b>	<b>Promo Price</b>	
<b>Add 2nd Line</b>	R25_2UNLMB	Free	Basic Cable	R25_BC / R25_LBC	<i>Varies by Market</i>	<b>Base Pkg Code</b> ADDPHN_PK1 / ADDPHN_GPK
<b>Add Mobile, 1st Line</b>	R25_UNLM20	\$20	Basic + Preferred Cable	R25_PC	<i>Varies by Market</i>	<b>Promo Code</b> R25_P
<b>Add Mobile, 1st Line</b>	R25_UNLM10	\$10	<b>1st IPTV Box Site 48</b>	RAE25_IPB	\$5	<b>Price Lock</b> 2 Years
<b>Add Mobile, 1st Line</b>	R25_UNLM0	Free	<b>1st IPTV Box all other Sites</b>	RAE25_IPB	\$10	<b>Promo Price</b> \$1.00
<i>Data required; \$20 higher without Data</i>			<b>Add'l IPTV Box All Sites</b>	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](#)

Online URL: <https://agentx-astound-kb.hgsdigital.com/article.php?id=4390>