

# WAYS TO GROW REVENUE and PROFIT



# Panel Members



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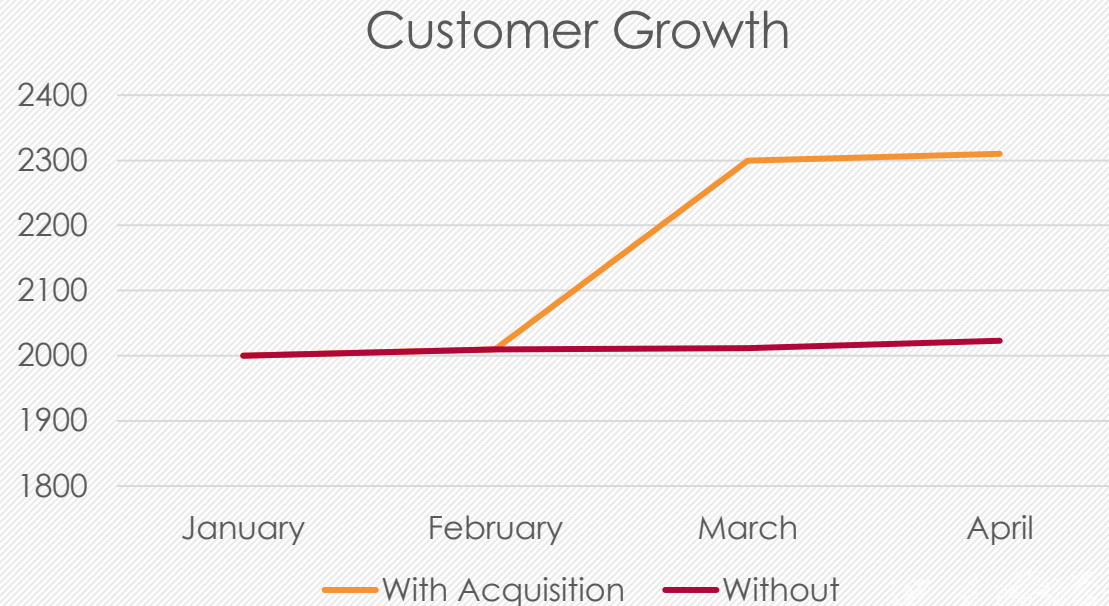


Martha Huizenga  
Co-Owner  
DC Access, LLC



# Acquisitions

- More Customers = More Revenue
- Due Diligence – carefully consider equipment/network
- DC Access example



# Customer Referrals

- Referrals
  - Current customers who refer another customer receive a free month after the new customer is installed
- Move-In/Move-Out
  - Customers who are moving out, can refer the person moving in
    - both customers get a free month



# Cutting Expenses

- Expenses
  - Do a deep dive on your expenses. Are there any you can cut? Can you merge backhauls? Is someone leaving that you might not need to replace?
- Contracts
  - Review contracts with vendors. Are there any you can eliminate? Can you resign and reduce your price?



# Add on Services

- Security Camera installs – small business and home
- SmartHome Installs – home cabling to future proof when renovating
- Customer Back Up Program – two ISPs with failover back up
- Static Ips
- Routers
- W-Fi extenders
- Monthly Service Plan



# Lower the Invoice Price (Without Cutting Your Margins)

**Edit MRC**

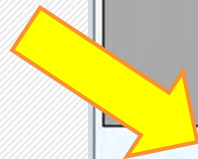
Description: Hosted Seat & Unified Messaging  
Start Date: 07/01/2023    End Date: \_\_\_/\_\_\_/\_\_\_    G/L Account: <none>  
Frequency: Monthly    Section: Recurring Charges    Type Charge: <none>  
Usage Sensitive:     Platform: \_\_\_    499 Code: \_\_\_  
Base Amount: \$28.3300    Override Status:     Bill In Advance:   
Quantity: 3.00    % Discount: \_\_\_

**Calculate Taxes**

Amount	Rate	Type	JurisCode	Description
16.11	0.2920000000000	035	0	FEDERAL UNIVERSAL SERVICE FUND
1.38	0.0161500000000	060	0	FEDERAL COST RECOVERY FEE
0.12	0.0028990000000	126	1	DC USTF
11.40	0.1000000000000	128	1	DC TOLL TELECOM SERVICE TAX

Total Tax: \$29.01    Cancel

Safe Harbor Method



Breaking out the seat's bundled elements results in lower taxes.

**Edit MRC Bundle**


Description: Hosted Seat & Unified Msg  
Start Date: 07/01/2023 End Date: / /  
Frequency: Monthly Section: Recurring Charges  
Bundle Amount: 28.33 Change Network Element: <none> Bill In Advance:  Usage Sensitive:   
Quantity: 3.00 % Discount: % Override Status:   
Charge: \$84.99 Bundle Cost: 17.00 Change Calculate Tax  
Next Service Range: 7/1/2023 - 7/31/2023 Amount Next Invoice: \$84.99

**Bundle Details**

Description	Quantity	Amount	SubTotal	Print Order	Comm Code
VoIP Access	1.00	15.0200	15.02	1	
Hosted Call Recording	1.00	1.3300	1.33	2	
Busy Fallover	1.00	0.8900	0.89	4	
Unlimited Long Distance	1.00	6.2100	6.21	5	
Calling Features	1.00	2.2200	2.22	6	
Sidekick Software & Unified Messaging	1.00	2.6600	2.66	3	

**Calculate Taxes**

Amount	Rate	Type	JurisCode	Description
12.07	0.292000000000	035	0	FEDERAL UNIVERSAL SERVICE FUND
1.03	0.016150000000	060	0	FEDERAL COST RECOVERY FEE
1.28	0.060000000000	101	1	STATE SALES TAX
0.09	0.002899000000	126	1	DC USTF
8.55	0.100000000000	128	1	DC TOLL TELECOM SERVICE TAX

Total Tax: \$23.02 


Cancel



# How to Impact FUSF Rate

- Process Completed Calls
- Include a Traffic Study with 499Q
- Move from Safe Harbor (64.9%) to your actual Percentage of Interstate Usage (PIU)

Month	Intrastate	Interstate	Total	Percent Interstate
2023-04	41,542.9	6,151.0	47,693.9	12.9
2023-05	40,614.8	6,306.2	46,921.0	13.4
2023-06	31,454.9	5,498.2	36,953.1	14.9
Total	113,612.6	17,955.4	131,568.0	13.6



# How to Impact FUSF Rate

- Move away from Safe Harbor (64.9%)
- Implement Actual Percentage of Interstate Usage (PIU)

Current PIU: 64.90%

Set VoIP PIU   Use Safe Harbor %

(ex: enter 24.5% as 0.245)

Log time	User	Description
9/27/2023 1:40 PM	PDS	CERT VoIP PIU set to 0.649
9/27/2023 10:02 AM	PDS	CERT VoIP PIU set to 0.170
9/27/2023 9:58 AM	PDS	CERT VoIP PIU set to 0.17
9/27/2023 9:23 AM	PDS	CERT VoIP PIU set to 0.649
9/27/2023 9:22 AM	PDS	CERT VoIP PIU set to 0.649

Adding Overrides 51/183



# How to Impact FUSF Rate

Being Compliant & Following *all* of the Rules enables you to:

- Make a significant impact on your clients' invoices
- Be more competitive

**Edit MRC Bundle**

Description: Hosted Seat & Unified Msg  
Start Date: 07/01/2023  
End Date: / /  
Frequency: Monthly  
Section: Recurring Charges  
Bundle Amount: 28.33  
Quantity: 3.00  
Charge: \$84.99  
Bundle Cost: 17.00  
Next Service Range: 7/1/2023 - 7/31/2023  
Amount Next Invoice: \$84.99

Description	Quantity	Amount	SubTotal	Print Order	Comm Code
VoIP Access	1.00	15.0200	15.02	1	
Hosted Call Recording	1.00	1.3300	1.33	2	
Busy Failover	1.00	0.8900	0.89	4	
Unlimited Long Distance	1.00	6.2100	6.21	5	

**Calculate Taxes**

Amount	Rate	Type	JurisCode	Description
3.17	0.292000000000	035	0	FEDERAL UNIVERSAL SERVICE FUND
1.03	0.016150000000	060	0	FEDERAL COST RECOVERY FEE
1.28	0.060000000000	101	1	STATE SALES TAX
0.19	0.002899000000	126	1	DC USTF
7.57	0.100000000000	128	1	DC TOLL TELECOM SERVICE TAX

Total Tax: \$13.24



# Fees

- Hardcopy Fee
- Credit Card Service Fee
- Convenience Fee
- Contract Buyout

**Incentivize customer actions by adding premiums to what drives down your profit margin.**



# Provide Quotes that Set Clear Expectations

Use a quoting tool which enables sales reps to present the prospect with quote that includes the proposed fee structure & sample invoice:

- Installation charges
- 1-time charges
- Monthly Recurring Charges
- Taxes and Fees

- Enable prospects to see their actual taxes & fees (with the possibility that it is lower than their current provider.)
- Eliminate “Sticker Shock” from 1<sup>st</sup> invoice.
- Reinforce their buying decision because you were up front with them & there aren’t any hidden charges.



# Customizing Invoices

Your Billing System Should Give You Flexibility in Messaging

Tailoring the invoice to subscribers' specifications, makes it much more difficult for a competitor to come in behind you and try to win the account.

The screenshot shows a web-based interface for customizing invoices. At the top, there are tabs for 'Customer Info', 'Services', 'Customer Service', 'Bill Format', and 'Financial'. The 'Bill Format' tab is active, and a sub-tab 'Invoice Messages' is selected. The main area is titled 'Values that will be used when printing invoices.' and contains several input fields: 'Effective Marketing Message' (MaxOp MaxOp Custome), 'Effective Backer' (SBS), 'Marketing Message' (MaxOp MaxOp Custome), and 'Invoice Backer' (SBS). Below this is a 'Customer level item selections' section with a 'Custom Message' field containing the text: 'Please note the \$25 credit applied to this invoice due to the temporary outage on 12/12/23. We appreciate your business!'. At the bottom, there is a search icon and a set of utility icons (plus, print, edit, delete, refresh).

This screenshot shows a more detailed view of the 'Billing Format' settings. It includes various checkboxes and input fields for customizing the invoice. A red circle highlights the 'Waive Finance Charge' checkbox, which is currently unchecked. Another red circle highlights the 'Print Order for Call Detail' checkbox, which is checked. Other visible options include 'Decimal Places' (set to 2), 'Round Up From' (0.0050), 'Length Display' (Tenths Of Minutes), 'Discount Plan' (<none>), 'Print Format' (F), 'Print Calling Card PIN' (unchecked), 'Prompt Payment Plan' (unchecked), 'Rate Class' (<none>), 'Minimum Contract Obligation' (\$0.00), 'Include MRCs In Minimum' (unchecked), 'Required Set Up Fee' (\$0.00), 'Received Set Up Fee' (\$0.00), 'Language' (English), 'Waive Custom Fees' (unchecked), and a 'Reports' section with checkboxes for 'Frequent City', 'Area Code', 'International', 'Long Duration', 'Frequently Called Number', 'Combine Tax Charges', 'Print Local Call Detail', 'Print Local Call Summary', 'Print ANI Charges', 'Origination Number', and 'Account Codes'. There are also fields for 'Print summary reports if current charges greater than' (\$100.00) and 'List as frequent city if called more than' (20 Times), and 'List as long duration call if call longer than' (20 Minutes). At the bottom, there are search and utility icons.



# Customizing Invoices

- Add detailed implementation descriptions – reminds customers with each invoice the customized solution you provided
- Remind customers through marketing messaging to refer new customers to you for mutual benefit
- Provide end customer what they want – invoice, location based bill, billing statement



# Web Portal

## Empower customers to:

- Buy Services
- Make a payment
- Update payment methods
- View/Print invoices
- Open a Trouble Ticket
- View completed calls



# Affinity Marketing Plans

## 1.) Cause Marketing Programs

Account Summary	
Previous Balance	\$964.60
Payments & Credits	(\$964.60)
Balance Forward	\$0.00
Finance Charge	\$0.00
Usage Charges	\$3.90
Debits	\$0.00
Recurring Charges	\$772.18
Taxes & Surcharges	\$167.85
Current Month Charges	\$943.93
<b>Balance Due</b>	<b>\$943.93</b>
Payment Due Date	November 21, 2019

## 2.) Commissions for Associations

Account Summary	
Previous Balance	\$964.60
Payments & Credits	(\$964.60)
Balance Forward	\$0.00
Finance Charge	\$0.00
Usage Charges	\$3.90
Debits	\$0.00
Recurring Charges	\$772.18
Taxes & Surcharges	\$167.85
Current Month Charges	\$943.93

Partner with associations/organizations who are interested in generating income from their affiliate member's communications spending.

Build a commission program based on “cause marketing.”



# Community Involvement

- Sponsorships for School Auctions and Church events
- Advertising with community events like Chorales, Schools and Churches



# Government Programs

- ACP – so successful it runs out of money in April – watch for the next one
- Lifeline – supporting low-income customer with phones services



# Question and Answer Time



# THANK YOU



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