



ACQUISITION - EXISTING CUSTOMER SALES POR

1P Add Ancillary Products

Comcast Business Experience Design

[OVERVIEW](#) [USER SCENARIOS](#) [CONFLUENCE ↗](#) [SHAREPOINT ↗](#) [ABSTRACT ↗](#)

Problem Statement

Increase digital orders and revenue within the Existing Customer simplified buy flow by providing data only customers the option to upgrade their Internet service with offers including Internet add-on's (Security Edge, WiFi-Pro and Connection Pro). Enable Internet Only customers to bolt on Internet add-on's, with no speed tier upgrade.

Goals

Customer

- Show Ancillary products (i.e. Internet Add-ons) to eligible customers based on compatibility with their current plan and if additional equipment and installation is required, inform customers of associated costs and processes.
- Purchase ancillary products as an a la carte option that does not impact their current service.

Business

- Increase in Sales (OFT) for ancillary products.
- Support multiple combination of products in the digital experience as per business needs.
- Show appropriate Equipment options based on compatibility with the Upgrade offer.

Stakeholders

Program Manager	Ryan Smith
Product Owner	Alex Jonas
UX PM	Noriko Puerto
Visual Design	Stefan Minea
Experience Designer	Monique Naoum
Copy Writer	Yvette Wilson

Timing

UX Design Complete	November 25, 2021
Copy Complete	January 19, 2021
Dev Handoff	January 29, 2021

1P Add Ancillary Products

Shopping from Current Deals

Scenario 1: Customer has CBR, adds Connection Pro

XFINITY SMALL BUSINESS ENTERPRISE

COMCAST BUSINESS PRODUCTS SUPPORT MY ACCOUNT (855) 205-6962 JANE SMITH

INTERNET PHONE BUSINESS TV SMARTOFFICE CLOUD SOLUTIONS CURRENT DEALS HELP ME DECIDE SEARCH

WELCOME BACK, JANE

More speed to help you get more done

Upgrade your speed today and help your business be ready for tomorrow.

[VIEW OFFERS](#)


CHAT

Solutions to help keep businesses moving forward

INTERNET

Need more speed? Upgrade your Internet today


[UPGRADE INTERNET](#)



PHONE

Crystal-clear calling on our Gig-speed network


[ADD PHONE](#)



CONNECTION PRO

Automatic 4GLTE backup for your Internet connection


[LEARN MORE](#)



COMCAST BUSINESS SECURITYEDGE™

Helps protect connected devices from cybersecurity threats

[LEARN MORE](#)



Need service at another location?

1701 JOHN F KENNEDY BLVD, 965, PHILADELPHIA, PA 19103 [ADD ANOTHER LOCATION](#)

Let's take your business even further

Comcast Business SmartOffice™

Keep an eye on the workplace from any device with hi-res images that show what's happening, day or night.

[TELL ME MORE](#)

Business TV

Enjoy your favorite programs and live sports on any screen, anywhere at your office. Or expand any Comcast Business lineup with the sports and music channels guests want most.

[ADD BUSINESS TV](#)

Internet add-ons

Take your Internet beyond with enhancements that give you peace of mind like wireless 4G LTE backup. Run multiple servers or applications with Static IP addresses. Or WiFi with analytics and insights to enhance in-store experiences.

[EXPLORE SOLUTIONS](#)

Restrictions apply. Not available in all areas. Features and services vary depending on level of service. Comcast Business Connection Pro 4G LTE backup, WiFi Pro and Comcast Business SecurityEdge require Comcast Business Internet at additional monthly charge. Internet: Actual speeds vary and are not guaranteed. Comcast Business SecurityEdge: Does not prevent access to Internet sites if connected via public WiFi, virtual private network technology, or non-Comcast DNS servers. Comcast Business SmartOffice: Comcast Business SmartOffice™ is not a security service and does not include professional monitoring. Comcast Business Case Security, LLC (a subsidiary of Comcast Business SmartOffice) EIN: 45-57211429, AL: 001785; AR: 22536; AZ: BOC 207256, B13 1818; CA: CCB 1302256, A607 7477; CT: B1C 0187754-ca; DC: 02054827; DE: 5595 13-225; FL: EF0000279; GA: LV4048354; IL: PACA 127-001555; LA: F2257; MA: 7067C; MI: 55-002525; MD: 107-1937; ME: LM50017039; MN: 3601206519; MO: 15674413; MS: 15000170; NC: 1927; ND: 8788186-6501; NR: 2705151177; NJ: 02366; NM: 379095; NY: Licensed by the N.Y. Department of State 12000317423; OR: CCB 199939; SC: BAC-13862; TN: ACL 2006, ACL 2002; TX: B18966; UT: 8788186-6501; VA: 2705151177; DCIS 11-15181; VT: ES-02266; WA: COMCBAS8848U; WASHINGTON: DC: ES 954217, BBL 602517000001; WV: WV051524, Valid 10/11/18. See [http://www.comcast.com/termsandconditions](#) for current list.

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XFINITY SMALL BUSINESS ENTERPRISE
(855) 319-0101 JANE SMITH

Get solutions and savings to help your business thrive

Take on whatever comes next with the technology and support of Comcast Business.

WHICH SPEED IS RIGHT FOR MY BUSINESS?

Your current plan is **Business Internet 100** at **\$69.99/mo** [VIEW DETAILS](#)

Internet Plans

Business Internet 200

\$89.99/mo

For 24 months with 3-year agreement
[Pricing & Other Info](#)

ORDER NOW

VIEW DETAILS

Up to 200Mbps downloads
Good for about 12 devices

Business Internet 300

\$149.99/mo

For 24 months with 2-year agreement
[Pricing & Other Info](#)

ORDER NOW

VIEW DETAILS

Up to 300Mbps downloads
Good for about 15 devices

Save \$10/mo with Auto Pay and Paperless Billing

Business Internet 600

\$189.99/mo

For 24 months with 2-year agreement
[Pricing & Other Info](#)

ORDER NOW

VIEW DETAILS

Up to 600Mbps downloads
Good for about 18 devices

Connection Pro

Internet & Phone Plans

\$300 VISA® PREPAID CARD

Business Advantage Basic

\$109.99/mo

For 24 months with 3-year agreement
[Pricing & Other Info](#)

ORDER NOW

VIEW DETAILS

Up to 200Mbps downloads
Good for about 12 devices

1 Voice Line

Save \$10/mo with Auto Pay and Paperless Billing

\$300 VISA® PREPAID CARD

Business Advantage Pro

\$159.99/mo

For 24 months with 3-year agreement
[Pricing & Other Info](#)

ORDER NOW

VIEW DETAILS

Up to 300Mbps downloads
Good for about 15 devices

1 Voice Line

Comcast Business SecurityEdge™

Save \$10/mo with Auto Pay and Paperless Billing

\$500 VISA® PREPAID CARD

Business Advantage Max

\$209.99/mo

For 24 months with 3-year agreement
[Pricing & Other Info](#)

ORDER NOW

VIEW DETAILS

Up to 600Mbps downloads
Good for about 18 devices

1 Voice Line

Comcast Business SecurityEdge™

Connection Pro

Save \$10/mo with Auto Pay and Paperless Billing

Enhance your Internet plan with powerful add-ons.

Choose one or more add-ons to easily upgrade an existing plan to better fit your business needs.

SHOP INTERNET ADD-ONS

Help safeguard devices connected to your network.

- Routine scanning for threats like malware and ransomware
- No need to download device software

LEARN MORE

Help keep your business up, even if your power or internet goes down.

- Automatic Internet backup service
- Uses 4G LTE wireless connection
- Up to 8 hours of battery power

LEARN MORE

Offer guests WiFi and have a separate private WiFi network for your business.

- Flexible bandwidth assignment to networks
- Great coverage throughout your location
- Traffic analytics to help understand customer trends

LEARN MORE

Frequently asked questions

- ▶ When will my new service be available?
- ▶ How will I be billed for my upgrade?
- ▶ Will I need new equipment to upgrade?

COMCAST BUSINESS

- Business Internet
- Business Phone
- Business TV
- Cloud Solutions
- Bundles
- Resources

Shop

- Help & Support
- Forums

Support

- My Account
- Cloud Solutions

My Account

- Why Comcast
- Our Network
- Press Releases
- Advertising
- Comcast Business Promise
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- Comcast Diversity Equity & Inclusion

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- Authorized Connectors
- Alliance

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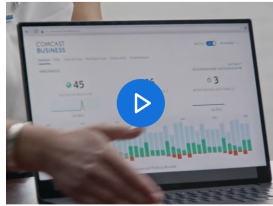
Select your option

All add-ons require Comcast Business Internet service and Comcast-owned equipment. If you do not have compatible equipment, an equipment and installation fee may be applied.

YOUR SERVICE ADDRESS
6200 THE CORNERS PKWY
NORCROSS, GA 30092

SELECT ONE OR MORE ADD-ONS TO BOOST YOUR BUSINESS INTERNET PLAN

Powerful, cloud-based security — Comcast Business SecurityEdge™



Help protect all devices connected to your Comcast Business Internet against cybersecurity threats like malware, ransomware, phishing, and botnet infections.

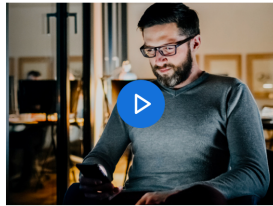
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Add Comcast Business SecurityEdge™
\$29.99/mo

No, thanks

[Pricing & Other Info.](#)

Automatic 4G LTE backup — Connection Pro



When the power or Internet goes out, 4G LTE wireless backup kicks in with up to 8 hours of battery life.

[LEARN MORE](#)

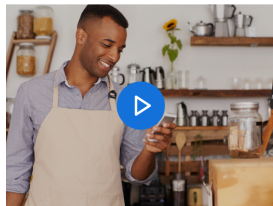
Add Connection Pro
\$39.95/mo

No, thanks

Requires professional installation

[Pricing & Other Info.](#)

Advanced WiFi connectivity — WiFi Pro



Helps you compete in a bold way by providing analytics and insights, as well as, separate networks for guests and employees.

[LEARN MORE](#)

Add Wifi Pro
\$19.95/mo

No, thanks

Requires professional installation

[Pricing & Other Info.](#)

CONTINUE

YOUR SELECTION
No add-ons selected

CURRENT MONTHLY CHARGES
\$88.44/mo

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BUSINESS

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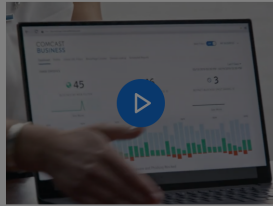
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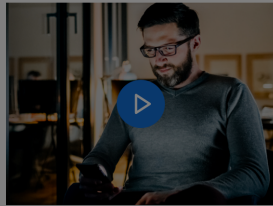
[LEARN MORE](#)

Add Comcast Business
SecurityEdge™
\$29.99/mo

No, thanks

[Pricing & Other Info.](#)

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No, thanks

Requires professional installation

YOUR SELECTION
No add-ons selected

CURRENT MONTHLY CHARGES
\$88.44/mo

 HIDE CART

MONTHLY CHARGES

INTERNET

Business Internet 100	\$69.99
Equipment Fee	\$18.45

Monthly Total **\$88.44**

ONE-TIME CHARGES

An additional installation fee may apply

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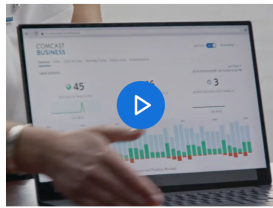
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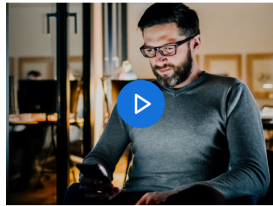
[LEARN MORE](#)

Add Comcast Business SecurityEdge™
\$29.99/mo

No, thanks

[Pricing & Other Info.](#)

🔄 Automatic 4G LTE backup — Connection Pro



When the power or Internet goes out, 4G LTE wireless backup kicks in with up to 8 hours of battery life.

[LEARN MORE](#)

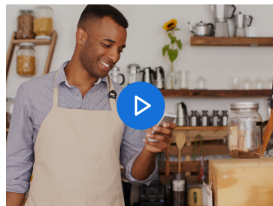
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No, thanks

Requires professional installation

[Pricing & Other Info.](#)

📶 Advanced WiFi connectivity — WiFi Pro



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[LEARN MORE](#)

Add Wifi Pro
\$19.95/mo

No, thanks

Requires professional installation

[Pricing & Other Info.](#)

CONTINUE

YOUR SELECTION
+ Connection Pro

NEW MONTHLY CHARGES
\$128.39/mo

VIEW CART

COMCAST BUSINESS

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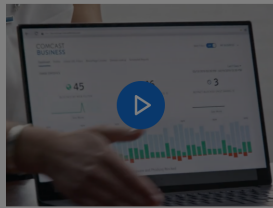
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YOUR SERVICE ADDRESS
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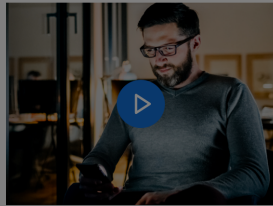
[LEARN MORE](#)

Add Comcast Business SecurityEdge™
\$29.99/mo

No, thanks

[Pricing & Other Info.](#)

🔄 Automatic 4G LTE backup — Connection Pro



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[LEARN MORE](#)

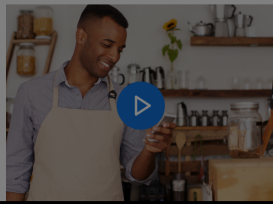
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No, thanks

Requires professional installation

[Pricing & Other Info.](#)

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[LEARN MORE](#)

Add Wifi Pro
\$19.95/mo

No, thanks

YOUR SELECTION
+ Connection Pro

NEW MONTHLY CHARGES
\$128.39/mo

🛒 HIDE CART

MONTHLY CHARGES

INTERNET

Business Internet 100	\$69.99
Equipment Fee	\$18.45

NEW CHARGES: ADD-ONS

Connection Pro	\$39.95
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Adjusted Total **\$128.39**

ONE-TIME CHARGES

An additional installation fee may apply

[← BACK](#)

Checkout

YOUR SERVICE ADDRESS
6200 THE CORNERS PKWY
NORCROSS, GA 30092

SCHEDULE INSTALLATION

When would you like to schedule installation?

The date and arrival time window being chosen is your preferred timeslot. However, if we find the timeslot is unavailable, we'll call you back to schedule your installation.

INSTALLATION APPOINTMENT ✕

SELECT A DATE

FEBRUARY 2021						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

ARRIVAL TIME

SELECT A TIME ▼

SAVE

How should we get in touch with you on installation day?

Please provide a phone number to get in touch with your business on installation day. If you provide your mobile number, you can also get text messages about your order. Standard message and data rates may apply.

Phone Number

CONTINUE

REVIEW AND COMPLETE ORDER

[← BACK](#)

Checkout

YOUR SERVICE ADDRESS
6200 THE CORNERS PKWY
NORCROSS, GA 30092

SCHEDULE INSTALLATION

[CHANGE](#)

Installation Date	02/19/2021
Installation Arrival Time	10:00 AM - 12:00 PM
Phone Number	(123) 456-7890

REVIEW AND COMPLETE ORDER

Monthly Charges

Business Internet 100	\$69.99
INTERNET	
Business Internet 100	Included
Equipment Fee	\$18.45
NEW CHARGES: ADD-ONS	
Connection Pro	\$39.95
Adjusted Total	\$128.39

One-Time Charges

An additional installation fee may apply

Professional Installation	\$99.95
One-Time Total	\$99.95

[Pricing & Other Info.](#)

Terms & Conditions

[PRINT](#)

The Comcast Business Service Order Agreement ("Agreement") summarized above, which will be sent to you by email upon your online acceptance of these terms, sets forth the terms and conditions under which Comcast Cable Communications Management, LLC and its operating affiliates ("Comcast") will provide the Services to Customer. The Agreement consists of the attached document ("SOA"), the standard Comcast Business Customer Terms and Conditions ("Terms and Conditions") located at <http://business.comcast.com/terms-conditions-smb> (or any successor URL), and any other Service Orders entered under this SOA. In the event of inconsistency among these documents, precedence will be as follows: (1) Terms and Conditions, (3) the SOA, and (4) any other Service Orders entered under this SOA. This Agreement shall commence and become a legally binding

I CONFIRM THAT I AM AUTHORIZED TO MAKE THIS PURCHASE AND AGREE TO THE TERMS & CONDITIONS.

COMPLETE ORDER

Thanks for your order

We'll send your order confirmation to jane.smith@email.com

NEXT STEP

Save the date of your installation appointment

Your professional installation is: **Friday, February 19, 2021** between **10:00 AM - 12:00 PM**.

If the technician needs to get in touch with you, we'll call you at **(123) 456-7890**.

In the meantime, go to [My Account](#) to track or reschedule your appointment, manage your services, and more.

[VIEW MY ACCOUNT](#)

ORDER SUMMARY

Monthly Charges

Business Internet 100 \$69.99

INTERNET

Business Internet 100 Included

Equipment Fee \$18.45

NEW CHARGES: ADD-ONS

Connection Pro \$39.95

Adjusted Total \$128.39

One-Time Charges

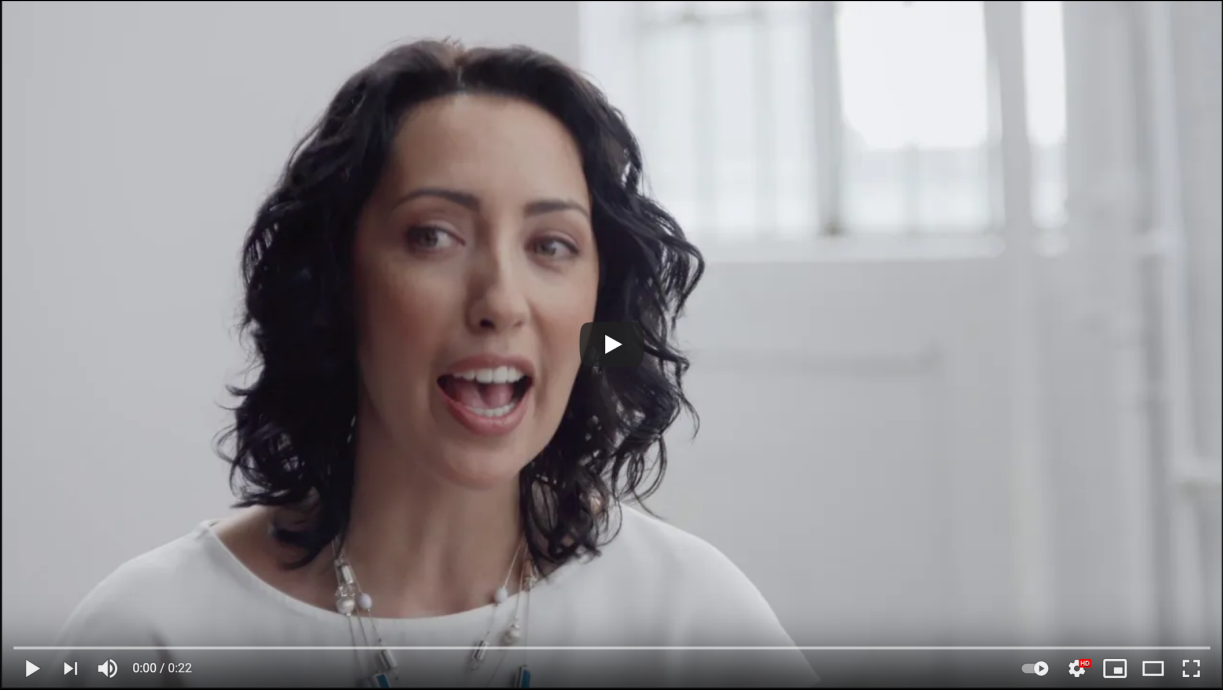
An additional installation fee may apply

Professional Installation \$99.95

One-Time Total \$99.95

[Pricing & Other Info.](#)

✕



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ADD COMCAST BUSINESS SECURITYEDGE



Included with Comcast Business SecurityEdge™

Secure connection and devices

A cloud-based offering that works seamlessly with Comcast Business Internet, it helps secure your connected devices.

Easy set-up

No extra software or multiple licenses are needed.

Safer access

Content filtering allows your business to restrict sites deemed inappropriate for your business.

ADD COMCAST BUSINESS SECURITYEDGE



Included with Connection Pro

Automatic 4G LTE

Wireless connectivity kicks in automatically, so you don't have to do anything.

Battery backup

Offers up to 8 hours of power with surge protection.

All-in-one system

Comes with its own cellular router, universal power supply, and an external antenna.

ADD CONNECTION PRO



Included with WiFi Pro

Anytime, anywhere control

A mobile-friendly online portal makes it easy to set up and manage WiFi networks for both employees and guests.

Enhanced marketing and promotion

Help promote your business by building a custom splash page that customers see when they connect to the network.

Advanced features and monitoring

Stay in control of how and when users access your network. Help safeguard your network with advanced features.

ADD WIFI PRO



Pricing & Other Info

Comcast Business SecurityEdge™ does not prevent access to Internet sites if connected via public WiFi, Connection Pro, virtual private network technology or non-Comcast DNS servers. Restrictions apply. Applicable equipment, installation, taxes and fees extra, and subject to change.



Pricing & Other Info

Connection Pro backup time up to 8 hours, varies depending on number of devices and is not guaranteed. Restrictions apply. Applicable equipment, installation, taxes and fees extra, and subject to change.



Pricing & Other Info

Restrictions apply. Applicable equipment, installation, taxes and fees extra, and subject to change.