



Misrepresentation Protocol

This memo serves as a reminder that to all employees that you must follow company issued scripting, policies, and procedures for call handling **at all times on every single call**. You may only use company approved scripting, rebuttals, and answers on all calls. In addition, you may **never** refer to the name of our company as "Dish1Up" or any variation of the word Dish (for example, "Dish Network," "Dish TV," "Dish Service," etc.). You should **only** refer to our company as The Solutions Center.

You may answer calls from DISH Network customers who have misdialed one of the toll-free numbers that rings into our call center. You must never take advantage of a caller's confusion and must be sure to disclose to every caller the name of our company and how they have reached us. **We reserve the right to monitor and/or record any and all interactions that our employees have with callers and/or customers.** Any violation of this policy will result in immediate termination.

Our goal is to handle all calls with the highest level of integrity and honesty in order to provide all callers with a pleasant experience whenever they may come in contact with our call center. We receive phone calls from consumers who may be current subscribers to several different service providers including Pay TV (both cable and satellite), Internet, Home Security, Satellite Radio, and various other services. Your mission as a sales agent is to pleasantly and properly evaluate all callers to determine whether or not we can qualify the caller and solicit DirecTV, Home Security, or Internet. As an authorized agent of At&t, HughesNet, ADT, Protection Plan Center, Identity Force and PC Support we are bound by guidelines set forth by the service provider. Our contract only allows us to setup first time subscribers. For this reason, all callers must go through some qualifying questions before you can determine whether or not you can actually offer any services to that caller. These misdialed calls are obviously the perfect opportunity to offer the caller new services that will benefit that caller. Because some of the callers have mistakenly called our number it is extremely important that at no time should any of our agents ever misrepresent themselves as employees, agents, or affiliates of the company the caller was intending to reach. Nor should any of our agents in any way indirectly suggest, or imply that they are employees, agents, or affiliates of that company. Making such suggestions will result in disciplinary action up to termination. There is an "Infraction" level system to clearly define misrepresentation. This leveled system is based on 1 (least egregious error) to 4 (most egregious error.)

Level	Recourse
1	1 st & 2 nd offense = warning, 3 rd offense within 3 days = 1-day suspension
2	1 st offense = warning, 2 nd offense within 3 days = 1-day suspension
3	1-day suspension
4	Termination
If an infraction occurs on an actual sale you will also lose credit for that sale	

ADDITIONAL RECOURSE FOR REPEAT OFFENSES

3 day suspension:	Repeating a Level 3 within 1 week of warning
Termination:	3 or more Level 3 offenses within a 30-day period

Level 4 infractions warrant immediate termination. As a reminder these infractions include, but are not limited to the following:

Incorrectly identifying the name of our company at any time.
Any act that would add to, strengthen, endorse, or validate a caller's confusion about the identity of The Solutions Center or who you work for.
Any failure to clarify that we are not affiliated with a caller's current service provider, including, but not limited to, permitting a caller to refer to you or us as if we are the caller's current provider, or are somehow affiliated with the customer's current provider, without correcting the customer's mistake.

Any attempt to suggest or leading a caller to believe that you can see the caller's account with his or her current provider, on your computer screen or otherwise, or any attempt to suggest or leading a caller to believe that have any information about an account the caller has with another service provider.
Any attempt to suggest that you are "upgrading" a caller's current equipment, current service, or any other aspect of the caller's relationship with their current provider, or that you are in a position to perform such "upgrades."
Making any untrue or misleading statement or representation about the caller's provider (merging, going out of business, etc.), or confirming, in any way, a caller's belief, mistaken or otherwise, about the caller's provider.
Stating, representing, or confirming to a caller that he or she has reached us any way other than misdial (phone lines crossed, etc.).
Stating, representing, or confirming to a caller that you are employed with, a part of, or somehow affiliated with the customer's current service providers company, including, by way of example, any attempt to create the impression that you are in a different department, area, division, or any other organizational unit besides the one that the caller is trying to reach.
Stating, representing, or confirming to a caller that we are the sales, promotions, advertising, publicity, or other similar department, of the caller's current provider or otherwise.
Providing, attempting to provide, or suggesting that you can provide a caller with any information about the caller's account with another service provider, including, but not limited to: if they are under contract, telling them what channel package they have; conditions of cancellation, including how to return the equipment; or other similar items.
Providing any false or misleading information to any other employee in response to a question or investigation related to the enforcement of this policy.
Failing to report a suspected or known violation of this policy to your manager or another supervisor.
Leading a customer to believe they could see their current providers account on their computer screen or have any information about an account the customer has with another service provider.
Completing a sale under the guise that you are "upgrading" their current equipment or service.
Making untrue statements about the customer's provider (merging, going out of business, etc...)
Allowing a customer to continue to refer as if we are their current provider without correcting the customer's mistake.
Telling a customer, we are the sales/ promotions department instead of following the script and informing them we are not part of their provider.
Giving a customer any information about their account with another service provider including: if they are under contract, telling them what channel package they have, conditions of cancellation including how to return the equipment.
Identified our company as the service provider. IE- We are authorized retailers for the service providers and are not the same company as the service provider.

Level 1-3 Infractions are:

LEVEL	INFRACTION
1	Running credit more than twice on a DNQ address.
1	Telling a customer mirror lines, converter box, pole mounts, or other non standard installations are free.
1	Hung up on a caller.
1	Being rude to a customer, talking down to them, or being overly defensive.
1	Not seeing manager to be logged out for break / bathroom.
1	Rolling calls / not picking up calls ringing to their extension.
1	Agents is unenthusiastic / sounds bored or uninterested.
1	Did not pitch all available products to a customer.
1	Made less than 3 rebuttal attempts to close the sale.
1	Did not inform customer service that the customer wanted to cancel their order (this must be done by noting account and transferring to customer service.)
1	Did not explain local channel eligibility or telling a customer we can give them alternate county local service.
2	Must inform customer what service credit check is being ran for (DIRECTV, ADT, Hughes, etc...)
2	No pre-paid credit cards of any kind including: green dot, gift cards, govt issued credit card (ssi, child support, wic)

2	Telling a customer, they have a 30-day trial period or not explaining the contract term.
2	Misquoted equipment function.
2	Misquoted monthly price including post-promo pricing.
2	Swaying a customer to break the contract with their current provider.
2	Telling a customer that we will assist them in canceling their account with their current service provider.
2	Used unapproved rebuttal (any rebuttal that is not in the Sales Portal.)
2	Every caller must be read the confirmation, given full disclosures, and transferred to the confirmation queue for final terms and conditions.
3	Did not obtain customers permission to run credit check.
3	Running credit prior to giving our authorized disclosure.
3	Attempting to get around a pre-existing DIRECTV account by putting the account in another name or by altering other information.
3	Telling a customer, they do not have to pay their current service providers bill since they are signing up for a new service.
3	Entering false information or editing a lead to either steal a sale or bypass an existing account w/ past due balance or any other pulled order.

If you are aware of any actual or suspected violation of this policy, you must report it to your manager or another supervisor. Provided that an employee has otherwise complied with this policy, any employee who raises concerns about or assists in an investigation concerning allegations of a violation of this policy will be protected from retaliation. Individuals engaging in retaliatory behavior will be subject to disciplinary action through and including termination of employment.

Employees who believe that they have been retaliated against pursuant to this policy should contact their manager or another supervisor. All complaints of retaliation will be promptly investigated and corrective action taken where required.

By signing below, you (a) acknowledge that The Solutions Center may immediately terminate your employment for violation of this policy and that such violation constitutes just cause of termination, (b) acknowledge that The Solutions Center reserves the right to take legal action against you to protect itself against your actual or threatened breach of this policy, and (c) agree that you shall hold harmless, defend, and indemnify The Solutions Center against any and all claims, suits, proceedings, orders, demands, duties, obligations, judgments, liabilities, debts, awards, sanctions, penalties, attorneys' fees, costs, fees, or any other economic or financial consequences, of any nature, and whether legal, equitable, regulatory, or otherwise, arising from, caused by, or in any way related to your actual or threatened violation of this policy.

Signature

Date

Print Name