



Dealer Training



PRODUCT CATALOGUE

Market segment vs product approach

- Let us have a look at the market segment vs product Approach in the B2B and B2C markets.
- The YahClick & Phase 3 Telecom business model approach is to focus on the UNSERVED and UNDERSERVED markets.
- Simply put, markets are called UNSERVED (because they don't get any levels of service).
- Markets that are UNDERSERVED simply have a little service - but not quite enough!
- Besides having unmet needs, these markets mark an opportunity for Phase 3 Telecom, in partnership with YahClick, to turn such opportunities into purposeful business and robust revenue streams.

Market segment vs product approach

- The market presents itself as an opportunity for our products. Customers spend a lot of time connected on a daily basis – more than 4hours/day. Social media & entertainment consume a big portion of that time.



- Each package has their own sign up Terms and Conditions which a customer must be made aware of.
- When a Phase 3 Telecom Dealer signs up a client, they will manage the entire process of the customers subscription which includes:

Processing the client order with the required KYC information.

Confirming the install of the equipment terminal, including the satellite dish and modem and monitoring that the activation of the service takes place.

- YahClick, in partnership with Phase 3 Telecom, offer high-speed internet connectivity for businesses and homes using satellite technology, which allows us to deliver internet to even the remotest places in Nigeria!
- YahClick Business and Home packages are designed to meet your customer & market place needs.
- We have different packages to accommodate the way your customers use the internet within both our Unlimited & Capped data packages.



UNLIMITED data packages

In order to qualify for the Unlimited data package suite below, the customer will be required to:

- Commit to a 12-month contract & pay an upfront 3-month subscription fee (on signing).
- The customer is then billed monthly thereafter.

Example Packages	Contract	Billing Period	Full upfront fee required	Once-off hardware cost	Standard installation cost	Actual monthly subscription
Unlimited 300 – up to 25Mbps down 3Mbps upload speed	12-months	Monthly	₦ 332,000	No charge	₦ 35,000	₦ 99,000
Unlimited 150 – up to 25Mbps down 3Mbps upload speed	12-months	Monthly	₦ 182,000	No charge	₦ 35,000	₦ 49,000
Unlimited 100 – up to 25Mbps down 3Mbps upload speed	12-months	Monthly	₦ 149,000	No charge	₦ 35,000	₦ 38,000
Unlimited 50 – up to 25Mbps down 3Mbps upload speed	12-months	Monthly	₦ 110,000	No charge	₦ 35,000	₦ 25,000

- The standard installation cost will apply within the first 30kms. Thereafter an additional roundtrip cost per Distance Category will be included to the cost as indicated in the Installation cost table below.

Distance Category (from base station)	DIST.(MIN) IN km	DIST.(MAX) IN km	AVERAGE DISTANCE	COST (VAT inclusive)
Distance 1	0	30	0	0
Distance 2	31	120	76	22,800
Distance 3	121	250	186	55,800
Distance 4	251	500	375	112,500
Distance 5	501	800	650	195,000
Distance 6	801	1200	1000	300,000

Terms & Conditions:

- Offer is subject to a KYC review, credit approval and while stock lasts. The equipment remains the property of YahClick.
- Line speeds quoted are the best effort and represent 'up to' speeds. YahClick reserves the right to enforce its Fair Usage Policy.
- One calendar months' notice required for cancellation

CAPPED data packages

- In addition, YahClick have two capped data packages available through Phase 3 Telecom, which offer the customer the option to buy a set quantity of GB's in capacity every month and "top-up" the data if they run out.
- All the customer needs to do is choose what package size they require e.g. 500GB or 200GB.
- The selected data capacity will be allocated to them on the anniversary day (start date of the service) every month.
- When all the data is used, the connection will stop. But not to worry! Should the customer use all their data before the end of the month, they can "top-up" and get additional capacity to keep them online.
- Our capped packages give our customers the ability to actively manage data usage and save costs!

CAPPED data packages Ts&Cs

- Capped packages are limited to the volume as indicated by the package description.
- The package start date becomes the monthly bundle contract renewal date (refresh/refill) date for that service.
- Should all data be used before the contract monthly renewal date, a top-up token can be purchased.
- Tokens can be purchased via Interswitch's Quickteller capability by entering your Phase 3 Telecom account number, selecting top-up and entering the amount required.
- Capped service plans and top-ups have a carryover. Any remaining data from the previous month will be carried over to the new month on the service plan renewal date.
- Upward migration between capped products is allowed after the first 3 months. A migration can take place at any time within the month. The new package capacity will be restored on the contract monthly renewal date.
- The signing customer is responsible for all relevant subscription charges for the duration of the contract period.
- Only the customer that signed up is authorized to cancel subscription.
- Let's take a look at each of the Capped packages in more detail

CAPPED data packages

In order to qualify for the Capped data package suite below, the customer will be required to:

- Commit to a 12-month contract & pay an upfront 3-month subscription fee (on signing).
- The customer is then billed monthly thereafter.

Example Packages	Contract	Billing Period	Full upfront fee required	Once-off hardware cost	Standard installation cost	Actual monthly subscription
500GB – up to 20 Mbps down 3Mbps upload speed	12-months	Monthly	₦ 392,000	No charge	₦ 35,000	₦ 119,000
200GB – up to 20 Mbps down 3Mbps upload speed	12-months	Monthly	₦ 212,000	No charge	₦ 35,000	₦ 59,000

- The standard installation cost will apply within the first 30kms. Thereafter an additional roundtrip cost per Distance Category will be included to the cost as indicated in the Installation cost table below.

Distance Category (from base station)	DIST.(MIN) IN km	DIST.(MAX) IN km	AVERAGE DISTANCE	COST (VAT inclusive)
Distance 1	0	30	0	0
Distance 2	31	120	76	22,800
Distance 3	121	250	186	55,800
Distance 4	251	500	375	112,500
Distance 5	501	800	650	195,000
Distance 6	801	1200	1000	300,000

Terms & Conditions:

- Offer is subject to a KYC review, credit approval and while stock lasts. The equipment remains the property of YahClick.
- Line speeds quoted are the best effort and represent 'up to' speeds.
- One calendar months' notice required for cancellation

- The Dealer Information Website Portal addresses a section on Frequently Asked Questions from Customers.
- This is a list of the most common questions that customers have asked that has been designed into an FAQ Reference Guide.
- This list is available on: www.phase3telecom.com on the Dealer Information Portal Webpage.



The End