



INTERNET ESSENTIALS

Sponsored Service

internet»
essentials
FROM COMCAST

February 2020

COMCAST

Internet Essentials from Comcast

Comcast believes that everyone should have access to the opportunities made possible by having the Internet at home. Since 2011, Internet Essentials is our answer to help close the Digital Divide.

Working side-by-side with our schools, government, and non-profit partners, we have connected more than 2,000,000 families—over 8 million low-income Americans—to the power of the Internet in their homes.

This program has grown to be our largest and most successful community investment initiative and is now a part of our organizational DNA. The spirit of the program truly aligns with our mission to improve and enrich our communities.

When our communities thrive, so do we.



Internet Essentials Confronts All Three Barriers to Internet Adoption

Internet Essentials is designed to be a wrap-around solution to directly confront every barrier to digital adoption by offering affordable Internet, subsidized computers, and free digital literacy training to eligible low-income families.



Affordable Internet Service

Speeds of 25/3 Mbps for \$9.95/month + tax.

- No contract or credit check
- No installation fee
- In-Home WiFi included
- Access to 40 1-hour sessions of Xfinity WiFi hotspots outside the home every 30 days



Low-Cost Computer

Customers can purchase a low-cost computer for \$149.99 + tax.

- Internet-ready laptop or desktop with a 90-day warranty
- Equipped with Windows 10, Microsoft Office, and Norton Security Suite



Digital Literacy Training

Households may also participate in free digital skills training to better understand the Internet and the many ways it can benefit them.

- Free Internet training available online, in-person, and in-print

Who Is Eligible for Internet Essentials?

Households may be eligible for Internet Essentials if they:

- ✓ Are eligible for public assistance programs such as the National School Lunch Program, Housing Assistance, Medicaid, SNAP, SSI and others.
- ✓ Are located where Comcast offers Internet service
- ✓ Have not subscribed to Comcast Internet service within the last 90 days
- ✓ Do not have outstanding Comcast debt that is under one year old. (Applicants with bad debt over a year old may be eligible for amnesty.)

Interested households are asked to apply either online at InternetEssentials.com or over the phone by calling 1-855-8-INTERNET.



Internet Essentials Impact

8M

LOW-INCOME AMERICANS

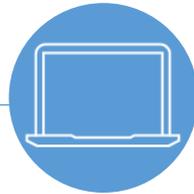
Internet Essentials has connected 2 million low-income households to the power of the Internet in their own homes, most for the very first time.



85k

SUBSIDIZED COMPUTERS SOLD

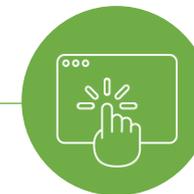
Of our Internet Essentials customers, 65,000 have purchased a subsidized desktop or laptop computer – offered for less than \$150.



\$550M

IN CASH & IN-KIND FOR DIGITAL LITERACY TRAINING

Comcast has invested nearly \$550 million in cash and in-kind support to fund digital literacy initiatives reaching nearly **8.5 million people**.



98%

OF CUSTOMERS USE THE SERVICE FOR SCHOOLWORK

And 93% have seen a positive impact on their child's grades. Further, 62% of customers say the service has helped them or someone in their family find a job.



Applying for Internet Essentials

Three Easy Steps

1 Initiated

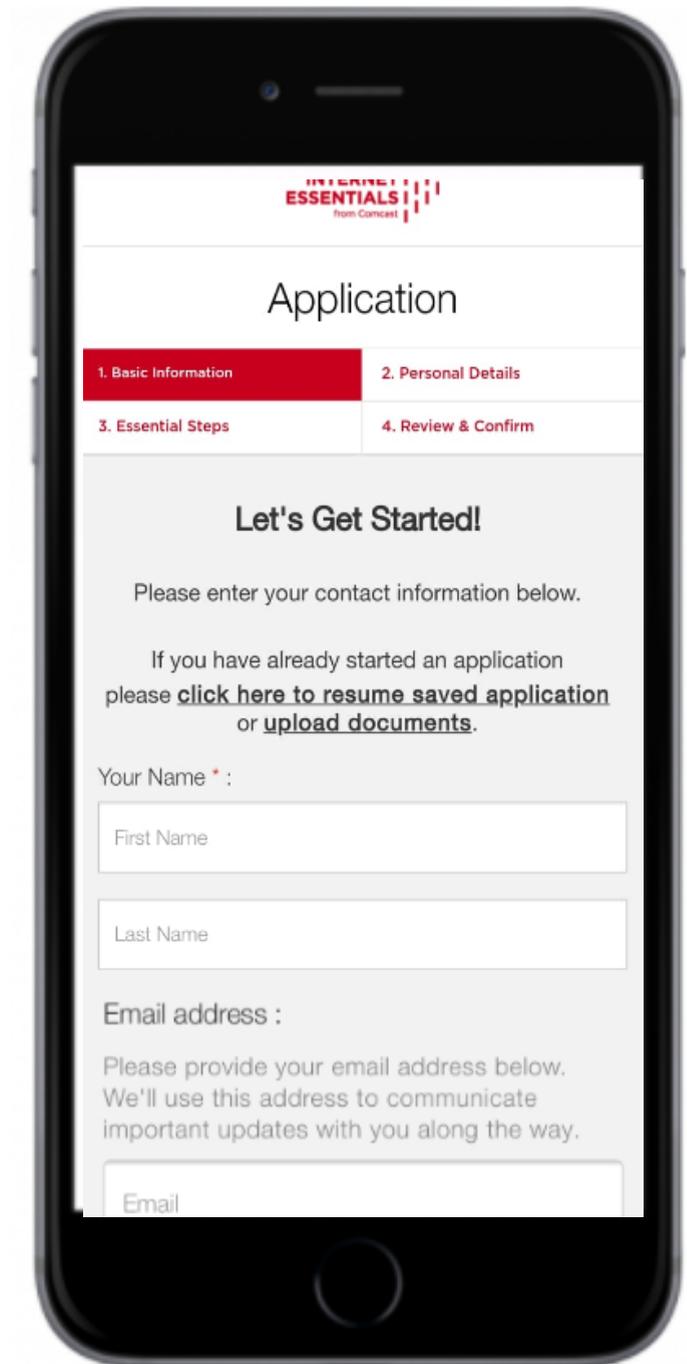
Apply for Internet Essentials by visiting www.InternetEssentials.com or calling 1-855-8-INTERNET. Applicants will be guided through the process.

2 Submitted

If we can determine eligibility from their service address or from their school, we will expedite their application and no further proof is required. If we cannot, we ask them to provide us with proof of eligibility via mail, email, or fax.

3 Approved

Once approved, we offer the choice of a self-install kit or complimentary professional installation.



The image shows a smartphone screen displaying the Internet Essentials application form. At the top, the logo reads "INTERNET ESSENTIALS from Comcast". Below the logo, the word "Application" is centered. A progress bar shows four steps: "1. Basic Information" (highlighted in red), "2. Personal Details", "3. Essential Steps", and "4. Review & Confirm". The main content area is titled "Let's Get Started!" and contains the following text: "Please enter your contact information below." followed by "If you have already started an application please [click here to resume saved application](#) or [upload documents](#)." Below this, there are input fields for "Your Name * :", "First Name", and "Last Name". Underneath, there is a section for "Email address :" with the text "Please provide your email address below. We'll use this address to communicate important updates with you along the way." and an "Email" input field.

What is Sponsored Service?

Over the years, partners (such as non-profits and schools) have asked for the ability to pay for or sponsor Internet Essentials service for their constituents. Prior solutions were manual and cumbersome for the partner and the customer, which limited our ability to offer this broadly.

With the launch of **Sponsored Service** we can now deliver a seamless experience to sponsors and customers. This is intended for new customers only.

- Sponsors receive promotional codes that they distribute to eligible constituents.
- That one promotional code, once validated, will ensure an approved applicant's Internet Essentials billing will be pushed to the sponsor account.
- Sponsors receive one bill each month and are only charged once the constituent is approved and connected to Internet Essentials.

Confirm your Social Security Number * :

- -

I do not have a Social Security Number
[What if I don't have a Social Security Number?](#)

How did you hear about Internet Essentials? *

-- Select One --

Do you currently have home Internet service with another provider? If so, who? *

-- Select One --

If you have a promo or sponsorship code, please enter it here:

Optional

to credit check will be performed with your information.

[Back](#)

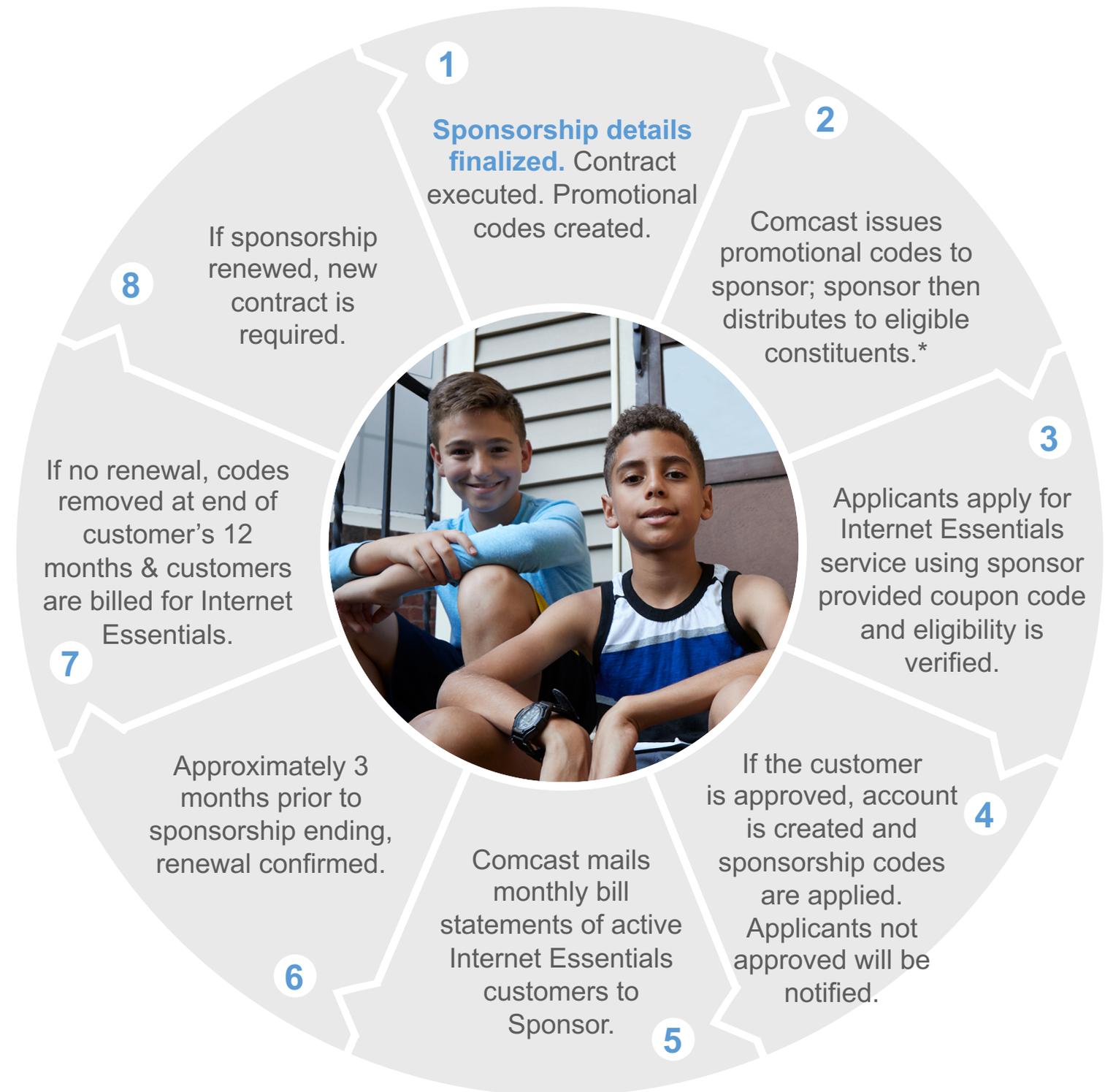
If you have a promo or sponsorship code, please enter it here:

Onboarding Process & Cycle of Renewal

Once a partner decides to become a sponsor, the process is kicked off.

- Agreement is executed, sponsors will receive promotional codes that can be shared with eligible customers via a letter.
- The applicant will use the promotional code during the application process, online or over the phone.
- The promotional code, once validated, will ensure that the approved customer's Internet Essentials bill will be covered by the sponsor for 12 months.
- Sponsors will receive one monthly bill and are charged once the customer is approved and connected to Internet Essentials.

Additional minimum requirements and details can be found in the appendix



Next Steps

Once a sponsor is comfortable with the requirements and expectations, the onboarding process is kicked off.

1. Finalize sponsorship details:
 - Number of sponsored accounts
 - Term of contract/sponsorship
 - Geography included (zip codes)
 - Sponsors main point of contact
2. Accept Sponsored Service Terms and Conditions
 - Note, Comcast will mail monthly bill statements.
3. Comcast issues promotional codes to sponsor
4. Sponsor issues promotional codes to eligible clients.

Additional Details:

Minimum requirements:

- 12+ month term
- 25+ sponsored customers (new customers only)

Contract is required – Comcast will send a draft agreement for sponsors to review and mark up with revisions (if any). Revised draft will be reviewed by Comcast legal and can take 2-4 weeks to finalize.

Geography – If the sponsor's constituents live across multiple Comcast service areas, separate sponsor bill statements may be required.

Single point of contact – Sponsor will need to identify the person that will be Comcast's point of contact for any questions.

Promotional code distribution – Sponsor will need to decide how they will distribute the promotional codes.

FAQs – Comcast will provide a list of frequently asked questions and key contacts that the sponsor can reach out to when needed.

Thank you!

Additional Details: **Documentation**

Internet Essentials Eligibility Documentation

Acceptable Public Assistance Documents: (All documentation needs to be within the current or previous year)

- MEDICAID: card or most recent eligibility letter.
 - HUD: public housing assistance documentation, such as your lease, housing assistance payment (HAP) contract, or eligibility documentation from HUD.
 - NSLP/Head Start: copy of a letter indicating current participation in the National School Lunch Program or Head Start, with your child's name, the school name, and the address of where you are requesting service.
 - SNAP: letter indicating you are approved for Supplemental Nutrition Assistance Program benefits.
 - TANF: eligibility letter for Temporary Assistance for Needy Families.
 - SSI: eligibility letter for Supplemental Security Income.
 - LIHEAP: letter confirming your eligibility for Low Income Home Energy Assistance Program.
 - Tribal assistance programs eligibility letter.
 - FEDERAL PELL GRANT: (Colorado and Illinois only) documentation from your community college's financial aid office.
 - WIC: eligibility letter for the Women, Infants, and Children program.
 - VA PENSION: veterans pension eligibility determination letter from the Veterans Administration.
-

Additional Details:
Application Process

Application Process

Page 1 – Basic Information

internet essentials
Affordable Internet at Home
for Eligible Households

Language Get Help

Application

1. Basic Information 2. Personal Details 3. Essential Steps 4. Review & Confirm

Let's Get Started!

Please enter your contact information below.

If you have already started an application please [click here to resume saved application](#) or [upload documents](#).

Your Name * :
First Name
Last Name *Your name is required.*

Email address : Please provide your email address below. We'll use this address to communicate important updates with you along the way.
Email *Please provide a valid email address or select "I do not have an email address."*
 I do not have an email address

Phone number * :
Phone Number *Phone number required.*
 Mobile Home Phone *Phone number type required*

Home Address * : Just start typing. We'll help you find your address.
1234 Main Street, Apt 10, Pleasantville, MA 01040 *Please write your address in this order: street address, unit, city, state and ZIP code.*

Next

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Page 2 – Identification

1. Basic Information 2. Personal Details 3. Essential Steps 4. Review & Confirm

Please tell us a little more about yourself.

Date of Birth * : MM DD YYYY

Social Security Number * : - - Your Social Security Number will not be shared. [View our Privacy Policy.](#)

Confirm Your Social Security Number * : - -
 I do not have a Social Security Number [What if I don't have a Social Security Number?](#)

How did you hear about Internet Essentials? * -- Select One --

Do you currently have home Internet service with another provider? If so, who? * -- Select One --

If you have a promo or sponsorship code, please enter it here: Optional

No credit check will be performed with your information.

Back Save Next

The promo code is entered here.

Application Process

Page 3 – Program Identification (select all that apply)

1. Basic Information 2. Personal Details 3. Essential Steps 4. Review & Confirm

Looking Good!
Just a few more questions. Application Status

Is anyone in your household receiving any of the following? (Check all that apply)

National School Lunch Program

Start typing your school name here

My child is homeschooled.

Public Assistance Programs

- Medicaid
- Public Housing Assistance, including HUD and Section 8 Vouchers
- SNAP: Supplemental Nutrition Assistance Program
- TANF: Temporary Assistance for Needy Families
- SSI: Supplemental Security Income
- See more options

None of these apply to me or my household

Back Save Next

Page 4 – If auto approved, applicants will have option of free professional or self install.

How would you like to set up your equipment?

Our Response to Coronavirus (COVID-19): To protect our customers and employees, we're changing our installation options. In place of in-home installation, we're offering home drop off: a technician will drop off your equipment, complete any outside work, and leave detailed installation instructions for you. We will not charge any shipping or installation fees at this time.

- Self-Installation: Pick-up at Xfinity store**
Pick up a free, easy to install, self-installation kit at your nearest Xfinity store and have active internet service today.
- Self-Installation: Ship to your home**
Have a free, easy to install, self-installation kit shipped to your home.
- I'd like a tech to drop off**
Schedule an appointment for a technician to drop off your installation kit.

Back Next

Application Process

Page 5 – Consent: all applicants (auto approved or those required to submit documentation) are required to review and confirm consent.

Review and Confirm

IVR IVR Token : 180404

Before submitting your order, I want to confirm that I've accurately captured the services you want. I will read your order summary now and at the end, if it is accurate, I'll record your approval. I will also email you a copy after we're done.

Order Summary:

You are ordering Internet Essentials at no charge for 12 months, and then for \$9.95 per month after that.

Your Internet equipment rental, activation, and professional installation will be provided at no additional charge.

Your statement is prepared one month in advance. Your next two bills may be different due to partial month charges, credits, and any one-time charges.

Do you have any questions about your order?

To complete your order, I'll need to record your approval. I'll now bring on the automated system. When prompted, press 1 to approve your order. Afterwards, please stay on the line so we can finalize your order.

[Check](#) **Consent Status : PENDING**

[Back](#) [Confirm](#)

Page for **Congratulations** – Once application is submitted, customers will see a congratulations page (this example is for an auto approved applicant).

INTERNET ESSENTIALS Affordable Internet at Home for Eligible Households

Order Complete



CONGRATULATIONS!

You have been approved for Internet Essentials from Comcast.
You will soon be connected to a world of opportunity.

Application ID: 100121717044

Application Summary: Internet Essentials at no charge for the first 12 months and then \$9.95 / month + tax after promotional period	Customer: John Doe
Installation Type: Self Installation	Telephone: (323) 839-8392
UPS will deliver your Internet equipment to the address you provided. Please allow up to three to five business days for delivery. Step-by-step instructions will be included on how to easily connect and activate your new home Internet service.	Service Address: 11493 ABBOTS CROSS LN, APT 199 GLEN ALLEN, VA 23059

[Visit the Internet Essentials Learning Center](#)

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Application Process

Identification Confirmation – Identification will need to be confirmed if applicant didn't provide an SSN or the SSN provided couldn't be verified.

The screenshot shows the 'You're Almost Done!' page for the 'Affordable Internet at Home' program. The page is titled 'Confirm Your Identity' and offers two options: 'Verify with a Selfie' and 'Verify in Person'. The 'Verify with a Selfie' option includes an illustration of a person holding an ID and an 'Upload' button. The 'Verify in Person' option includes an illustration of a store and a 'Find Locations' button. The page also displays the user's Application ID (100021820569) and a 'Return to the Internet Essentials home page' link.

Page for Non-Auto Approved Submissions

The screenshot shows the 'You're Almost Done!' page for non-auto approved submissions. The page is titled '1. Provide Your Documents' and includes an 'Upload' button with a document icon. Below this, it is titled '2. Confirm Your Identity' and offers two options: 'Verify with a Selfie' and 'Verify in Person'. The 'Verify with a Selfie' option includes an illustration of a person holding an ID and an 'Upload' button. The 'Verify in Person' option includes an illustration of a store and a 'Find Locations' button. The page also displays the user's Application ID (100021820573) and a 'Return to the Internet Essentials home page' link.

Additional Details:
FAQs

Frequently Asked Questions

Who do I contact with general questions?

- Contact your local Internet Essentials representative
- Email: Internet_Essentials_Partners@comcast.com (response can be expected within 24 hours Mon-Fri).
- Phone: 1-855-846-8376 (ask account executive for “Sponsored Service support”)

Who do I contact if I have a billing issue with my Sponsored Service account?

- You can either email us at Internet_Essentials_Partners@comcast.com, contact your local Internet Essentials representative, or for more immediate support please call 1-855-846-8376 and ask for “Sponsored Service Support” when connected to an account executive.

What if one of my constituents has additional services from Comcast? Am I billed for them or just Internet Essentials?

- Sponsored Service is built to only bill you for active Internet Essentials service. If one of your constituents adds TV, Phone or Home Security, they will be responsible for those charges. In addition, if one of your constituents upgrades to a higher tier of internet, you will no longer be billed for Internet Essentials for that account and the constituent will be responsible for all charges.

Who do I contact if I need more promotional codes?

- Please email Internet_Essentials_Partners@comcast.com and someone will be in touch to confirm and timing. Please include the following in the email:
 - Sponsor Name
 - Sponsor Address
 - Sponsor Account Number (if available)
 - Sponsor Phone Number
 - Number of promotional codes needed
 - NOTE: If you have hit your contractual limit already we may need to create an addendum to the contract.

Frequently Asked Questions

What happens if one of my constituents uses a promo code but they aren't approved? Can we reuse that code for someone else?

- No, the promo code cannot be reused. If you need additional codes please contact Comcast at Internet_Essentials_Partners@comcast.com.

Who do I contact if one of my sponsored constituents complains of a service or billing issue?

- You can either email us at Internet_Essentials_Partners@comcast.com OR for more immediate support please encourage your constituent to call 1-855-8 INTERNET and ask for "Sponsored Service Support" when connected to an account executive.

What happens if one of my constituents has additional services and is shut off due to non-payment?

- In those cases, their Internet Essentials service would also be disconnected. They would need to contact Comcast at 1-800-XFINITY to bring their account back to current in order to reconnect their services.

What happens if my organization falls behind and is shut off due to non-payment?

- If this should happen, all sponsored accounts would have their Internet Essentials service disconnected. In the unlikely event this should happen, please email Internet_Essentials_Partners@comcast.com and someone will be in touch. Please include the following in your email:
 - Sponsor Name
 - Sponsor Address
 - Sponsor Account Number (if available)
 - Sponsor Phone Number

What if one of my constituents moves? Do I still get billed for them? Do I need to notify you?

- Sponsored Service is built to only bill you for active Internet Essentials service at the address we initially activated. If they move the Sponsored Service code will not follow and you will no longer be billed for this customer. You also do not need to notify us if anyone is moving.

Frequently Asked Questions

Are there any discounts for Sponsored Service if the sponsor/partner is sponsoring a large number of accounts?

- There are no additional discounts for Sponsored Service.

*IE Lead: You can delete this slide for your presentation with the partner.

Key Contacts and Resources

- Online Application: <https://apply.internetessentials.com/>
- Call Center: 855-846-8376
- Headquarters Email: Internet_Essentials_Partners@comcast.com
- [High level process](#)
- [Detailed Sponsored Service process](#)
- Einstein Documentation
- [Sponsored Service Agreement Template](#)

