

**February 15, 2018**

**California LifeLine Administrator  
Presentation to the Administrative Committee**

# Executive Summary

---

- October 2016 to September 2017 program participation decreased from 2.15 million to 1.84 million
- Number of participants with wireless telephone services varied greatly month-to-month from a loss of about 90,000 to a gain of about 28,000
- Number of participants with wireline telephone services continually decreases
- Timely implemented the 60-day discount transfer freeze and the 30-day enrollment request freeze (go-live date of June 1, 2017)
- Quickly implemented the new approach to evaluating signatures on forms (go-live date of June 1, 2017)
- Approval rates for applications and renewals of wireless telephone services have increased since the 2<sup>nd</sup> quarter of 2017
- Moved the LexisNexis query earlier in the eligibility determination process (go-live date of July 26, 2017)
- Forms processing turn-around-time is an average of **2.62 days** (based on Sept. 2017)

# Key Projects

## Pending Projects

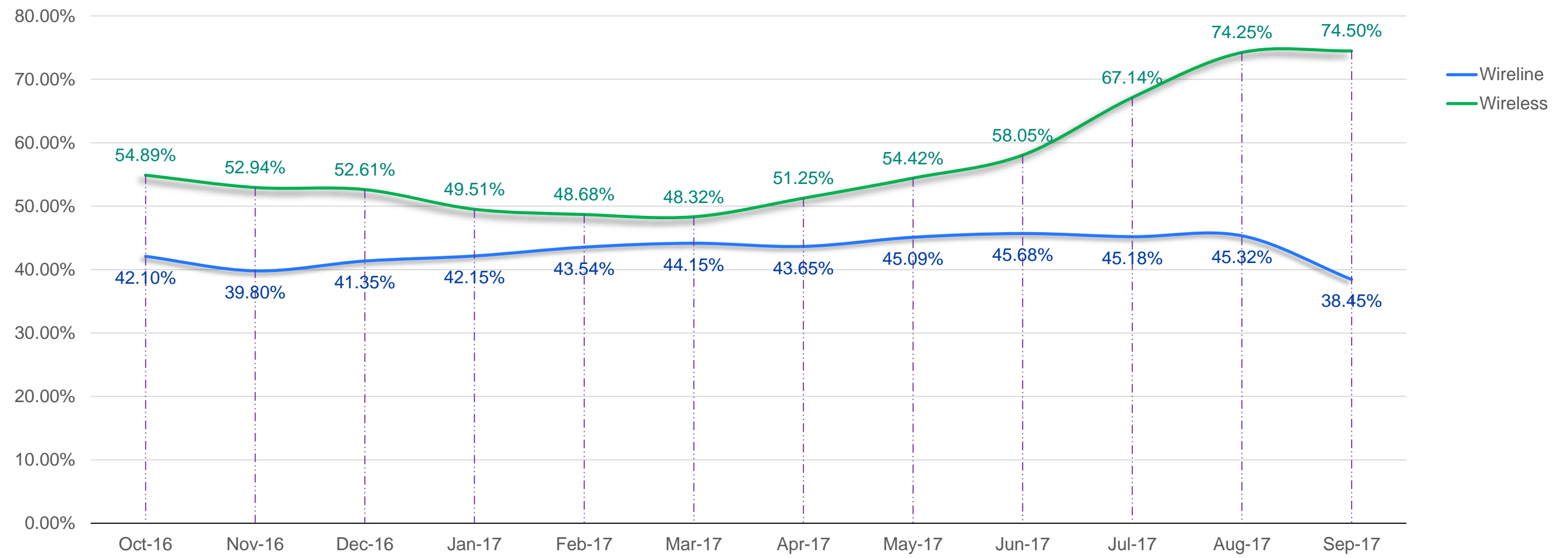
- Transferring the printing & mailing functions to OSP (estimated go-live of April 4)
- Sending text messages directly to all participants
- Implementing the emergency protections for fire-impacted counties
- Issuing the new Weighted Average Report template
- Issuing the new True-up Report template
- Sending outbound dialer messages to targeted zip codes in fire-impacted counties

## Completed Projects

- Adding the Veterans Pension Benefit and Survivors Pension Benefit program to the paper and online forms as a qualifying program
- Enrollment request and discount transfer freezes
- New approach to evaluating signatures
- Moving the LexisNexis query earlier in the eligibility determination process
- Improving consumer experience: supplemental questions for authenticating identity during a call

# Qualification Rates

## Oct. 2016 – Sept. 2017 (Application Forms)



Average application approval rates for Oct 2016 - Sep 2017 {Wireless – 56.56% | Wireline – 42.99%}

# Qualification Rate Data Description

Column Name	Description
Period	Application initiated date/time
Total Vol.	Total Volume of application
Responded	Application is submitted and received for Eligibility Review
Approved	Approval decision rendered
Response Rate	Percentage based on Responded Application Volume vs. Total Volume
Approval Rate	Percentage based on Approved Application Volume vs. Responded Volume
Qualification Rate	Percentage based on Approved Application Volume vs. Total Volume

# Response Rate/Qualification Rate - Wireless

## Jan. 2016 – Sept. 2017 (Application Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Jan-16	205653	189535	115327	92.16%	60.85%	56.08%	Jan-17	234683	220558	116181	93.98%	52.68%	49.51%
Feb-16	216473	199573	122879	92.19%	61.57%	56.76%	Feb-17	215739	203428	105019	94.29%	51.62%	48.68%
Mar-16	261235	233029	139426	89.20%	59.83%	53.37%	Mar-17	267468	245641	129233	91.84%	52.61%	48.32%
Apr-16	286945	258538	149556	90.10%	57.85%	52.12%	Apr-17	244098	224233	125109	91.86%	55.79%	51.25%
May-16	304877	279889	158113	91.80%	56.49%	51.86%	May-17	265355	242341	144411	91.33%	59.59%	54.42%
Jun-16	291575	272522	154438	93.47%	56.67%	52.97%	Jun-17	240206	220816	139434	91.93%	63.14%	58.05%
Jul-16	272834	251062	145781	92.02%	58.07%	53.43%	Jul-17	193722	181508	130056	93.70%	71.65%	67.14%
Aug-16	298435	280684	166122	94.05%	59.18%	55.66%	Aug-17	214966	200397	159608	93.22%	79.65%	74.25%
Sep-16	267290	252450	148517	94.45%	58.83%	55.56%	Sep-17	194390	180105	144819	92.65%	80.41%	74.50%
Oct-16	273495	259409	150122	94.85%	57.87%	54.89%							
Nov-16	244950	233217	129680	95.21%	55.60%	52.94%							
Dec-16	232659	220973	122408	94.98%	55.40%	52.61%							

# Response Rate/Qualification Rate - Wireline

## Jan. 2016 – Sept. 2017 (Application Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Qualification Rate
Jan-16	13015	8791	5510	67.55%	62.68%	42.34%	Jan-17	9835	6463	4145	65.71%	64.13%	42.15%
Feb-16	12969	8566	5473	66.05%	63.89%	42.20%	Feb-17	9985	6631	4347	66.41%	65.56%	43.54%
Mar-16	12839	8580	5216	66.83%	60.79%	40.63%	Mar-17	11250	7407	4967	65.84%	67.06%	44.15%
Apr-16	10565	6884	4180	65.16%	60.72%	39.56%	Apr-17	9868	6429	4307	65.15%	66.99%	43.65%
May-16	9802	6526	3976	66.58%	60.93%	40.56%	May-17	8547	5581	3854	65.30%	69.06%	45.09%
Jun-16	9815	6699	4196	68.25%	62.64%	42.75%	Jun-17	7968	5190	3640	65.14%	70.13%	45.68%
Jul-16	9992	6762	4162	67.67%	61.55%	41.65%	Jul-17	7663	4891	3462	63.83%	70.78%	45.18%
Aug-16	10849	7278	4499	67.08%	61.82%	41.47%	Aug-17	8192	5274	3713	64.38%	70.40%	45.32%
Sep-16	10595	7075	4392	66.78%	62.08%	41.45%	Sep-17	8266	4968	3178	60.10%	63.97%	38.45%
Oct-16	9716	6565	4090	67.57%	62.30%	42.10%							
Nov-16	9178	5881	3653	64.08%	62.12%	39.80%							
Dec-16	9848	6491	4072	65.91%	62.73%	41.35%							

# Renewal Improvement Strategies

#	STRATEGY	OBJECTIVE	GO-LIVE DATE
A	Provide the Correctable Denial Codes in the Expanded Return Feed	Easier for service provider to know why the consumer was denied in case the service provider can help the consumer resolve the denial	10/26/15
B	Conduct a Survey	Give insight of the barriers to renewal	12/07/15 (Duration = about 4 months)
C	Develop New Status Codes for the Expanded Return Feed	Easier for service provider to know the consumer's status	12/15/15
D	Pilot Short Message Service (SMS a.k.a. Domestic Messages or Text Messages) Campaign for California LifeLine Wireless Participants	Easier for participant with a cell phone to renew online or by phone	12/28/15



# Renewal Improvement Strategies

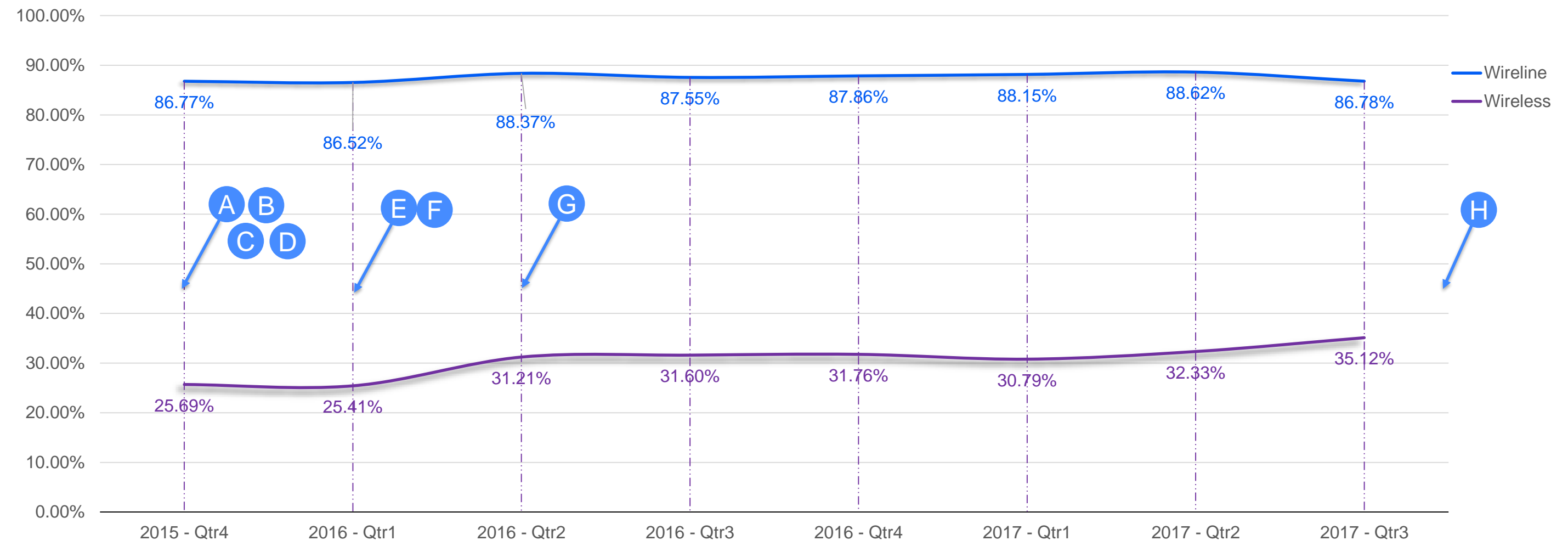
#	STRATEGY	OBJECTIVE	GO-LIVE DATE
E	Augment the Interactive Voice Response System to Submit Renewal Forms	Easier for consumer to renew	01/11/2016
F	Modify the Outbound Call Campaign for California LifeLine Renewals	Easier for participant to renew online or by phone	01/12/2016
G	Make Renewal Form Accessible on Mobile Devices	Easier for participant to renew online	05/01/2016
H	Enable the Administrator and Consumer Affairs Branch (CAB) to Complete, Sign, and Submit Renewal Forms on Behalf of the Renewing California LifeLine Participant	Easier for participant to renew by phone	01/26/2018

# SMS Pilot Carriers

CALIFORNIA LIFELINE WIRELESS TELEPHONE SERVICE PROVIDERS	DATE WHEN JOINED TEXT MESSAGE PILOT	VOLUME of TEXT MESSAGES SENT by ADMINISTRATOR
Truconnect Communications, Inc.	January 15, 2018	1,299
Telrite Corporation	December 2017	3,999
AmeriMex Communications Corp.	December 2017	10,213
Blue Jay Wireless, LLC	December 2016	19,150
TAG Mobile, LLC	August 2016	33,683
Budget PrePay, Inc.	February 2016	102,887
i-wireless, LLC	February 2016	156,016
Boomerang Wireless, LLC	December 2015	46,611
Virgin Mobile USA, L.P.	December 2015	1,361,577

# Renewal Rates

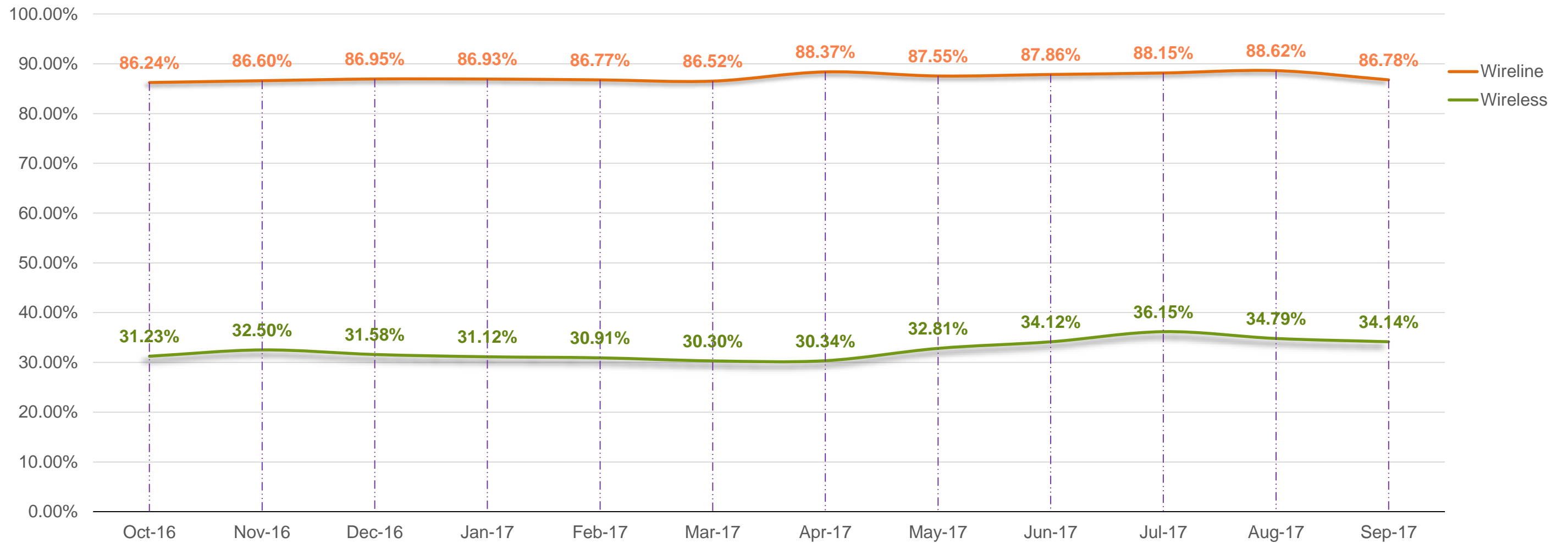
## 4th Quarter 2015 – 3rd Quarter 2017 (Renewal Forms)



Average renewal approval rates for Oct 2016 - Sep 2017 {Wireless – 32.29% | Wireline – 87.24%}

# Renewal Rates

## Oct. 2016 – Sept. 2017 (Renewal Forms)



Average renewal approval rates for Oct 2016 - Sep 2017 {Wireless – 32.29% | Wireline – 87.24%}

# Renewal Rate Data Description

Column Name	Description
Period	Renewal initiated date/time
Total Vol.	Total Volume of renewal for the period
Responded	Renewal received by administrator for Eligibility Review
Approved	Approval decision rendered
Response Rate	Percentage based on Responded Renewal Volume vs. Total Volume
Approval Rate	Percentage based on Approved Renewal Volume vs. Responded Volume
Qualification Rate	Percentage based on Approved Renewal Volume vs. Total Volume

# Response Rate/Renewal Rate - Wireless

## Jan. 2016 – Sept. 2017 (Renewal Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Jan-16	148434	43512	37701	29.31%	86.65%	25.40%	Jan-17	137796	47570	42885	34.52%	90.15%	31.12%
Feb-16	150437	43553	37523	28.95%	86.15%	24.94%	Feb-17	120059	41241	37111	34.35%	89.99%	30.91%
Mar-16	136095	40500	35315	29.76%	87.20%	25.95%	Mar-17	123972	41651	37564	33.60%	90.19%	30.30%
Apr-16	101382	34881	30944	34.41%	88.71%	30.52%	Apr-17	116634	38906	35381	33.36%	90.94%	30.34%
May-16	105520	36309	32221	34.41%	88.74%	30.54%	May-17	109693	39200	35986	35.74%	91.80%	32.81%
Jun-16	95360	34785	31186	36.48%	89.65%	32.70%	Jun-17	101225	37351	34540	36.90%	92.47%	34.12%
Jul-16	117176	41304	37016	35.25%	89.62%	31.59%	Jul-17	100383	39086	36292	38.94%	92.85%	36.15%
Aug-16	99372	34540	30888	34.76%	89.43%	31.08%	Aug-17	88050	33519	30632	38.07%	91.39%	34.79%
Sep-16	82202	29630	26512	36.05%	89.48%	32.25%	Sep-17	76352	29369	26063	38.47%	88.74%	34.14%
Oct-16	114610	39931	35796	34.84%	89.64%	31.23%							
Nov-16	114674	41320	37270	36.03%	90.20%	32.50%							
Dec-16	133215	46708	42069	35.06%	90.07%	31.58%							

# Response Rate/Renewal Rate - Wireline

## Jan. 2016 – Sept. 2017 (Renewal Forms)

Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate	Period	Total Vol.	Responded	Approved	Response Rate	Approval Rate	Renewal Rate
Jan-16	56963	51547	48691	90.49%	94.46%	85.48%	Jan-17	44463	40347	38653	90.74%	95.80%	86.93%
Feb-16	48483	43797	41006	90.33%	93.63%	84.58%	Feb-17	35057	31671	30419	90.34%	96.05%	86.77%
Mar-16	47083	42580	39851	90.44%	93.59%	84.64%	Mar-17	36416	32831	31507	90.16%	95.97%	86.52%
Apr-16	55968	50919	47861	90.98%	93.99%	85.51%	Apr-17	43875	40105	38774	91.41%	96.68%	88.37%
May-16	46481	41991	39402	90.34%	93.83%	84.77%	May-17	36616	33183	32057	90.62%	96.61%	87.55%
Jun-16	43937	39562	37499	90.04%	94.79%	85.35%	Jun-17	35919	32491	31557	90.46%	97.13%	87.86%
Jul-16	39561	35621	33863	90.04%	95.06%	85.60%	Jul-17	32222	29153	28404	90.48%	97.43%	88.15%
Aug-16	51593	47184	44949	91.45%	95.26%	87.12%	Aug-17	41762	38292	37011	91.69%	96.65%	88.62%
Sep-16	50122	45734	43644	91.25%	95.43%	87.08%	Sep-17	41194	37806	35747	91.78%	94.55%	86.78%
Oct-16	50957	46065	43945	90.40%	95.40%	86.24%							
Nov-16	51295	46543	44423	90.74%	95.45%	86.60%							
Dec-16	46129	41888	40109	90.81%	95.75%	86.95%							

# Renewal Rate by Service Provider - Wireless

## June Renewal Rates

	Jun-14	Jun-15	Jun-16	Jun-17
AirVoice (473H)		17%	22%	21%
AmeriMex (136A)			17%	24%
Assurance Wireless (6664)	68%	37%	43%	41%
Blue Jay Wireless (562H)			18%	26%
Boomerang (262H)		21%	27%	36%
Budget PrePay (8809)	55%	26%	32%	62%
Cricket (0822)	45%	36%		
Global Connections (973C)			23%	38%
i-wireless (207H)		29%	40%	47%
Nexus (175D)	44%	72%	43%	
Tag Mobile (211H)		22%	24%	46%
Telrite (973D)		21%	30%	36%
Total Call Mobile (264H)		18%	31%	
Tracfone (585B)			28%	32%
Truconnect (4280)	60%	24%	27%	28%



# Renewal Rate by Service Provider - Wireline

## June Renewal Rates

	Jun-14	Jun-15	Jun-16	Jun-17		Jun-14	Jun-15	Jun-16	Jun-17
ATT (6059)	89%	87%	81%	89%	PCS1 (5969)	71%	80%	0%	
BlueCasa (111B)	85%	88%	87%	87%	Pinnacles (2346)	100%	0%		
Bright House (337E)				100%	Ponderosa (2332)	85%	80%	84%	77%
Calaveras (2301)	76%	85%	85%	83%	Sage (9239)	73%	33%	0%	
CalOre (2311)	82%	84%	84%	78%	SBC (9740)	87%	87%	86%	88%
Charter (776C)	74%	69%	62%	83%	Sebastian (2318)	79%	94%	94%	95%
ConnectTo (119E)	88%	83%	84%	86%	Sebastian (2324)	86%	81%	84%	88%
Cox (5684)	84%	85%	85%	89%	Sierra (2338)	82%	83%	78%	86%
CuraTel (049C)	75%	76%	69%		Siskiyou (2339)	89%	87%	83%	91%
Ducor (2313)	78%	97%	79%	85%	SureWest (5782)	86%	89%	91%	91%
EnhancedComm (550A)	100%	100%	100%	0%	SureWest (6946)	95%	72%	100%	89%
Frontier (2308)	88%	85%	87%	90%	TCTelephone1 (863C)	67%	77%	72%	70%
Frontier (2342)	97%	91%	90%	84%	TDS (2321)	65%	83%	70%	73%
Frontier (3402)	92%	91%	93%	86%	TDS (2322)	100%	100%	81%	100%
Frontier CA Inc. (2319)	86%	86%	85%	88%	TDS (2323)	0%	0%		
Frontier SWWC (2344)	82%	85%	93%	89%	Telscope (2595)	82%	82%		
Frontier SWWC (863F)	75%	83%	95%	87%	Time Warner (576C)			88%	84%
Global (2315)	84%	88%	85%	91%	Vartec (9873)	100%	100%	100%	100%
MCI (5253)	82%	82%	84%	91%	Volcano (2343)	78%	79%	87%	85%

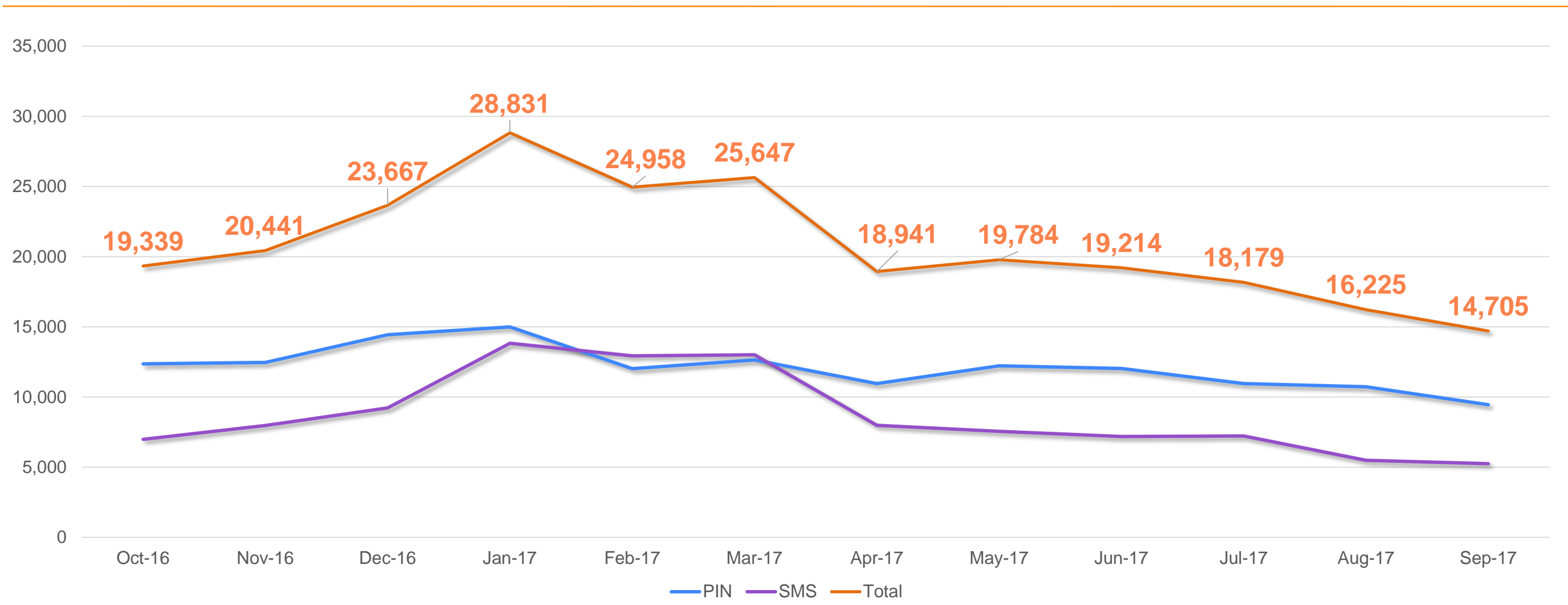
# Renewal Response Rate by Channel

Oct. 2016 – Sept. 2017

	MAIL	WEB	WES	IVR
Program Total	61%	28%	7%	4%
Wireline	68%	27%	3%	2%
Wireless	56%	29%	10%	5%

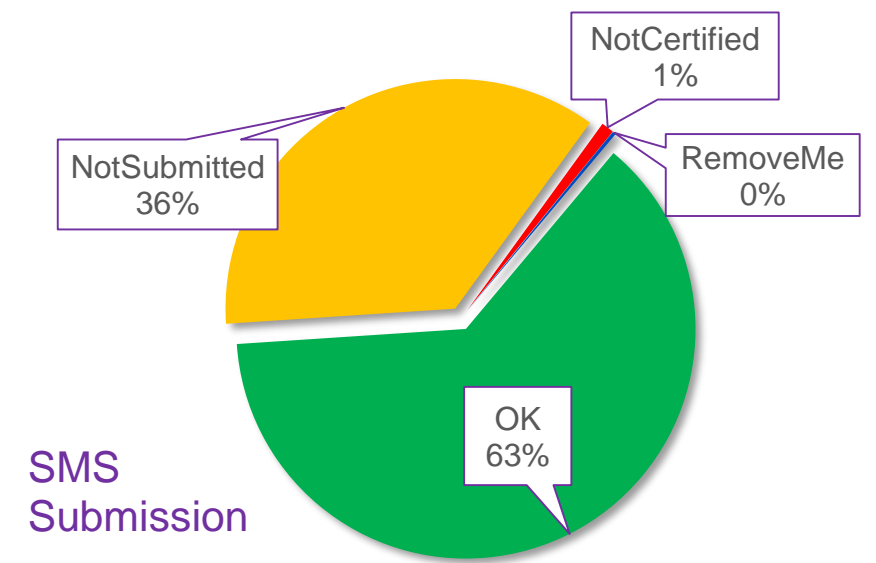
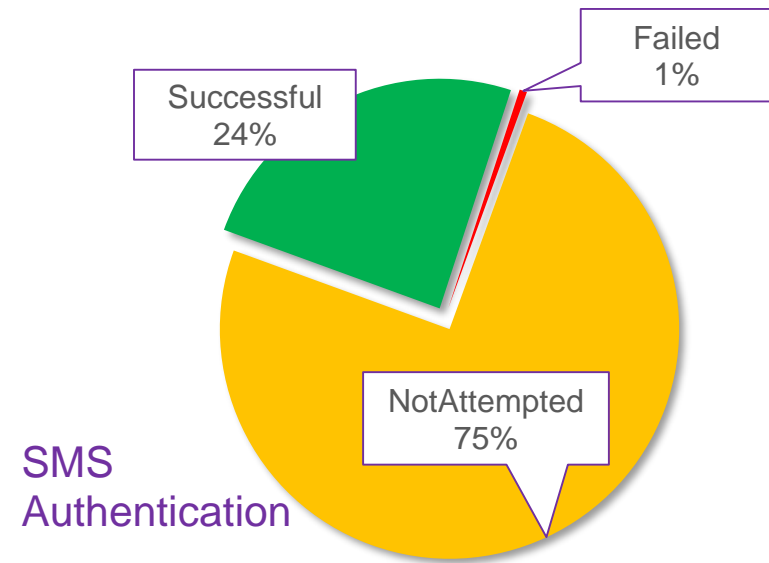
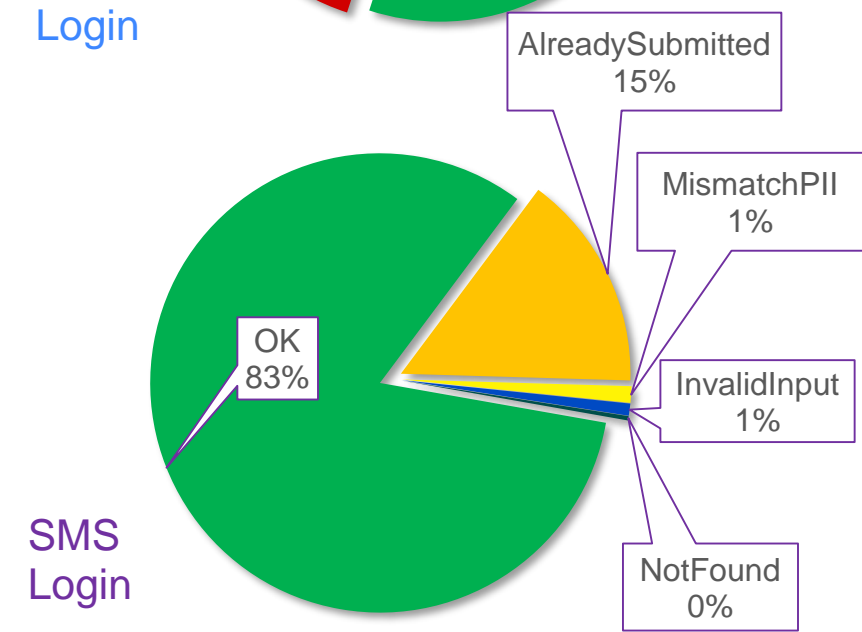
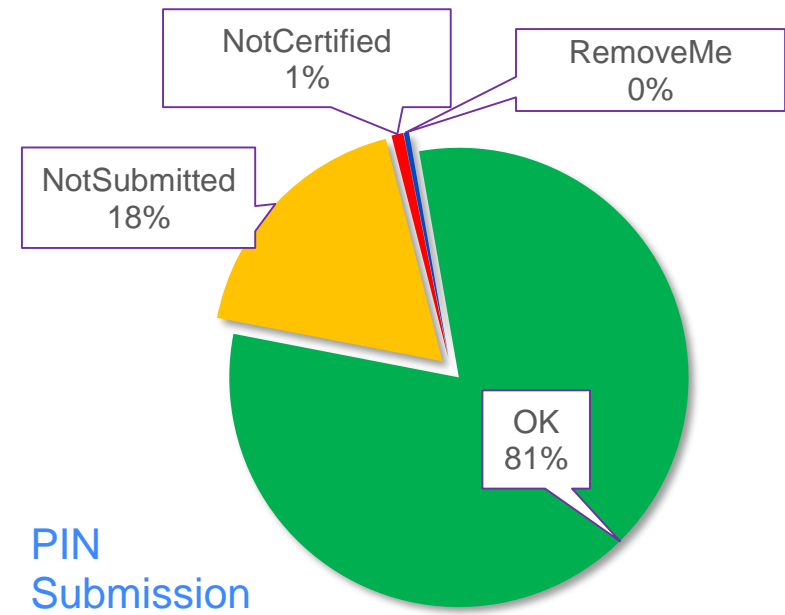
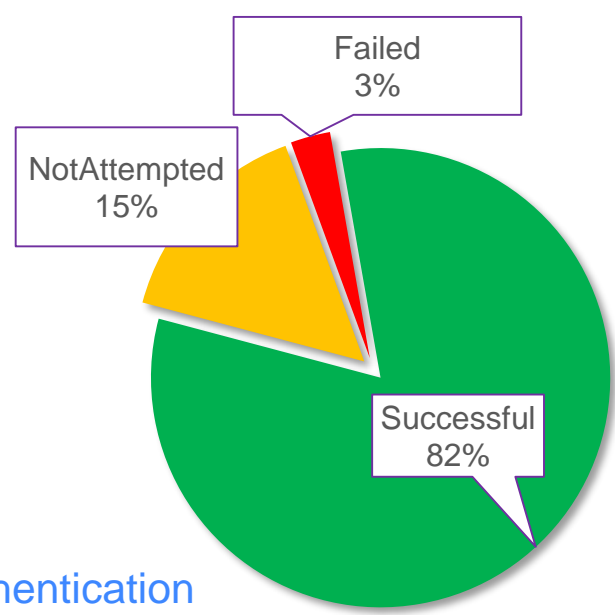
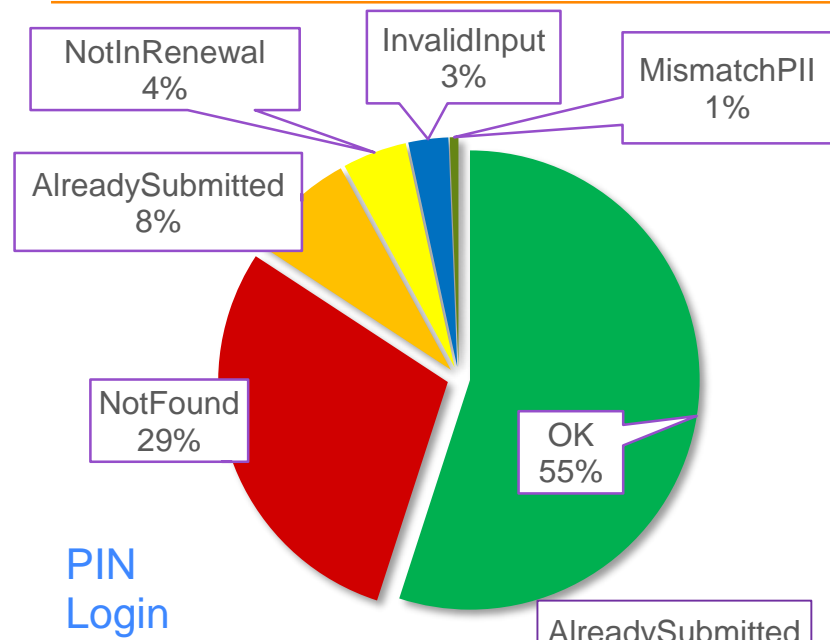
# WES Login Attempts by Entry Point (PIN/SMS)

Oct. 2016 – Sept. 2017



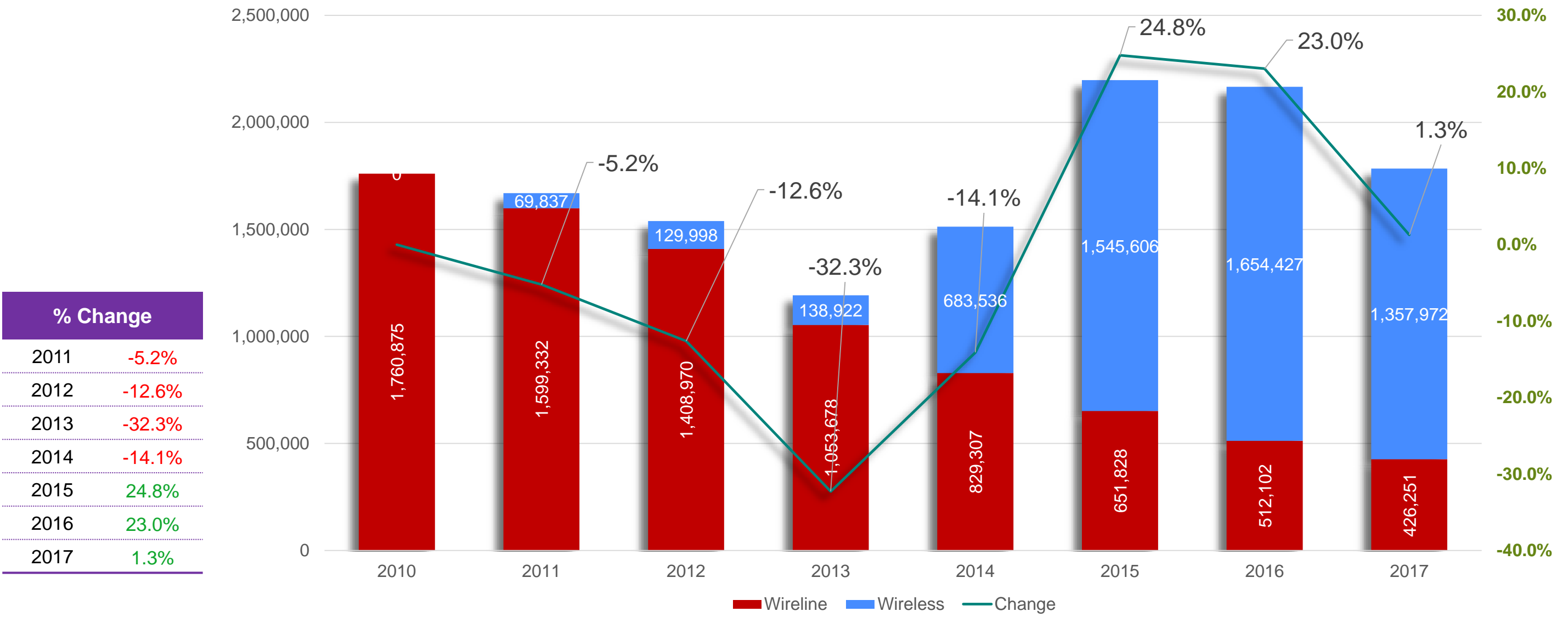
# WES Renewal Exit Points by Entry Point (PIN/SMS)

## Oct. 2016 – Sept. 2017



# End-of-Year Program Participation

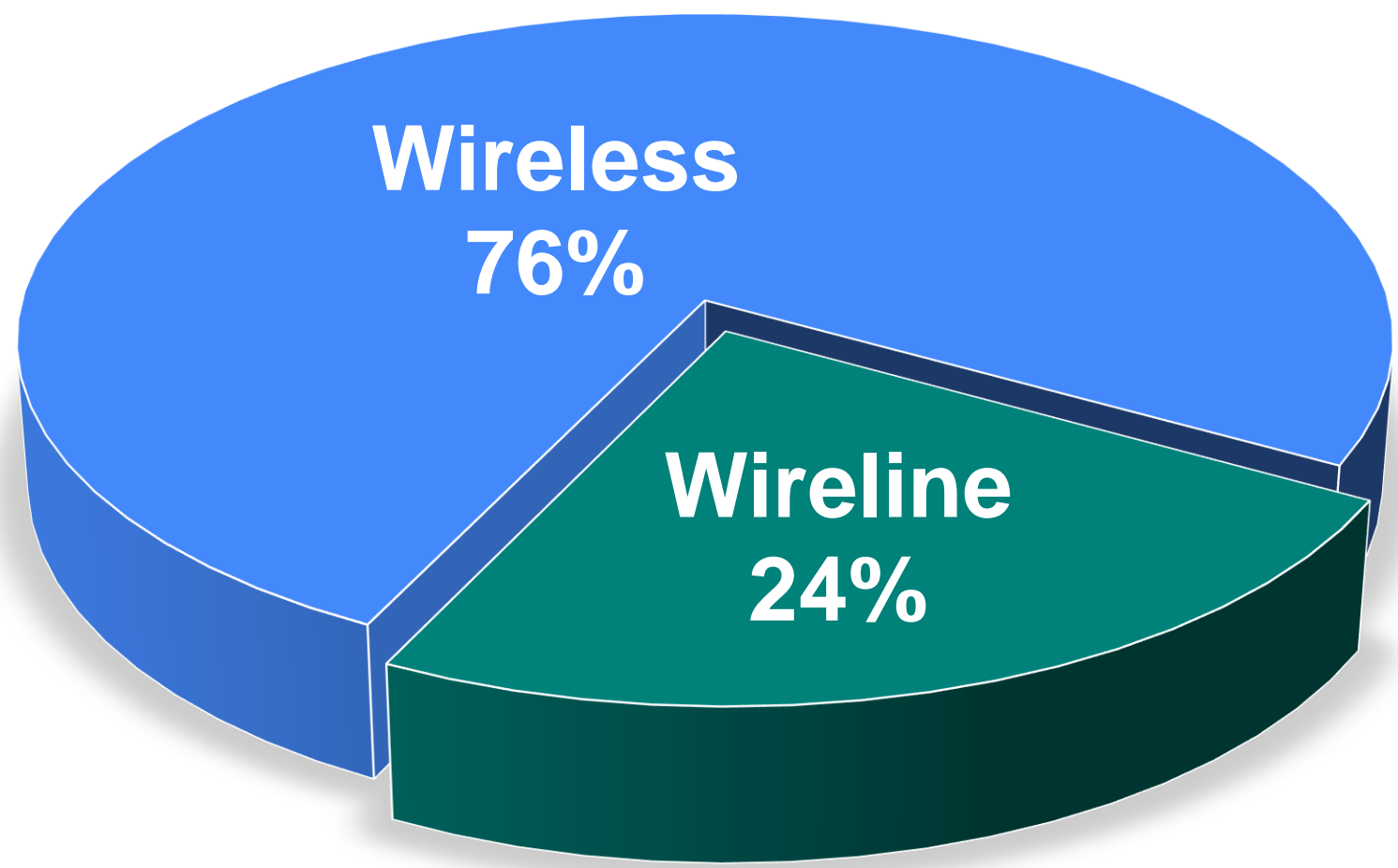
## 2010 – Dec. 2017



# Program Participation by Type of Service

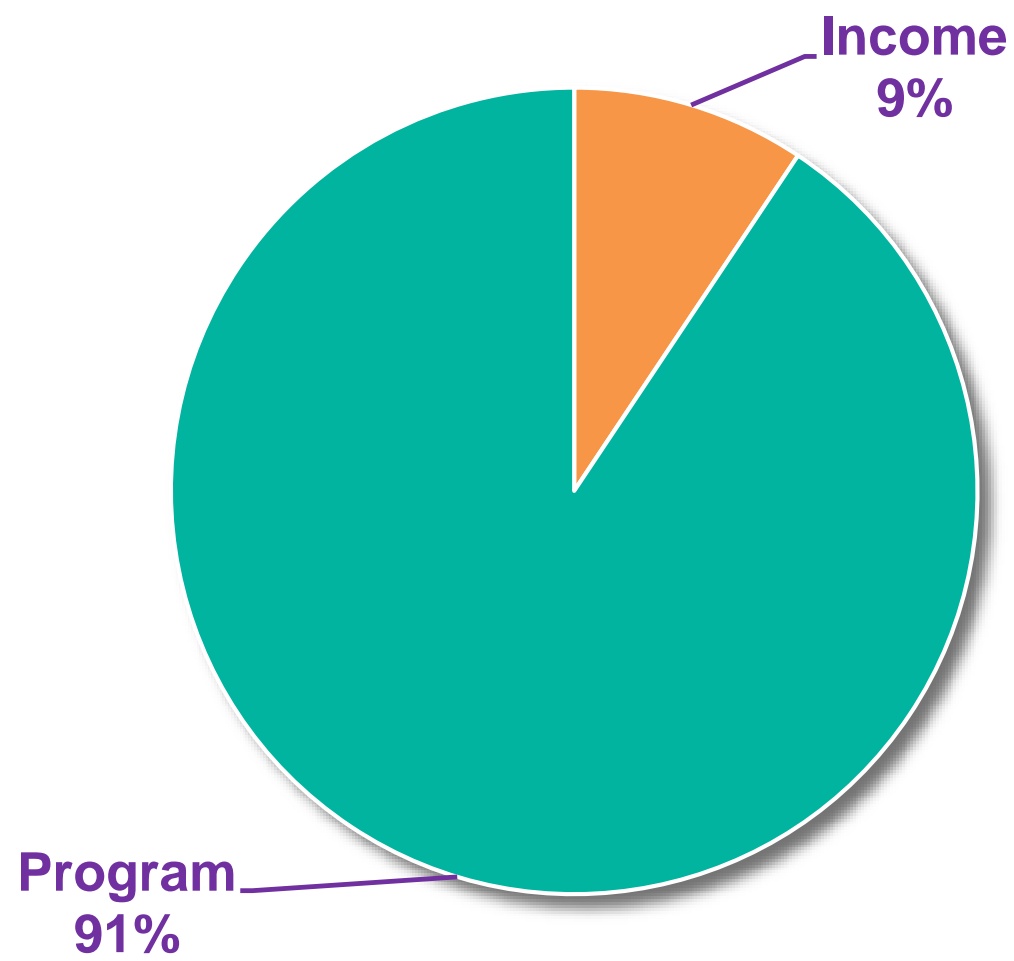
Dec. 2017

---

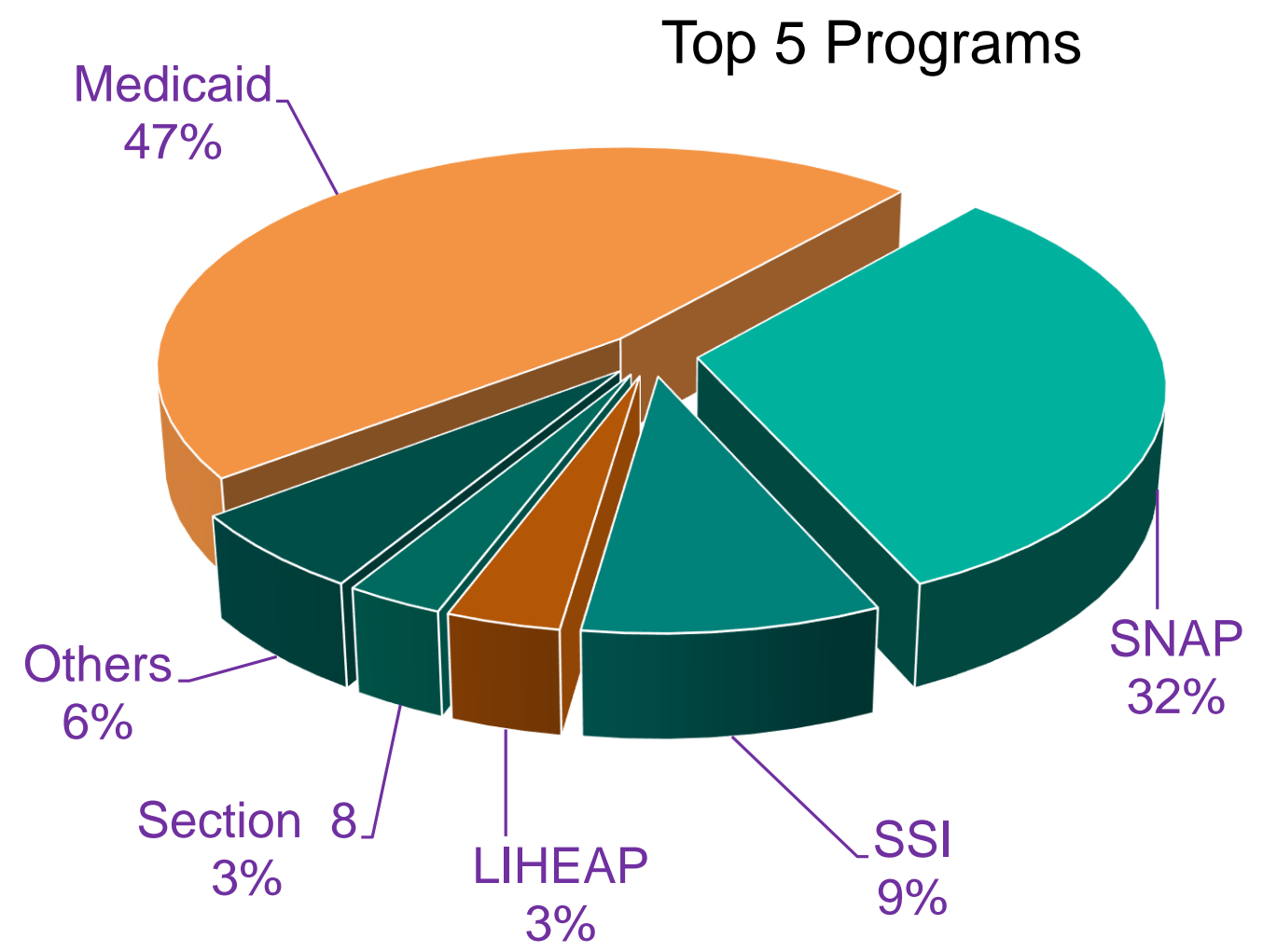


# Enrollment Eligibility Method

Oct. 2016 – Sept. 2017

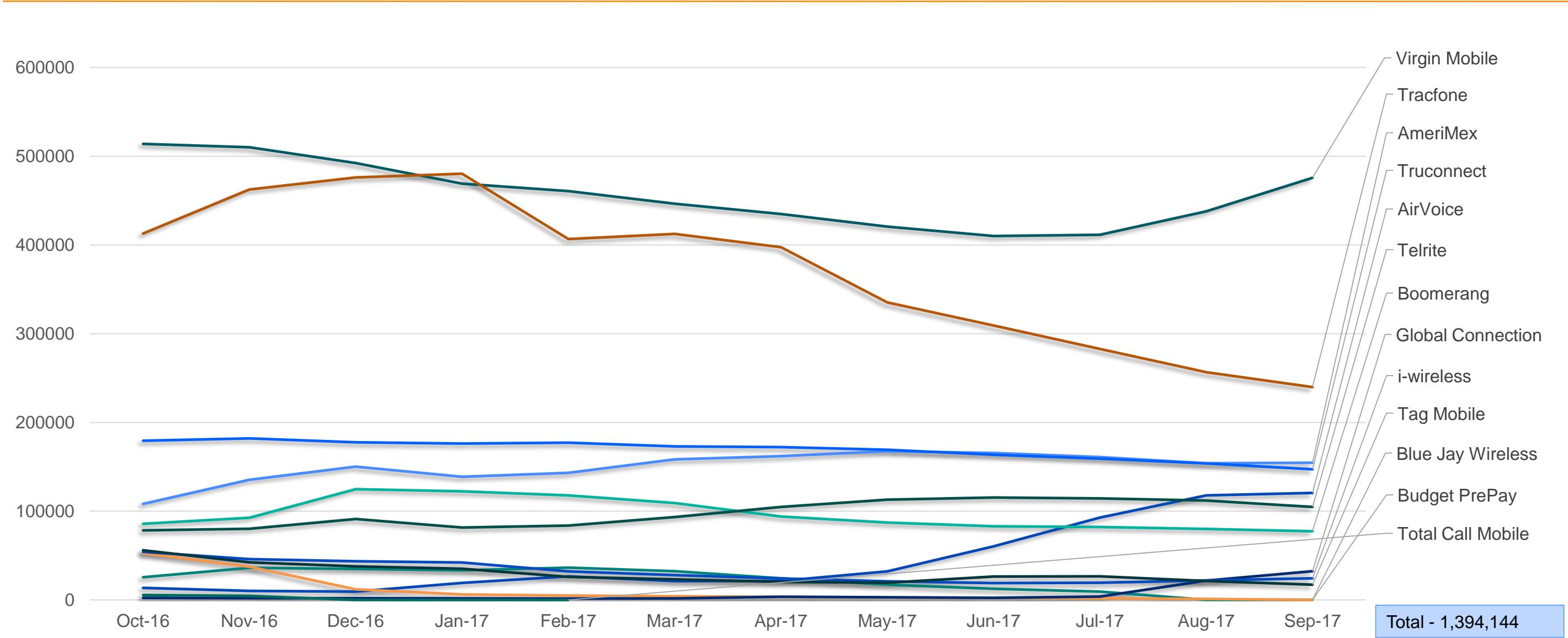


1073 participants qualified under the Veterans program as of 09/30/17



The top 5 programs account for 94% of all enrollments

# California LifeLine Wireless Participation by Service Provider



Data Range thru 9/30/17



# Growing/Contracting Wireless Service Providers

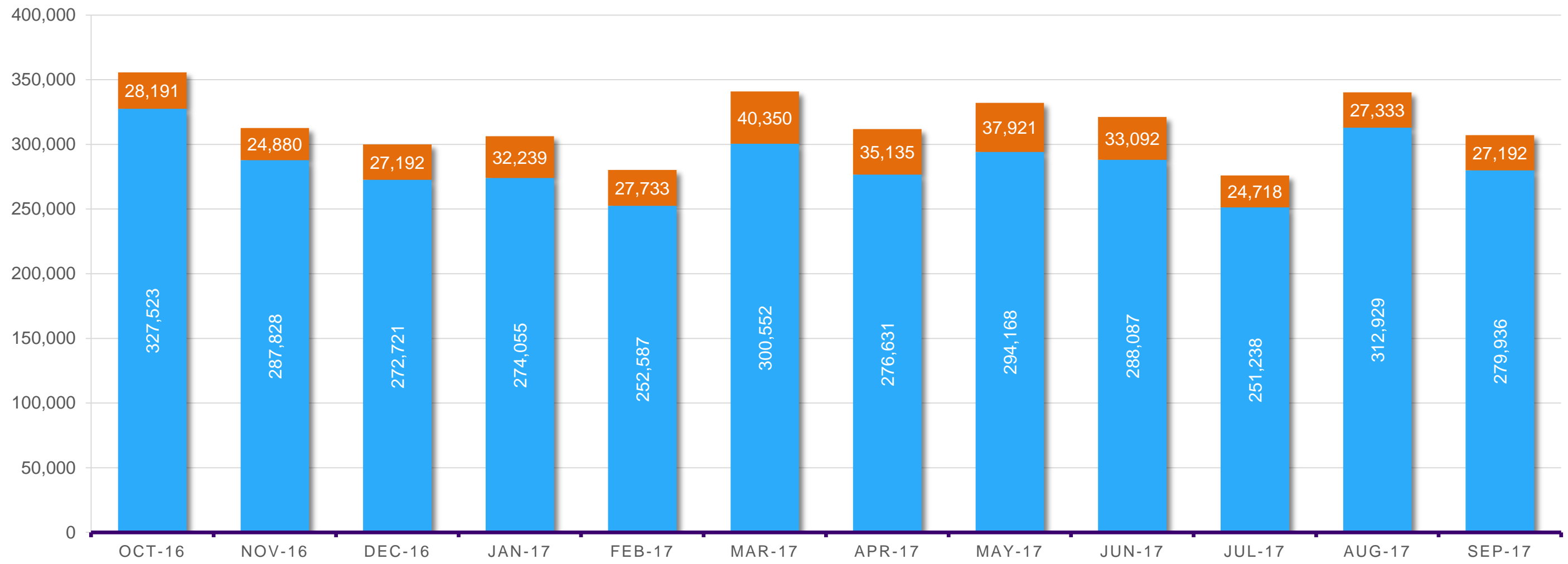
## Oct. 2016 and Sept. 2017

Service Provider	Number of Participants Oct. 2016	Number of Participants Sept. 2017	Nominal Change	Percent Change
AirVoice	13631	120524	106893	784.19%
AmeriMex	108092	154550	46458	42.98%
Global Connections	2359	32331	29972	1270.54%
Telrite	78339	104733	26394	33.69%
Boomerang	85704	77405	-8299	-9.68%
i-wireless	54239	24358	-29881	-55.09%
Truconnect	179451	147291	-32160	-17.92%
Virgin Mobile	513884	475796	-38088	-7.41%
Tag Mobile	56031	17096	-38935	-69.49%
Tracfone	412911	239860	-173051	-41.91%

Data Range thru 9/30/17

# New Application Requests

## Oct. 2016 – Sept. 2017

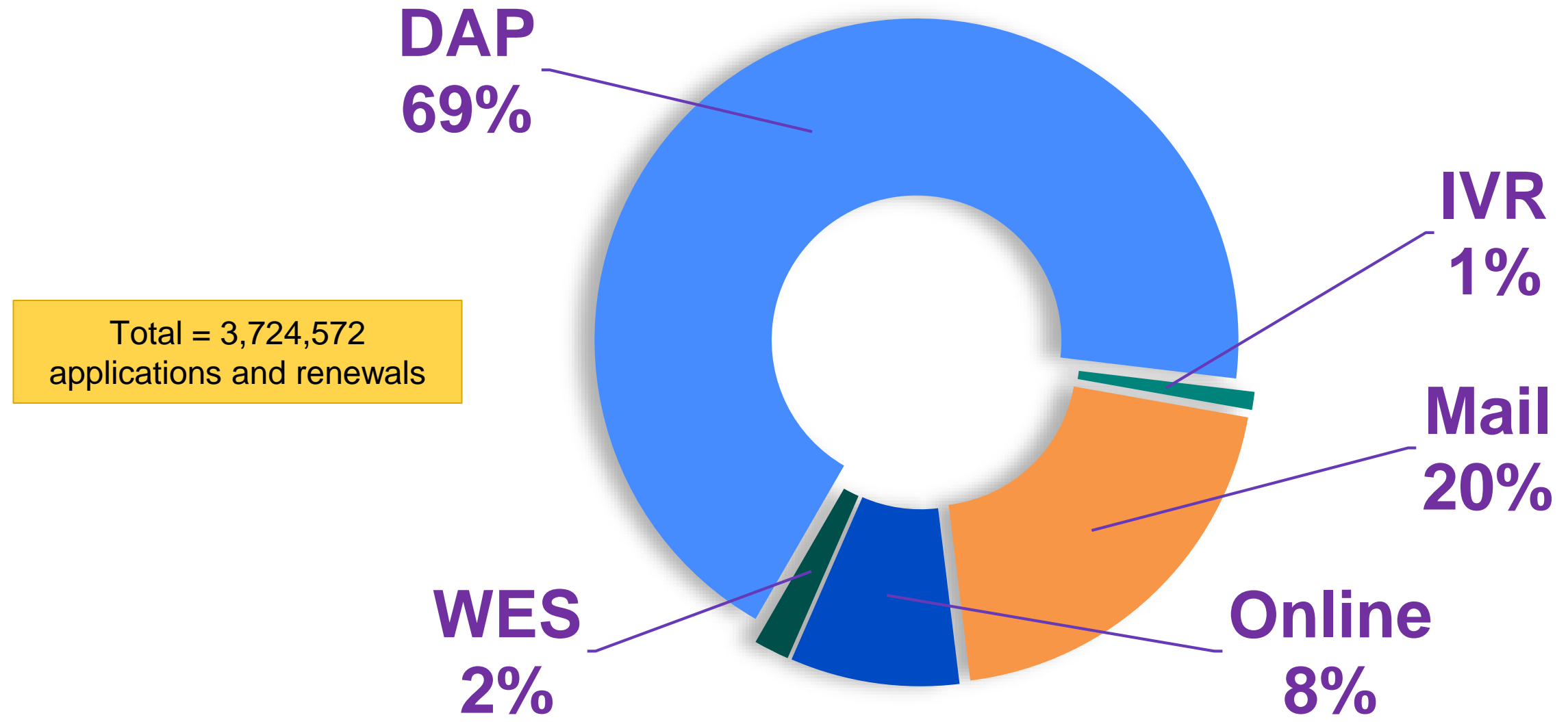


- New Requests Breakdown:**
- 90.3% DAP
  - 9.7% Mail

■ DAP ■ Mail

# Submission Channel for Enrollments

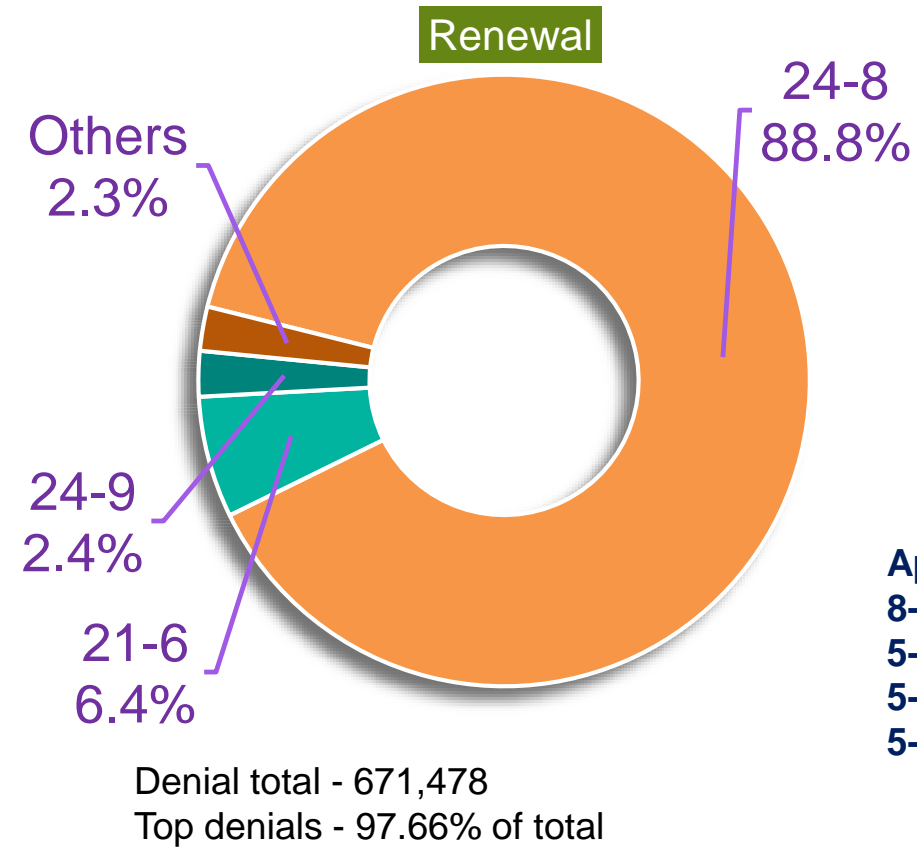
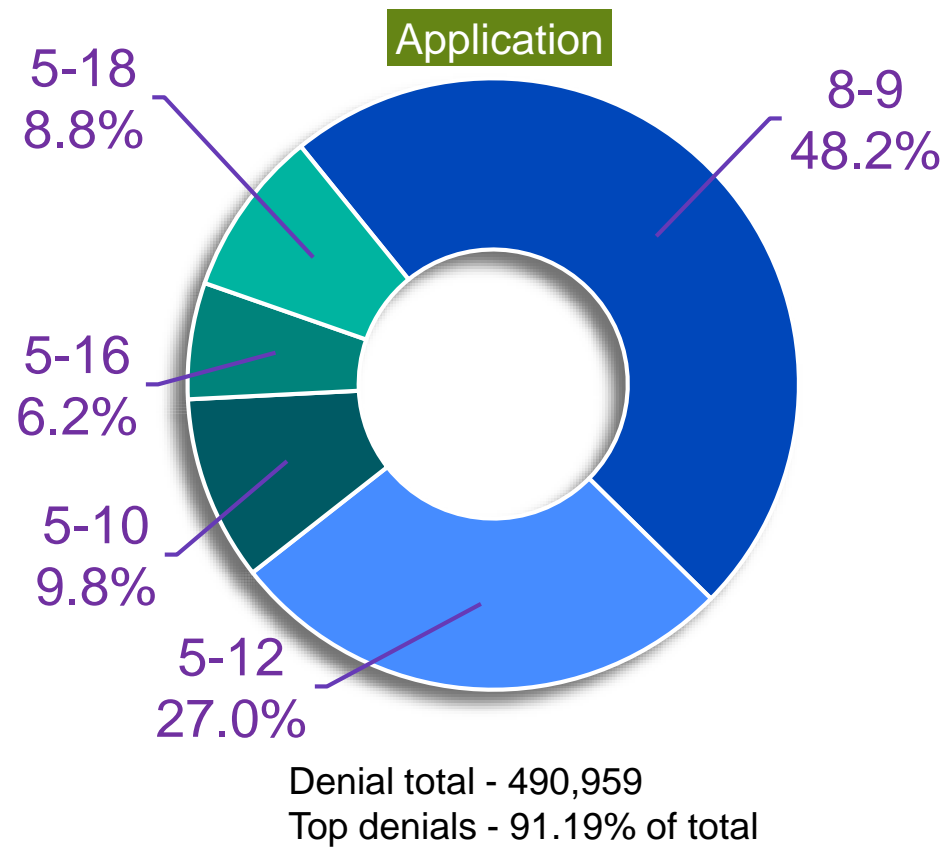
## Oct. 2016 – Sept. 2017 (Applications and Renewals)



Indicates how a consumer submitted completed the application or renewal form

# Top Denial Codes – Wireless

## Oct. 2016 – Sept. 2017



**Application**

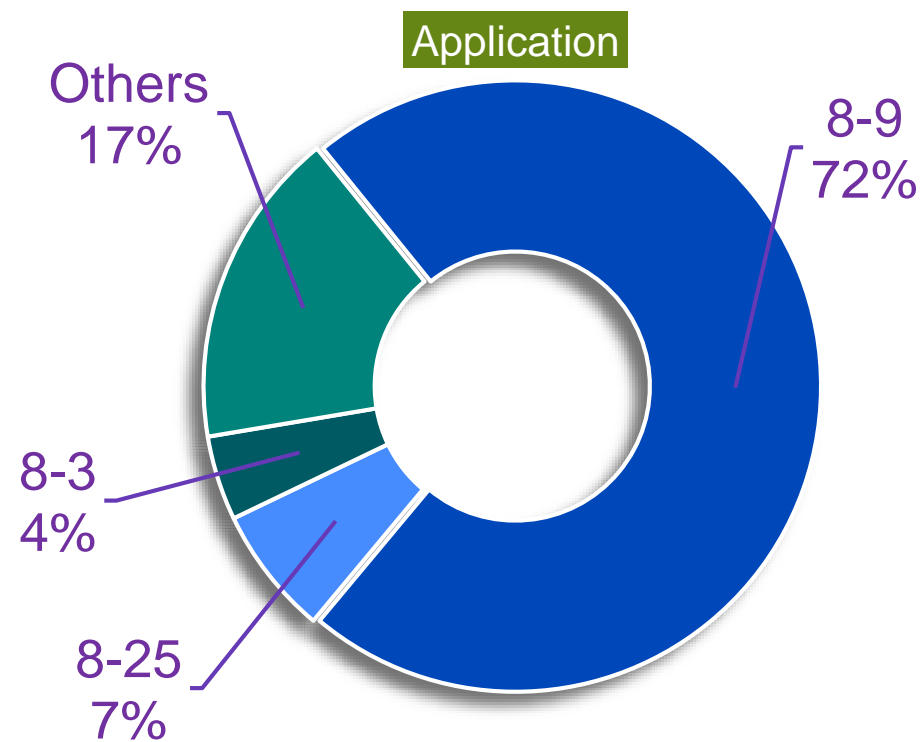
- 8-9** Application not returned.
- 5-12** Dummy phone number not updated (30 days)
- 5-10** Receiving discount more than one line
- 5-16** Identity Verification form not returned.

**Renewal**

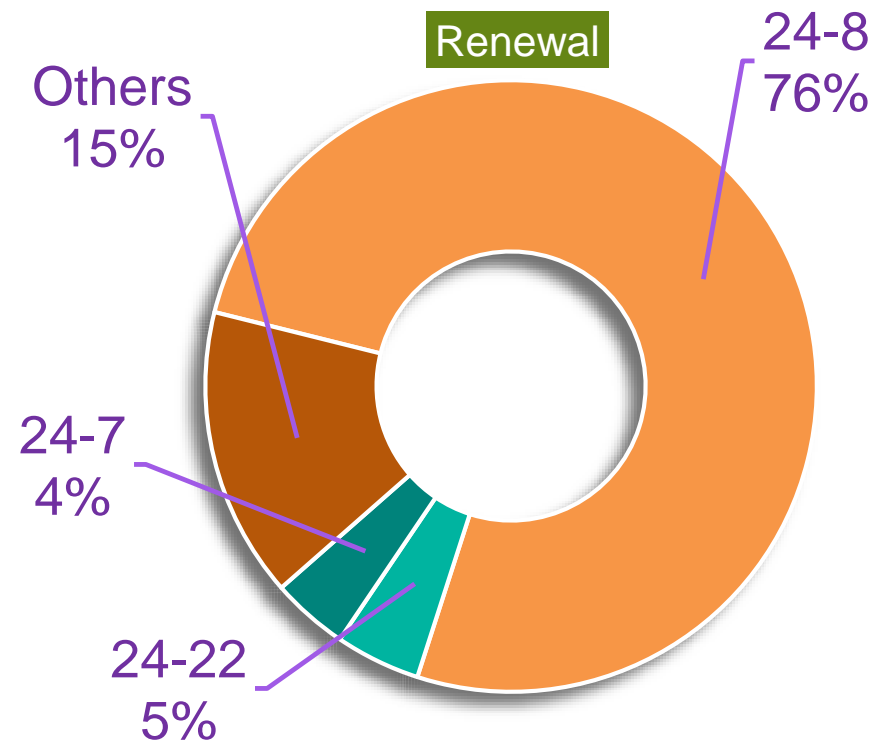
- 24-8** Renewal not returned.
- 21-6** Non-deliverable address. (Bad address initial hard denial)

# Top Denial Codes – Wireline

## Oct. 2016 – Sept. 2017



Denial total - 58,545  
Top 5 denials - 83.18% of total



Denial total - 53,946  
Top 5 denials - 84.64% of total

### Application

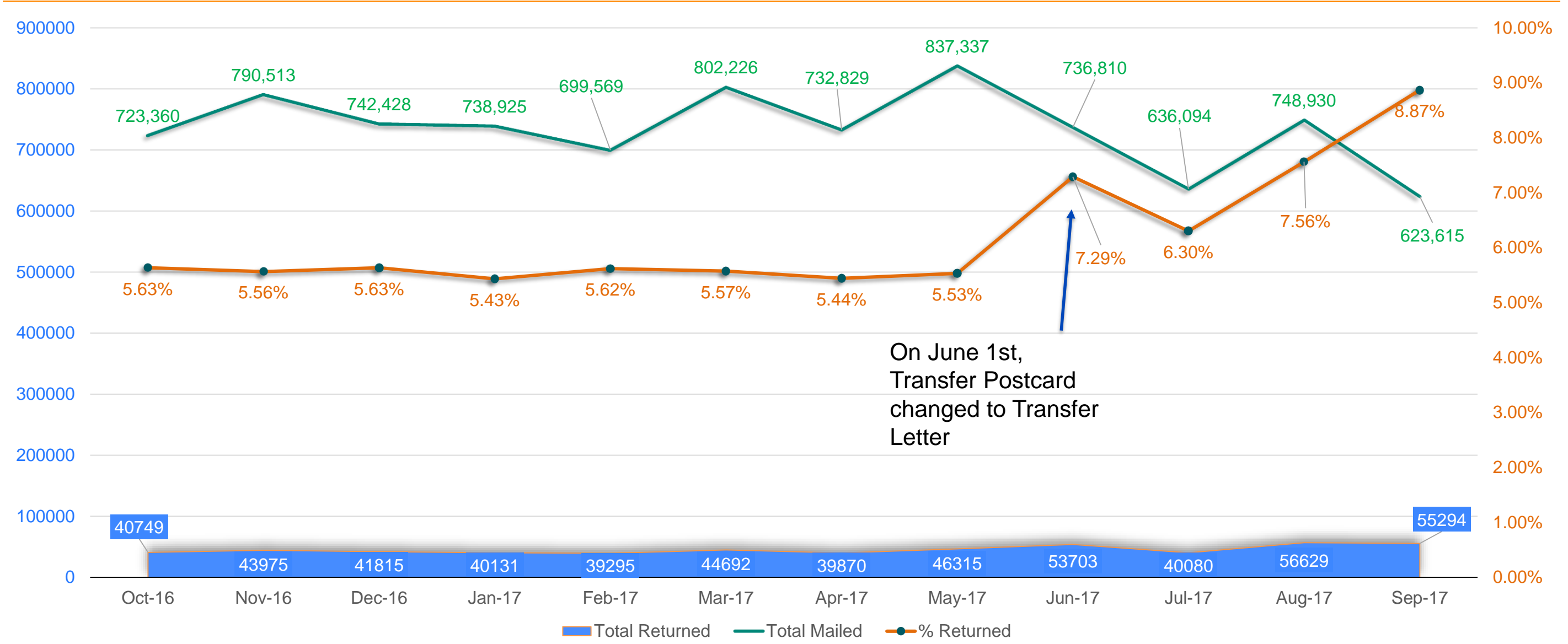
- 8-9** Application not returned.
- 8-25** No documents for qualifying program.
- 8-3** No documents for income.

### Renewal

- 24-8** Renewal not returned.
- 24-22** Missing initials for 'No one else in my household is receiving California LifeLine discounts.'
- 24-7** Signature on the form does not match applicant's name

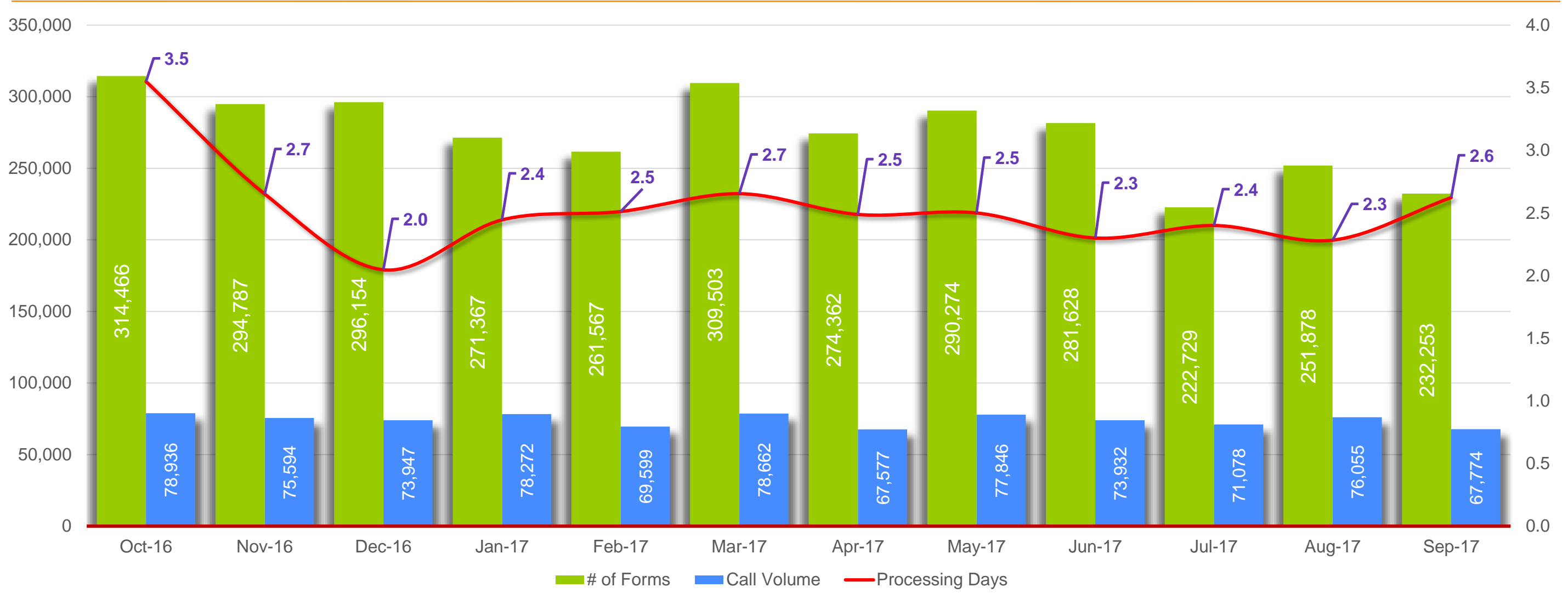
# Returned Mail

## Oct. 2016 – Sept. 2017



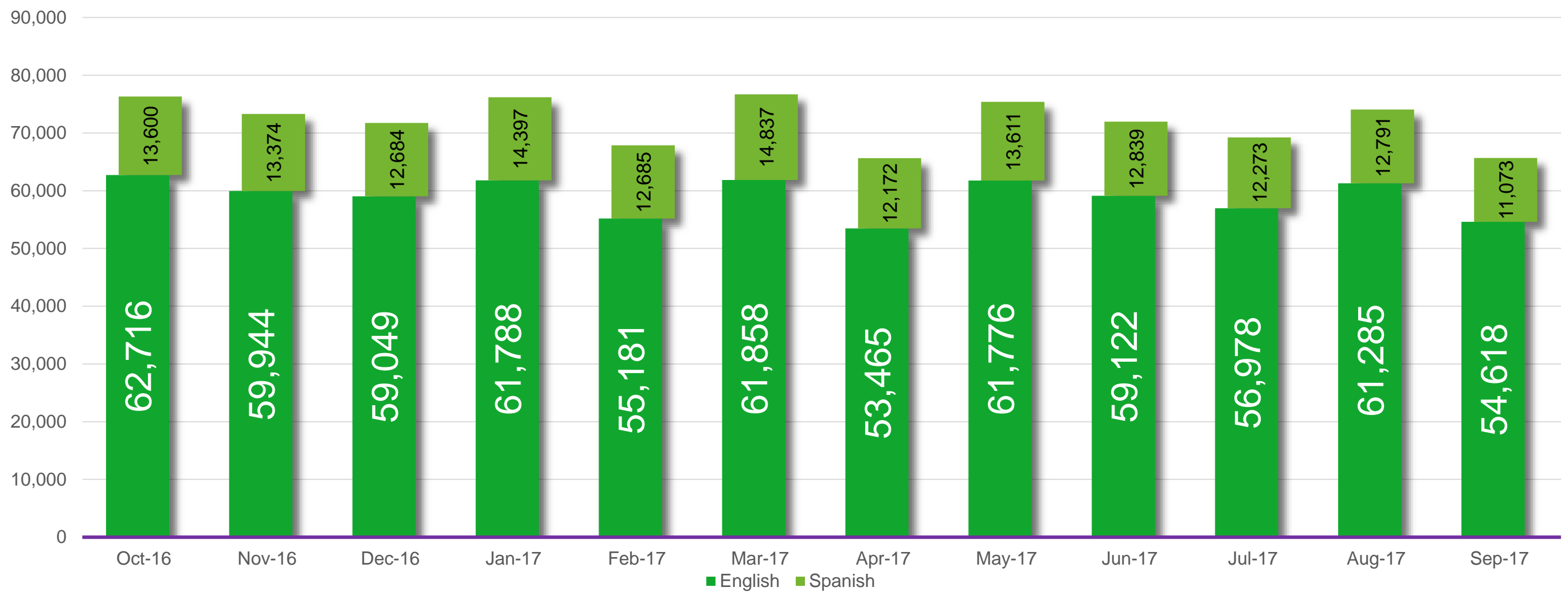
# Call Center Throughput

## Oct. 2016 – Sept. 2017



# Call Center Volumes (English and Spanish)

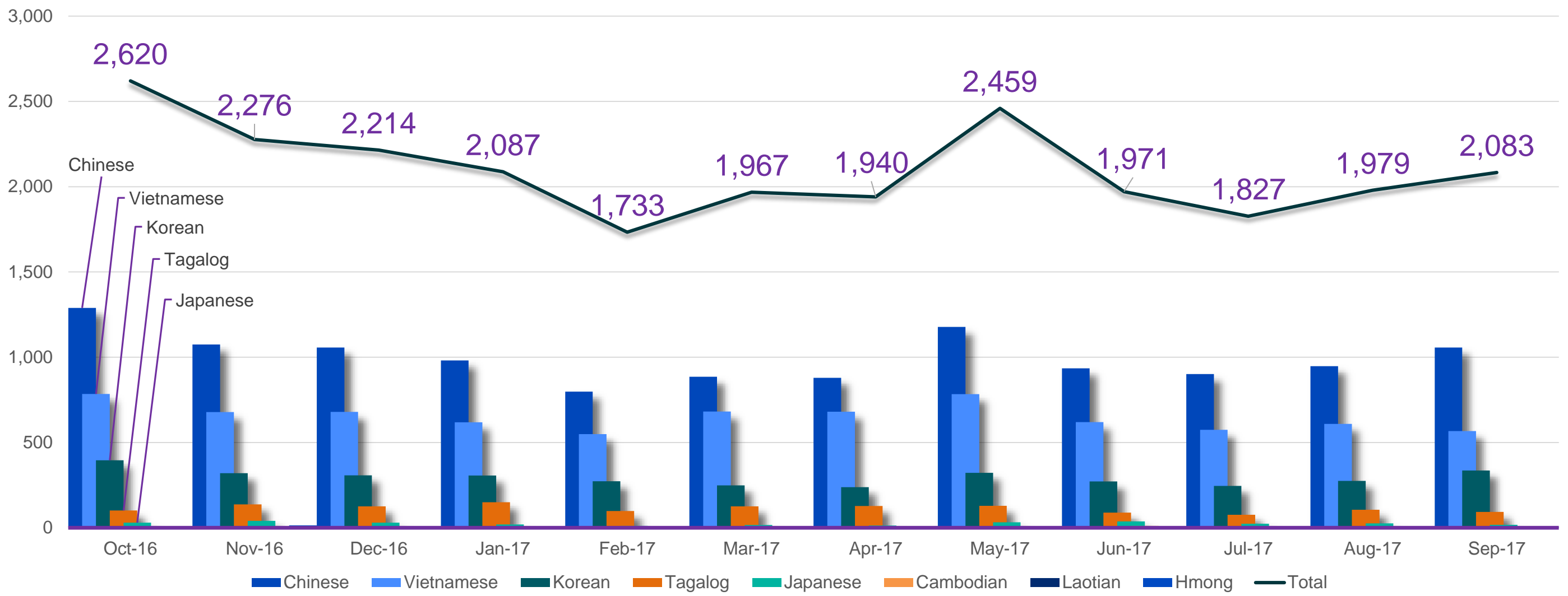
Oct. 2016 – Sept. 2017





# Call Center Volumes (Asian Languages)

## Oct. 2016 – Sept. 2017



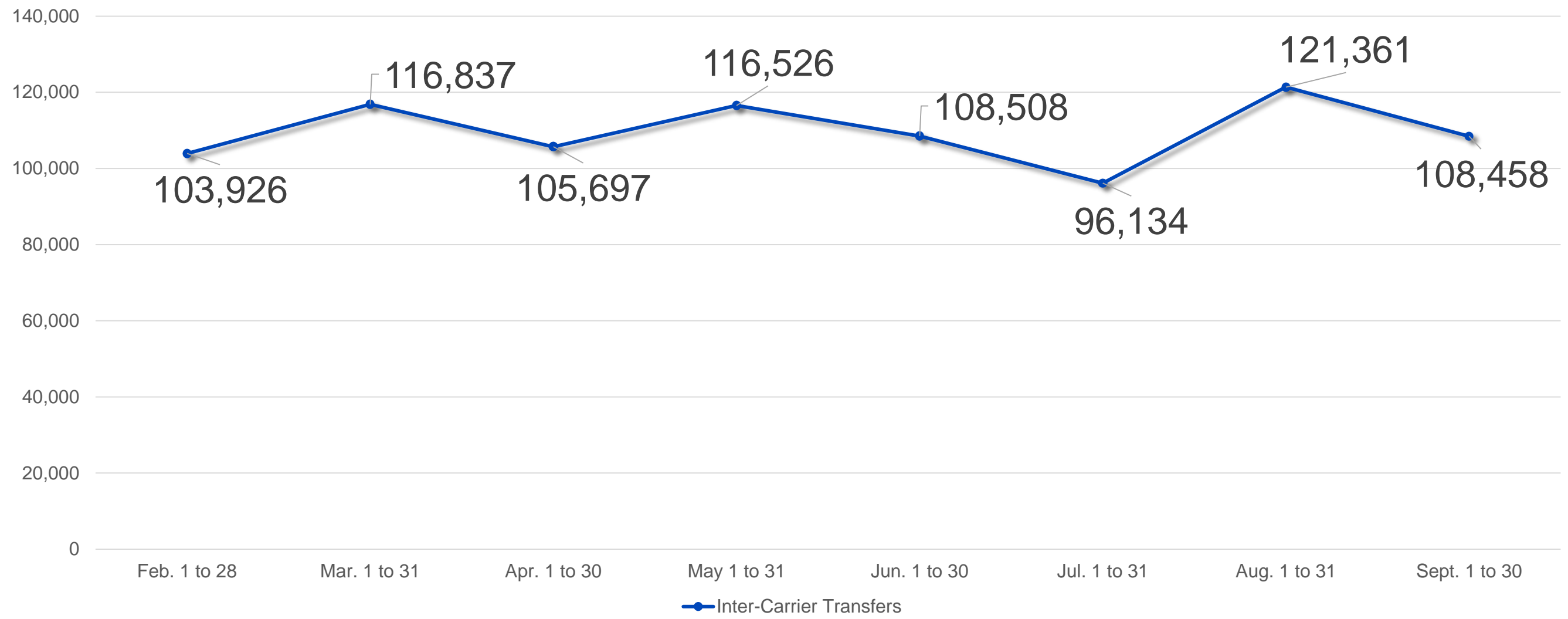
# Top Call Reasons

Oct. 2016 – Sept. 2017

Call Reason	Volume
1. Check Status	175145
2. Needs denial letter explained	117669
3. Wireless question that had to be referred back to carrier	85765
4. Requests for general information	48273
5. Other questions (customer assistance, resend form request, assist customer)	44015

# Volume of Inter-Carrier Transfers

## February to September 2017

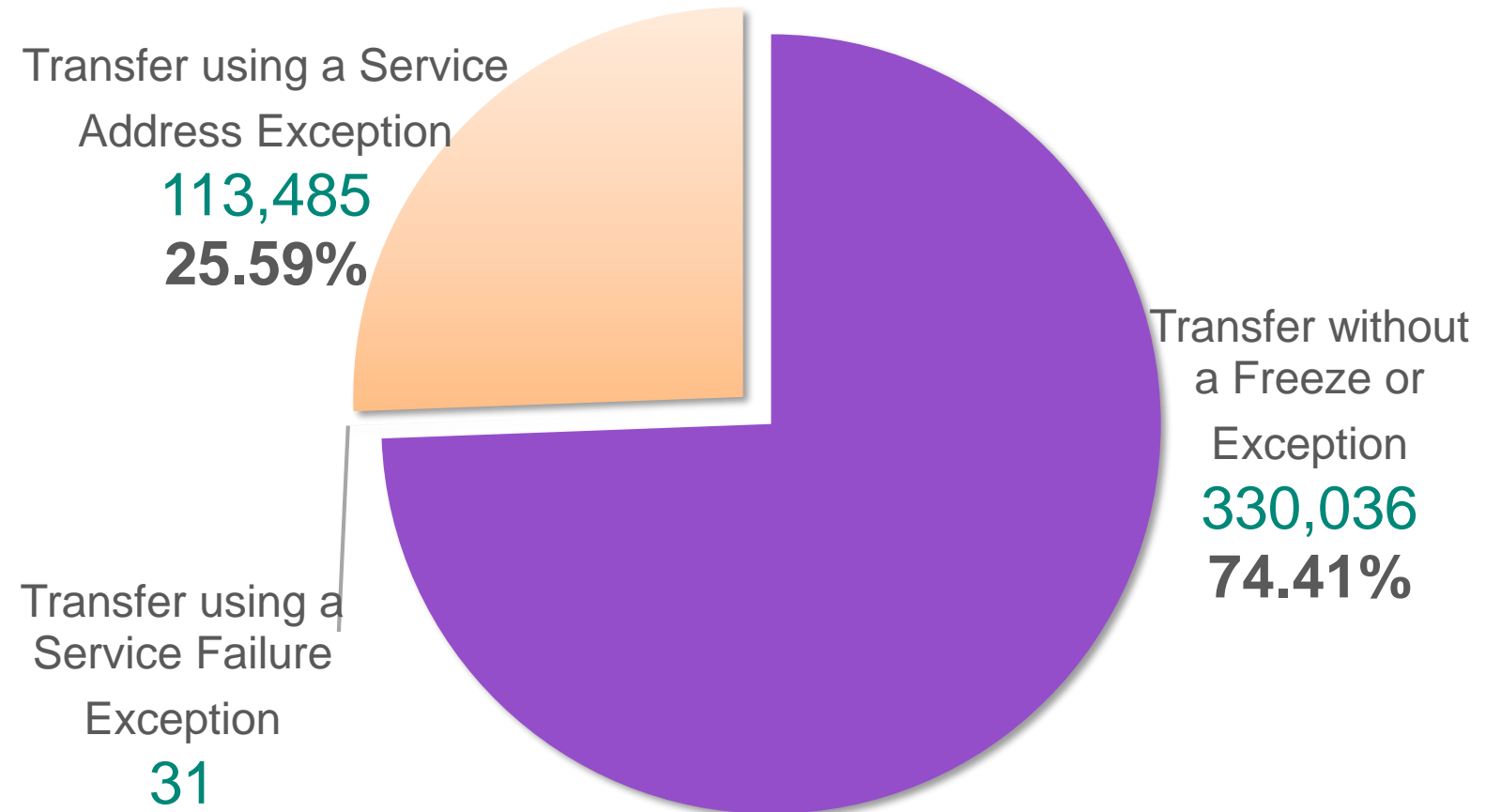


# Volume of Transfers by Status Code

## February to September 2017

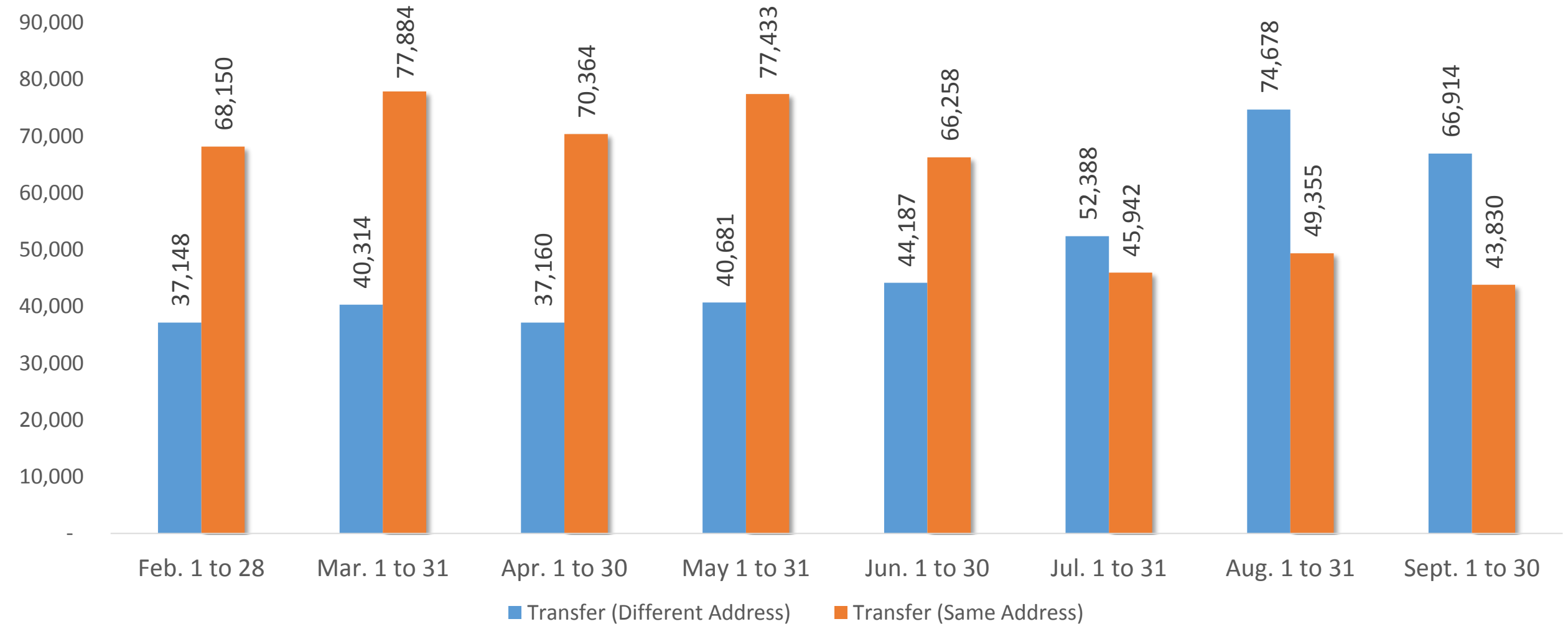


Pre-Launch of Discount Transfer Freeze  
 Feb. 2017 – May 2017



Post-Launch of Discount Transfer Freeze  
 Jun. 2017 – Sept. 2017

# Volume of Transfers with the Same or Different Service Address Feb. to Sept. 2017



# Top Complaints/Questions about the 30-Day Enrollment Request Freeze & 60-Day Discount Transfer Freeze

## Complaints

### 1. When they cancel their service with their service provider – why doesn't this also void the 60-day discount transfer freeze?

Consumer states they qualify for the California LifeLine discounts and should be able to transfer their discount to any other carrier if they are not happy with their current carrier and therefore decide to cancel service. However, because they still have to complete their 60-day discount transfer freeze they have to “put up” with a bad carrier or no carrier at all – some claim they urgently need the phone and find it unfair to have to wait.

### 2. When a consumer calls in advising their information is being used fraudulently why can't the CA LifeLine Program do more besides referring them to the CPUC?

Many consumers have called in advising their PII is being used fraudulently. They state their wallet was stolen or that carrier's sales reps are using it without their consent. Many times they ask us to cancel accounts but if the account cannot be 100% verified (carrier uses different address, DOB/SSN, etc.) we advise that we can't and the consumer becomes extremely upset stating we should do more and punish those who are committing the crime.

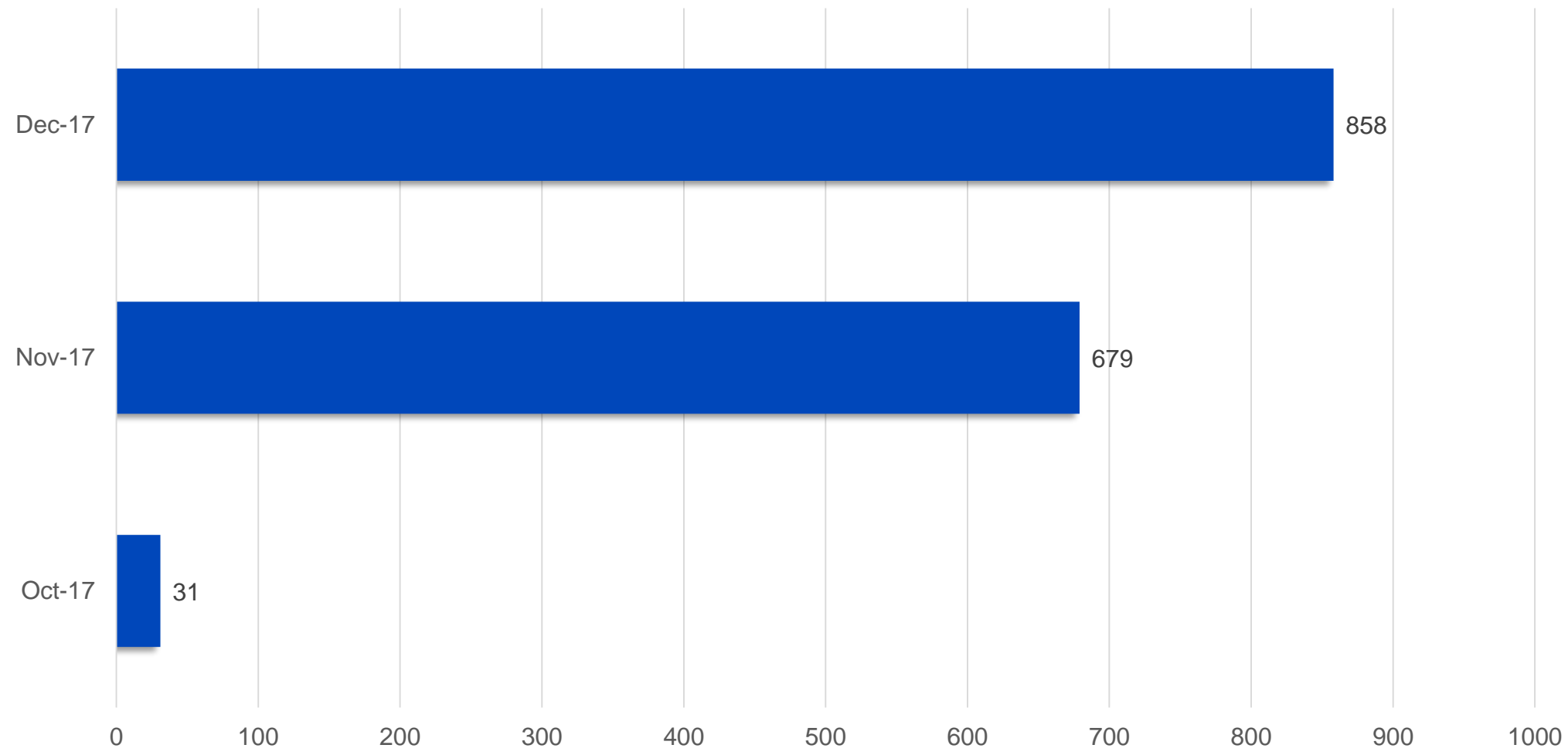
### 3. Why can't I qualify for a service failure exception order if the service provider did not do as they promised?

A lot of carriers are advising they can port a phone number or they are advising their service is better (e.g., better plans). When the consumer decides to go to this new carrier their number is not ported and their plan is not what they were promised. The consumer feels this should be a good reason to qualify for a service failure exception to transfer.

## Questions

1. Why were these freezes implemented?
2. Why can't California LifeLine provide me with a handset replacement?
3. Can they file an appeal/complaint in regards to the discount transfer freeze because they experienced the following:
  - a.) Were not advised about these new rules;
  - b.) The service provider neither ported their number nor provided the promised service plan; or
  - c.) They were under the assumption they were applying with the same carrier they have current service with.
4. Why does California LifeLine refer them back to service providers when the handset is broken?
5. Why can't they transfer back to their original service provider when they never asked to enroll with another service provider?

# Improving Consumers' Experience: Asking Supplemental Questions During a Call



**CONDUENT**

