Ask the Reason for the Disconnect

Determine the Reason for Disconnect

Ask why the customer wants to disconnect their service

- *We would hate to lose you as a customer!*
- *Can I ask the reason you are looking to disconnect?*

Based on their response, follow the appropriate section below

Competitor? Ask Probing Questions

Ask probing questions when a customer tells you they want to have a competitor install service

- *Who is the other provider you are considering?*
- *What service(s) are they offering you?*
- *What pricing are they offering you?*

- *Is there a contract?*

Moving? Get the New Address

Always ask for the New Address when a customer asks to disconnect because they are moving

- *How exciting you're moving! What is the address you are moving to?*
- *Great news! We service your new address. How about we get that transfer set up for you?*

If customer is moving to an Astound service area and wants to stay with us, follow steps for Transfer of Service

Technical Issue? Ask for Details

Check the **Work Orders** and **BOLT notes** for any details on previous **Technical issues** and **Trouble Calls**

- Were there **multiple, recently completed Trouble Calls** for the **same** issue?
- **Skip troubleshooting** and offer a **tech visit free of charge** instead

If you've ***already*** talked about the **service issue** during ***this conversation***, try saying something like this

- *I completely understand your frustration, but we would hate to see you go.*
- *Can we try a few troubleshooting steps, or see about sending a tech to get this working for you?*

Otherwise, use these suggestions to get **more details** on their **technical issue**

- Ask questions to find out how they use their service to uncover potential needs

- Make appropriate recommendations based on your interaction

Data Service

- *Does anyone work from home or school from home?*
- *Does anyone game?*
- *Are you using any streaming services?*
- *How many devices such as (list some common devices) are connected to your network?*
- *Are there any other devices using the internet at the same time?*
- *Are you having consistent or intermittent issues with your service?*

Mobile or Landline Phone

- *Are you having issues making/receiving all calls or just from certain numbers?*
- *Troubleshoot/Schedule appointment if needed*

Video Service

- *Are you having consistent or intermittent issues with your service?*
- *On how many of the tv's is this issue happening?*
- *What is the error message on your tv screen?*

Service No Longer Needed? Ask the Reason

Ask for a **specific reason** the service is **no longer needed;** ***always remember to show empathy***

- Disconnects on Behalf of a Deceased Account Holder
- Account Ownership Change
- Natural Disasters (fire, hurricane, tornado, etc)
- Moving in somewhere / with someone that has service with another company: click to *follow steps for competitor*
- **Services already paid for by employer or HOA**: *use standard retention steps for Pricing issues*
    - Customer may need more than what they currently have
- **Bulk to Retail Service**: *use standard retention steps for Pricing issues*
- **Pricing / saw new customer pricing**: *use standard retention steps for Pricing issues*
- **Unhappy with customer service**: *help to the best of your ability and change their minds!*

Start by asking why the customer wants to disconnect and show empathy. Based on their reason—competitor, moving, technical issues, or no longer needed—use probing questions, offer transfers, troubleshoot, or address pricing concerns. Always look for retention opportunities and document the reason accurately.

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