# Practical Best Practices for Broadband Label Rollout

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# * Disclaimer *

- We are not regulatory experts, and this should not be considered regulatory advice.

- Contact your regulatory consultants, billing companies about your specific company needs.

- We have worked with several billing companies and consultants; we've found many ideas to share which might be helpful as you prepare & present your labels.

# Overview

- First discussed by the FCC & Consumer Advisory Committee Committee (CAC) in 2016

- Purpose is to help customers make informed choices from an accurate, simple-to-understand format

- Required by companies over 100,000 subscribers by April 10, 2024; under 100,000 (like most of us) by October 10, 2024

# What Needs a Label?

- Stand alone Internet only – no bundles

- If another service (phone, TV) required to get speed or price, no label is needed

- Labels needed for Residential & Business if speeds/prices are different OR if different billing code

- No label needed for special pricing if not advertised

# Needed on Labels

- Speed – including Upload, Download & Latency
- Monthly Price
- Any Promo Information, ie Contract, Introductory Rate, Installation, etc
- Additional Charges like Taxes, Modems, etc
- Discounts
- Link to Network Management, Privacy & Data Allowance Policies
- Company Contact
- Unique Plan Identifier – 15 Character number includes Providers FRN, plus Random Characters

# Labels on Website

- Labels need to be included with any pricing

- Need to be in 'close proximity' to pricing – cannot be on a separate page or in a button

- Needs to be displayed with online payment info

- Machine Readable format (csv) needs to be included. Can be a link under the labels. Single file with all labels. If labels are in multiple places; csv file should be 'in close proximity' to all.

# Where Else?

- Office – Need to let customers know where to access labels on website or provide handout if requested. Can be a QR code at office

- Phone – Need to let customers know where to access labels on website. If no web access, ask if customer wants labels read to them or if they would like us to provide a handout

# Training

- All staff members need to be trained

- Any staff member needs to be able to explain labels to customers, if requested

- Training needs to be documented and kept for 2 years

- Training reporting not required by the FCC yet, but if requested, documentation needs to be provided within 30 days

# What Else?

- No labels needed for old service prior to Oct 10

- Any labels for service changed/discontinued after Oct 10 needs to be kept for 2 years

- Network Management & Privacy policies need to be reviewed by your regulatory consultants

- Try to get pricing on one page so labels only need to be in one place. Trying to manage multiple places will be a future nightmare

# How to Create

- Several companies have tools to create labels

- Your regulatory consultant – Vantage Point, Consortia, Olsen Thielen, or others

- Your Billing Company – MACC, SpecSoft, Innovative, NiSC or others

- Others – Pivot & others

- Best formats are pdf or URL. Generate a png or jpeg for display, link to pdf or URL

# www.fcc.gov/broadbandlabels

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