

# commonMVNO

## PROJECT PLAN



# Scalable Solutions to Unlock MVNO

- This plan entails the information required to launch MVNO services leveraging the **commonMVNO** unified platform.
- With a focus on self-service business as usual processes, and leveraging NCTC resources to promote sustainable growth.

*The audience for this guide includes:*

*Stakeholders:*

*Mobile Line of Business Owner*

*Marketing Leads*

*Customer Support Leads*

*Executives / CEO*

There are four key areas-



Operations



Support



Growth



Product & Partnership

# Focuses of the **commonMVNO** Platform

## **Operations**

Streamlined operations & reporting for managing your MVNO.

## **Support**

NCTC & Reach deliver a complete, plug-and-play platform. Featuring the tools to support Level 1 agents. Platform training, and escalation support.

## **Growth**

Grow your business confidently with a unified platform that scales to millions of subscribers and extends across consumer and enterprise use cases. Focus on acquiring subscribers and marketing efforts.

## **Product & Partnership**

New features and enhancements are served faster than ever with the commonMVNO platform.



# Define the Players – Roles and Responsibilities



A high level summary of the activities required to launch with **commonMVNO**.

When interacting with the NCTC & Reach, it is recommended to designate a project manager, whom will communicate with the following.

**MVNO: MidCo MVNO Project Manager**

**NCTC: Eric Bergstrom & Zach Cutrell**

**Reach: Carlos Rosado**

Activity	Responsible	Accountable	Consult	Inform
<b>Agreement Execution:</b> <ul style="list-style-type: none"> <li>NDA.</li> <li>MPA.</li> <li>FCC Filing Process</li> <li>ATT Approval + Agreement.</li> </ul>	MVNO	MVNO	NCTC	Reach
<b>Information Gathering:</b> Collection of prerequisites for onboarding. <ul style="list-style-type: none"> <li>Brand Assets.</li> <li>PEI/214 (If required.)</li> <li>Inputs for optional enhancements.</li> </ul>	MVNO	MVNO	NCTC	Reach
<b>Onboarding:</b> Creation of the commonMVNO instance. <ul style="list-style-type: none"> <li>Platform systems deployment.</li> </ul>	NCTC	Reach	Reach	MVNO
<b>Training:</b> Educational exchange on how to use the relevant MVNO systems. (more below) <ul style="list-style-type: none"> <li>Reach Central.</li> <li>HubSpot Ticketing System.</li> <li>Client Connect Portal.</li> <li>WEB, mWEB, App.</li> </ul>	Reach	Reach	MVNO	NCTC/MVNO
<b>User Acceptance Testing:</b> MVNO conducts UAT on platform. <ul style="list-style-type: none"> <li>Test Scenarios and material provided.</li> </ul>	MVNO	NA	NCTC	Reach
<b>Launch:</b> MVNO sets target dates. <ul style="list-style-type: none"> <li>Pilot Launch.</li> <li>Limited Commercial Launch (optional.)</li> <li>Full Commercial Launch.</li> </ul>	MVNO	MVNO	NCTC/Reach	NCTC/Reach
<b>Post Launch Support:</b> <ul style="list-style-type: none"> <li>Operational Check-In</li> <li>Product &amp; Partnership via Roadmap enhancements</li> </ul>	NCTC/Reach	NA	NCTC/Reach	MVNO

# Current Inclusions:

<p><b>White-labeled website</b>          Choice of four templates, self-hosted          Your own branding, content, imagery (+)          Personalized chatbot          Device store          Secure payment process and tax engine</p>	<p><b>White-labeled app</b>          Standard app template          Your own branding          NCTC Standard marketing tiles (+)          Standard marketing tiles (+)          App in Google Play, App Store (+)</p>	<p><b>Marketing portal</b>          Pre-packaged assets including social media ads, bill inserts, direct mailers, door hangers, and more          Best in class Review Site response suggestions          Internal sales support, upselling mobile</p>
<p><b>3rd Party Logistics</b>          Kitting of the SIM Welcome Kit          Shipping, tracking and delivery</p>	<p><b>Plan creation</b>          Choose up to four plans.          Choice of name, retail cost.</p>	<p><b>SIM Welcome Kit</b>          NCTC Standard SIM Kit and SIM card (+)          NCTC Standard shipping envelope</p>
<p><b>White-labeled invoice</b>          Branded invoice          Single bill for mobile only</p>	<p><b>Back Office (for Member-provided L1 Support)</b>          Agent console to activate, manage, support customers          Key Stakeholder access</p>	<p><b>Communication</b>          Automated emails (+) Your own branding</p>
<p><b>Single Sign On (SSO)</b>          Google/ Apple SSO for customers web/app.</p>	<p><b>CRM to manage customers</b>          HubSpot</p>	<p><b>SPN</b>          NCTC Standard "Mobile" (+)</p>

## Level 1 “Train the Trainer” Program.

# Timeline to Operational Readiness

To provide a comprehensive understanding of the platform provided by Reach and enable leaders to provide support using the Reach Platform, the MVNO team would be trained on platform tools.

This program should serve as a basis for training LI Agents internally after completion. These sessions are recorded to redistribute. (See “Train\_the\_Trainer\_2025.ppt”)

## 5 Sessions

- Recorded sessions, 1 hour each.
- Operational/ Platform Readiness
- Managing Customer Life Cycle
- Live Q&A

## Video Resources

Video Library detailing the functionality of Reach Central.

## FAQ/ Knowledgebase

Review of common end-user FAQ and knowledgebase material.

Assist the customer with setting up their account	Account management	International service support	Basic troubleshooting
Sign up	Change the customer's plan by immediately upgrading, requesting to upgrade on the next billing cycle, or downgrade on the next billing cycle	Create International Roaming (IR) trips	Perform network resets
Activate service		Manage IR data limits Purchase additional roaming credit, if required	Perform SIM swaps (placing the customer's active number to either a new physical SIM or eSIM)
Check coverage	View the customer's estimated, upcoming monthly bill	Manually activate IR trips, if required	Generate and send Call/Data Record reports (CDR reports) at the customer's request.
Validate SIM number to ensure the SIM card is not already used	View the customer's full payment history (including past orders) via PDFs and the ability to email invoices to the customer on request	Manually deactivate IR trips View international call, text, and data rates	Reset the customer's voicemail password to default (the last 4 digits of the customer's phone number)
Validate Device IMEI for compatibility	Pause data upon request	Enable International Calling (ILD)	Set a temporary password to regain access to their account
Place order for SIM/eSIM	Buy additional data (Data Packs) (a one-time charge)	Purchase ILD credit to allow customers to call countries outside of the U.S.	Generate a new number (either with a newer number or porting in an existing number)
Confirm payment has been received	Check live data usage		Swap primary/secondary accounts if the primary is leaving the service, but the secondary lines are staying.
Send a new payment link if expired	Add a line		disconnect the customer
Agents DO NOT accept payments over the phone, chat or SMS	Buy automatic data top-ups (a 0.5GB amount of data would be added automatically to the customer's plan once the customer's data runs out)		Unsubscribe from marketing communication
Assist the customer with activating their account	Remove purchased top-ups if not yet used (if the customer purchased on accident).		Add credit towards discounts on their upcoming monthly payment, if available
Activating a new number			
Porting in an existing, active number from another carrier	View top-up history		
Check activation status - pending/failed/completed			

# What's Next?

Transitioning to "Business As Usual" will mark a milestone in your MVNO brand. Here is what to expect from NCTC & Reach post launch.

## **Technical Advisory Group:**

Join the NCTC's technical advisory group for MVNO.

## **1 x Weekly Program Review:**

A weekly cadence reviewing the growth of the MVNO brand, and addressing any open pain points/ issues that have been raised.

## **1 x Quarterly Training Refresh:**

Follow up training on any relevant updates/ enhancements to the platform.

## **Feedback Surveys:**

Reach sends out periodic surveys to the MVNO looking for feedback to the program.

## **Analytics & KPIs:**

Automated Reporting sent via email that helps understand your base better.

## **Network Outage Notifications:**

Automated communications around reported network outages and planned down time.

# Feature Roadmap

Q1 2025 Drop 1 -Delivered	Q1 2025 Drop 2	Q1 2025 Drop 3	Q1 2025 Drop 4
<ul style="list-style-type: none"> <li>Separate sub class-id to be requested before the onboarding</li> <li>IPPay Setup - Merchant name in the credit card statement</li> <li>Individual Tax setup</li> <li>Separate SKU for Subscriber Identity Module (SIM) ordering</li> <li>Mobile Line- Lifecycle emails</li> <li>International Calling</li> <li>International Roaming</li> <li>Fixed 5 plans for with fixed retail pricing and fixed plan names</li> <li>Setting up Custom SPN for the Member MVNO</li> <li>Images and Content can be updated on MVNO website</li> <li>Generic Privacy policy /terms for all Member MVNOs</li> <li>Separate Support email id (Chat, email inbox, user access setup)</li> <li>Unique member phone number for support</li> <li>611 short code redirect to Member MVNO support number</li> <li>Back-office support for each Member MVNO</li> <li>Zip code validation</li> <li>Ability to activate iOS 16 devices that have physical SIM slots</li> <li>SIM in Hand</li> <li>Promo Code capability for each Member MVNO (Account Level)</li> <li>Only 1 common mobile app hosted on NCTC account</li> <li>Cold call transfer support per Member MVNO</li> <li>Up to 25 Lines for a mobile account</li> </ul>	<ul style="list-style-type: none"> <li>Device Store OEM promotions capability for all members</li> <li>Custom domain for website</li> <li>Unlimited Talk and Text Plan</li> <li>Enhancement – New Number flow</li> </ul>	<ul style="list-style-type: none"> <li>Trouble Call Statistics for L1, L2, L3 support</li> <li>Automated Reporting – Data file emailed to member.</li> </ul>	<ul style="list-style-type: none"> <li>Promo codes that apply to individual plans (Line Level)</li> <li>Reporting Dashboards per Member MVNO (Similar to white-glove)</li> </ul>

Q2 2025 Drop 5	Q2 2025 Drop 6	Q3 2025 Drop 7	Q3 2025 Drop 8
<ul style="list-style-type: none"> <li>Broadband Validation for the member MVNO</li> <li>Pro-Ration at the line level</li> <li>API – Reporting Capabilities</li> <li>Support Tax Exemption</li> <li>Tablet Plan</li> </ul>	<ul style="list-style-type: none"> <li>Device OEM promotions at Common Device store level</li> <li>Device OEM promotions at the MVNO Member level</li> <li>Wearable Plans (non iOS)</li> <li>Employee Account &gt;25 lines w/Parent/Child Account Controls</li> <li>Device promotion to member MVNO</li> </ul>	<ul style="list-style-type: none"> <li>Promo code at the device level</li> <li>Global Pass &amp; Canada/Mexico Day Pass</li> <li>Enable Text Messaging for support</li> <li>Bundle Canada/Mexico Roaming Plan</li> <li>Accessories Added to Common Store</li> <li>Other API Capabilities</li> <li>Deactivating service online</li> </ul>	<ul style="list-style-type: none"> <li>Enable members to edit own email communications to customers</li> <li>One Click eSIM Activation</li> <li>UI/UX Updates</li> <li>Stackable Promo Codes</li> <li>Refurbished devices</li> </ul>

Q3 2025 Drop 9	Q4 2025 Drop 10	Q4 2025 Drop 11	Q1 2026 Drop 12
<ul style="list-style-type: none"> <li>Promo Code Enhancements – Tenure Based, Buy Out, Device Subsidies</li> <li>Other payment methods including Apple Pay, Android Pay, Venmo and Zelle</li> </ul>	<ul style="list-style-type: none"> <li>Promotional Offer Landing Page tied to plan and or devices.</li> <li>Lock/Unlock Devices</li> <li>Wearables (iOS specific)</li> <li>The ability to offer plans with premium data and different throttle speeds</li> </ul>	<ul style="list-style-type: none"> <li>Chat Bot Enhancements</li> <li>Support API Capabilities</li> <li>Hotspot Device</li> <li>SMB Business Plans</li> <li>Spam Block</li> </ul>	<ul style="list-style-type: none"> <li>Phone for life plan</li> <li>Loyalty Program – Incentives based on successful payments, discounted subscriptions, tickets, food deals, plan upgrades, discounted gas etc..</li> </ul>



# Feature Roadmap by Category

UI/UX	Billing/Payment/Tax	Support	New Products/Enhancements
<ul style="list-style-type: none"> <li>Enhancement – New Number flow improvements</li> </ul>	<ul style="list-style-type: none"> <li>Support Tax Exemption</li> <li>Other Payment Methods:               <ul style="list-style-type: none"> <li>ACH</li> <li>Apple Pay</li> <li>Android Pay</li> <li>Venmo</li> <li>Zelle</li> </ul> </li> <li>Pro-Ration at the line level</li> <li>w/Parent/Child Account Controls</li> </ul>	<ul style="list-style-type: none"> <li>Chat Bot Enhancements</li> <li>Ability to integrate 3<sup>rd</sup> party chatbot</li> <li>Device Troubleshooting vendor integration</li> </ul>	<ul style="list-style-type: none"> <li>Phone for life plan</li> <li>Member editing of email comms</li> <li>Tablet Data Plan</li> <li>One Click eSIM Activation</li> <li>Global Pass &amp; Canada/Mexico Day Pass</li> <li>Loyalty Program – Incentives based end customer engagement</li> <li>Small Business plan functionality</li> <li>Wearable Plans (non iOS)</li> <li>Employee Account &gt;25 lines</li> <li>Spam Block</li> <li>Wearables (iOS specific)</li> <li>Parental Controls – App monitoring/management, Time Management</li> <li>Plan offers with premium data, different throttle speeds</li> </ul>

Promotion	Regulatory	Platform	Devices/Accessories
<ul style="list-style-type: none"> <li>Tenure Based</li> <li>Buy Out</li> <li>Device Subsidies</li> <li>Stackable</li> <li>Device OEM promotions capability at Device store level</li> <li>Device OEM promotions capability at Member level</li> <li>Device promotions at member level</li> <li>Promotional landing pages</li> </ul>	<ul style="list-style-type: none"> <li>Deactivating service online – Mandate initially introduced by state of Illinois</li> </ul>	<ul style="list-style-type: none"> <li>API – Reporting</li> <li>API – Buy Flow</li> <li>API – Support</li> <li>Broadband Validation for Member</li> <li>Enable text messaging for lifecycle messages (AT&amp;T Required)</li> </ul>	<ul style="list-style-type: none"> <li>VoiceComm Accessory Vendor Integration</li> <li>Refurbished devices</li> <li>Hotspot Device</li> <li>Lock/Unlock</li> <li>Samsung S25 - \$753.69</li> <li>Samsung S25+ - \$936.49</li> <li>Samsung S25 Ultra - \$1210.69</li> <li>Samsung A16 - \$196.73</li> <li>Samsung S24FE - \$613.99</li> <li>Samsung ZFlip6 - \$1045.49</li> <li>Motorola Gplay - \$150</li> <li>Motorola G5G - \$150</li> <li>Google Pixel 8A - \$472</li> <li>Google Pixel 9 - \$766</li> <li>Google Pixel 9 Pro - \$952</li> <li>Google Pixel 9 Pro XL - \$1045</li> <li>TCL Flip 2 - \$78</li> <li>iPhone 15 Open Box 128GB - \$613</li> <li>iPhone 15 Open Box 256GB - \$693</li> </ul>



# Questions?

See below for “who to contact” on reference to **commonMVNO**, post-launch.

## NCTC

**Latest RoadMap Updates:** Pertaining to confirmed upcoming enhancements on the commonMVNO platform.

**CRM Communication Changes:** Messages being passed to end users.

**Device Store Drops:** The latest information on upcoming devices/promotions in the ecommerce store.

## Reach

**Issue Escalation:** Impacts that require additional attention/urgency from the level 2 team.

**Operational Issues:** Bugs, outages, or anything not functioning as designed.

**Knowledge Base and FAQ:** Pain points that require new FAQ material for either end-users or LI agents.

