

# Copy Variations for Voltron Plan Recommendation

## Assumptions

- 3 major feature categories can be presented to the customer to give interpretability to the plan recommendation
  - i. Download speed
  - ii. Upload speed
  - iii. Connected devices
- We will only compare customers who use their speed plan at the busiest hour.
- Comparisons on accounts with the same download speed limits and accounts with the same upload speed limits are/can be independent of one another
  - ex. **Business Internet Gigabit Extra 1.25 Gbps (1250 Mbps / 35 Mbps)** may be recommended just for the the extra download speed, or just for the extra upload speed
  - There is no way to upgrade just download or just upload speeds
- Multiple minor factor recommendations should still be presented to the user, but we will give a generic statement instead.
  - Work will need to be done to determine the threshold between what is considered a “minor” factor versus a “major” factor

## Constraints

- “WiFi Occupation” will no longer be used as a customer-facing feature category - it’s hard to explain what this does and how this affects the user
- We will only show one recommended plan with this design. There’s potential to have more than one recommendation in the future, but not for this phase. Plan name will not include billing information from the Voltron side.
- If customer is already at the maximum speed threshold plan for SMB Internet, we will not provide a recommendation even if the algorithm suggests one.
- If user has 2-3 minor factors rather than one major factor.....
  - We opt to give a generic message without specific metrics.
    - e.g. You use more download activity than 60% of users, more upload activity than 54% of users, more connected devices than 70% of users?
    - We do not present these percentage metrics and instead rely on the general statement to give context to the recommendation.

## Copy Matrix

**Plan upgrade recommended** ⓘ Based on your internet usage across the last 7 days.

You have more **A** during peak hours than **X%** of accounts with the same **B**. Operating at the top of your plan’s threshold can significantly affect your network connectivity by causing internet performance issues. We recommend upgrading to **Y** for best service.

Variation	A *	B	X	Y
1	“download activity”	“download speed limit”	Pull from model	Plan Name (Download Speed / Upload Speed)
2	“upload activity”	“upload speed limit”	Pull from model	Plan Name (Download Speed / Upload Speed)
3	“connected devices”	“download speed limit”	Pull from model	Plan Name (Download Speed / Upload Speed)
4	“connected devices”	“upload speed limit”	Pull from model	Plan Name (Download Speed / Upload Speed)
5 *	“data activity and connected devices”	“download speed limit”	“a majority”	Plan Name (Download Speed / Upload Speed)
6 *	“data activity and connected devices”	“upload speed limit”	“a majority”	Plan Name (Download Speed / Upload Speed)

\* Generic message without specific percentage comparison metrics is presented if user has multiple minor factors that contribute to the plan upgrade recommendation instead of one major factor

## Examples

**One Major Factor** **Download Usage** **Download Speed**

You have more download activity during peak hours than 90% of accounts with the same download speed limit. Operating at the top of your plan’s threshold can significantly affect your network connectivity by causing internet performance issues. We recommend upgrading to **Business Internet Gigabit Extra 1.25 Gbps (1250 Mbps / 35 Mbps)** for best service.

**One Major Factor** **Upload Usage** **Upload Speed**

You have more upload activity during peak hours than 90% of accounts with the same upload speed limit. Operating at the top of your plan’s threshold can significantly affect your network connectivity by causing internet performance issues. We recommend upgrading to **Business Internet Gigabit Extra 1.25 Gbps (1250 Mbps / 35 Mbps)** for best service.

**One Major Factor** **Connected Devices** **Download Speed**

You have more connected devices during peak hours than 90% of accounts with the same download speed limit. Operating at the top of your plan’s threshold can significantly affect your network connectivity by causing internet performance issues. We recommend upgrading to **Business Internet Gigabit Extra 1.25 Gbps (1250 Mbps / 35 Mbps)** for best service.

**One Major Factor** **Connected Devices** **Upload Speed**

You have more connected devices during peak hours than 90% of accounts with the same upload speed limit. Operating at the top of your plan’s threshold can significantly affect your network connectivity by causing internet performance issues. We recommend upgrading to **Business Internet Gigabit Extra 1.25 Gbps (1250 Mbps / 35 Mbps)** for best service.

**Multiple Minor Factors** **Download Usage** **Upload Usage** **Connected Devices** **Download Speed**

You have more data activity and connected devices during peak hours than a majority of accounts with the same download speed limit. Operating at the top of your plan’s threshold can significantly affect your network connectivity by causing internet performance issues. We recommend upgrading to **Business Internet Gigabit Extra 1.25 Gbps (1250 Mbps / 35 Mbps)** for best service.

**Multiple Minor Factors** **Download Usage** **Upload Usage** **Connected Devices** **Upload Speed**

You have more data activity and connected devices during peak hours than a majority of accounts with the same upload speed limit. Operating at the top of your plan’s threshold can significantly affect your network connectivity by causing internet performance issues. We recommend upgrading to **Business Internet Gigabit Extra 1.25 Gbps (1250 Mbps / 35 Mbps)** for best service.