



H O M E A N D B U S I N E S S I N T E R N E T

Authorized Agent User Guide

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This guide intentionally “overexplains” each aspect of the Agent experience to try and answer as many questions as possible. For a faster review of placing a new order or using the Agent Portal please visit the Agent Portal at <https://agent.ein.team> and select the video that covers your question.

For support with your Agent Account:

Email agentsupport@ein.team

Text 405.445.3685

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Table of Contents

About EIN Service.....	4
Service Type	4
Service Area	4
Service Terms.....	4
Installations.....	4
Customer Refunds.....	4
Customer Support.....	4
Commissions	5
Payouts.....	5
Chargebacks.....	5
Placing a New Order	5
Unique Agent URL.....	5
Checking an Address	6
Checkout	7
Custom Coupons.....	9
After the Order	9
Agent Portal	9
Accessing the Agent Portal	10
Agent Portal Homepage.....	10
Notices	10
Assistance.....	10
Information	10
Affiliate Login	10
Agent Dashboard	10
Navigation	10
Total Transactions.....	10
Current Earnings	10
Total Earned To Date	10
Unique Visitors.....	11
Eligibility For Next Payout.....	11
Unique Agent URL.....	11
Last 30 Days Activity	11

Notes from the Administrator	11
General Statistics	11
Marketing Materials	11
Custom Tracking Links.....	11
Training Materials	11
Commissions	12
Payment History.....	12
Traffic Log.....	12
Managing Your Profile	12
Edit My Account.....	12
Payment Settings	12
Change My Password.....	12
Upload Your Picture	12
FAQ.....	12
Offer a Testimonial	12
Contact Us.....	12

About EIN Service

To sell EIN Internet service, it's important that you understand how we operate and the benefits that we provide to your customers. EIN provides high-speed Internet connections directly to homes and businesses across the country.

Service Type

EIN service is hardwired only. We are not a wireless or mobile company. EIN provides service through existing lines run into your customers home or business through major carriers. Our service is transported via a nationwide fiber network. All EIN connections are dedicated, meaning they have a more direct route through the network than a standard residential service.

Service Area

EIN services large areas of 21 states across the country. Although we do not service every address in the states that we cover, we do cover millions of homes and businesses with high-speed Internet access. Address serviceability can only be determined by entering the address into our Service Address Tool on our website.

Service Terms

EIN does not have contracts and we do not request a credit check for service. Customers may end their service at any time without a penalty. Since customers pay in advance for EIN service each month they will continue to receive service until the end of their paid period.

Installations

EIN installations are completed 3-4 business days after the order is completed and paid. Customers can select their preferred installation date and time during the checkout process. Someone 18 or older must be available at the installation site to meet the technician and stay for the duration of installation. EIN contracts with major carriers across the country to complete our installations.

Customer Refunds

EIN will provide a refund to any customer that chooses to cancel their installation prior to it being completed, or to any customer that cannot receive the service tier that our tool believed was available at their location. The determination of which tier the customer is receiving is made exclusively by the technician who completes the installation by testing the connection at the time of the installation.

Never issue a refund at your store. All refunds are processed through EIN and will be refunded back to the customers card or by mailed check.

Customer Support

EIN handles all customer support following the completion of the order. From the moment you submit their order we take care of everything! We guide the customer through their professional installation and assist them with all technical and billing questions. EIN handles most customer support via text message at 405.445.3685 or by email to hello@easyinternetnow.com. We also provide live chat on our website and take customer support requests through Facebook Messenger. Customers requiring a callback can speak directly to a support representative by texting "Call Me" to 405.445.3685.

Commissions

Your commission level is determined by your Agent Tier. Standard, Premier, or Master. Our lowest level commission is a one-time commission payment of \$20.00 for each paid and installed order.

Commissions are not paid until the customer is installed. Commissions are paid out once a week for the installed orders from the week prior.

Payouts

EIN does all payouts through PayPal. If you do not have a valid PayPal email address on file in your Agent Profile you will not receive your payouts. To update your PayPal email address with EIN please log into the Agent Portal, select your Agent Name from the top of the page, and click on the 'Payment Settings' option.

A new free PayPal account can be set up any time at <https://paypal.com>.

Chargebacks

EIN will never issue a chargeback to an Authorized Agent. Once a commission is paid out it is yours forever. Commissions are paid out once a week for all your customer installations that were completed the week prior. No commissions are paid until the installation is completed.

Placing a New Order

Orders can be placed in person, over the phone, or by directing customers to your Unique Agent URL. In this section we will cover how to place a new order using both the Unique Agent URL (recommended method) and by using a Coupon Code.

Unique Agent URL

Every Agent is supplied with a Unique Agent URL. This is a URL that can be found on your Agent Dashboard. For assistance locating your code please go to the section on the Agent Dashboard in the Agent Portal.

Example URL: <https://easyinternetnow.com/1100.html>

If you would like EIN to provide you with a shortened URL, such as <http://goein.site/demo> please contact Agent Support by email at agentsupport@ein.team. You can also use your own URL service such as Bit.ly or hide your full URL in linked text or images for approved email and web marketing campaigns. The use of a shortened URL will not affect link tracking.

If you exclusively sell in-person or by phone, please save your Unique Agent URL to your browser favorites or as a desktop icon.

Here is a simple guide for adding a URL shortcut to your desktop: <http://goein.site/shortcut>

Our system only knows to attribute a sale to you if you use your Unique Agent URL when placing the order. Failure to use your link when placing an order will result in a lost commission opportunity.

The only exception to this is when you use a coupon that has already been set up to attribute to your Agent account.

Going to your Unique Agent URL will redirect you to the EIN homepage. There will be no indication at this point that you are using an Agent link.

Checking an Address

The first step in starting a new order is to check your customers address to see if it can be serviced by EIN. To do this please click on the 'Check for Service' link in the top navigation of the homepage.

This will take you to the Service Address Tool. Please fill in the exact customer address as requested. Street Address and Zip code are required fields. The tool will not work if those two fields are not complete.

Service Address Tool Fields

Street Address = The home or building number and the street. Example: 123 Juniper St

Unit Type / Unit Number = If the customer address includes a second line please include it here. Example: APT 405. If you select a 'Unit Type' you must enter a 'Unit Number'. The 'Unit Number' can include numbers or letters depending on the customers address. Example: APT 3A.

If a customer has a second line to their address and you do not include it here it will delay their installation and potentially result in a lost commission.

Zip code = The customers standard 5-digit zip code.

Email = An email address is not required to check an address, but you should still ask the customer if they would like to provide it at this point. Customers that choose to complete an order will need to provide an email address on the checkout page regardless.

Please remember that EIN does all billing and customer communication via email and a valid email address is required to complete an order. Orders without a valid email address will result in delays and potentially in a lost commission.

Checkbox = If the customer is ordering service for a business location please make sure to check the box labeled 'This is a business address.'

Once you have entered all the appropriate fields please click the 'Check for Service' button located just below the form to the right.

The button area will turn to a green information box with the text "Checking Your Address...this will take just a few seconds." Address checks should take no more than 15 seconds to complete. If there is a problem with the way the address is entered, you will be shown a new information box asking you to make changes as needed.

No Service

If an address is not serviceable by EIN, you will be taken to the 'No Service' page. If you think you may have made a mistake entering the address, please use the provided button to return to the Service Address Tool and try again. Otherwise please inform the customer that unfortunately we can't service their address at this time but to please check with us in the future as we are always expanding our service area.

Available Service

If an address is serviceable by EIN, you will be taken to the 'Available Service' page for either Residential or Business Plans depending on whether you checked the box for business plans on the Service Address Tool.

The 'Available Service' page will show you all plans that are available at that customer location. You will not be shown plans that the customer cannot receive. Explain the available plans to the customer using the provided plan information in each table. Help the customer select the plan that is best for their home or business needs. All EIN plans are good for streaming video, listening to music, playing games online, or general web use. The difference is based in how many devices the customer plans to use for these needs at the same time. Here is a helpful guide:

Unlimited Express – Good for 1-2 devices simultaneously using the Internet.

Unlimited Preferred – Good for 3-4 devices simultaneously using the Internet.

Unlimited Premium – Good for 4-5 devices simultaneously using the Internet.

Unlimited Fiber Express – Good for 5-6 devices simultaneously using the Internet.

Unlimited Fiber Preferred – Good for 7-8 devices simultaneously using the Internet.

Unlimited Fiber Premium – Good for 9 or more devices simultaneously using the Internet.

Residential plans require a One-Time Activation Charge of \$44 - 55, depending on tier. Business plans require a one-time Activation charge of \$55 - 65, depending on tier. Fiber Plans may not include Fiber-to-the-Premises (FTTP) at all locations and may only indicate a fiber backed connection. Most locations do receive FTTP on the Fiber Plans. These prices may vary if there is a promotion or coupon code being used at the time of the order.

Once the customer knows which plan is best for their needs please click the 'Select Plan' button at the bottom of the plan table. This will take you to the 'Checkout' page.

Checkout

Using the checkout page is very simple. We will start at the top and work our way down to the bottom of the page.

Back to Plans Button

The 'Back to Plans' button allows you to return to the previous 'Available Service' page and select a new plan if the customer has changed their mind or would like to revisit the plans again. Please note that when you go back to the 'Available Service' page you must select a plan again, even if it's the same plan you selected before. The system will not allow you to double up on selected plans and only one plan will be shown on the checkout page at any time.

Billing Details

All fields are required. If you included the customers email in the Service Address Tool it will automatically fill in on this page. You must also select a Preferred Installation Date and Preferred Installation Time.

All EIN installations are Monday – Friday with three time-slot selections available: 9 am – 11 am, 11 am – 1 pm, or 1 pm – 3pm. We do not complete installations at any other times.

Days that cannot be selected for installation will be grayed out. This will include weekends, holidays, and other instances when installation is not available. EIN has a 98% success rate with meeting the Preferred Installation date and time for customers.

Your Order

This section outlines the plan that was selected, the monthly recurring rate, the Activation or sign-up fee, the total due today, and allows you to enter any coupons. Coupons that are successfully added will show up in the Subtotal section and can be removed if necessary by clicking the red X.

When you enter a coupon and select 'Apply Coupon' a pop-up will let you know that it's checking and whether or not the coupon is valid.

Payment

EIN does not schedule an installation until the initial payment is received.

Credit/Debit Card is automatically selected and is the preferred method of payment for all EIN orders. It is also the only method that works with autopay. If the customer is paying by card please enter their card number, expiry month and year (2-digit format) and the CVC code. Ask the customer if they would like to use their card for autopay which will automatically charge their card each month for their new service invoice. If they do not want to be on autopay, please un-select the checkbox for that option.

Customers can pay by cash through the PayNearMe system. If a customer would like to pay by cash, please let them know that instructions for completing their payment will come by email and text message. Also remind the customer that EIN cannot schedule their installation until we receive their initial payment. The customer can make their cash payment at their most convenient payment location, which they can find through the links we send them via text and email. There are over 28,000 payment locations across the country, and chances are there is one close to the customer.

Customers that choose Check or Money Order – Mail In Payment must mail in their payment and it must be processed before EIN will schedule their installation. Inform the customer that information on sending in their payment will come via email.

Submitting the Order

Once all fields are completed, including payment method, please click the 'Place Order' button at the bottom of the form. A pop-up will let you know we're processing the order and when it's complete you'll be asked to click a button to proceed to the receipt page.

Shortly after, the customer will start to receive emails and a text message about their order. If they completed their payment at the time of the order they will also get an email and text message about the completed payment.

Receipt Page

From the receipt page you can click the printer icon to print a receipt upon customer request. The customer will also receive the same information about their account and a payment receipt when appropriate via email.

If the customer is paying by card and the payment declines you will remain on the checkout page. The pop-up will let you know there was an issue with the payment and the payment fields will show again on the page. You can try again to enter the information, enter a new cards information, or select a different payment method.

If the customer doesn't attempt to make their payment again EIN will continue to try and collect their payment over the next few days via email.

Agent Confirmation

Below the 'Place Order' button on the checkout page you will see your Affiliate ID listed. This is to help confirm that your link did in fact work correctly and the order you are placing will attach successfully to your Agent account.

Custom Coupons

Custom coupons can be requested through the Agent Portal. Please see that section for information on requesting a coupon code that will apply an order to your Agent account.

All steps for completing an order using a coupon are the same as using a Unique Agent URL, with the following exceptions:

- You or a customer goes straight to the EIN homepage at <https://easyinternetnow.com> instead of using a Unique Agent URL to get to the site.
- On the checkout page you or the customer MUST enter your custom coupon, or the order will not attach to your Agent account.
- Your Affiliated ID will not display under the 'Place Order' button until after you enter your custom coupon.
- EIN only allows one coupon per order. If a customer is using your coupon to complete their order they cannot combine it with any other promotion or offering.

After the Order

Once the order is complete and you have printed the receipt for the customer the process is over. Thank the customer for their business and let them know that the details of their upcoming installation and information about their new account will all come via email. They will also receive text messages as their installation date approaches and a text message each time we receive their successful payment in the future.

For information on reviewing your pending commission please go to the section on the Agent Dashboard.

Agent Portal

The Agent Portal is where you can review your commissions, see your payouts, edit your information, find your Unique Agent URL and much more!

Agents who transitioned from the old Agent System will not see their old commissions in the new Agent Portal. For information from the old portal please contact Agent Support at agentsupport@ein.team.

Accessing the Agent Portal

The Agent Portal is located at <https://agent.ein.team>.

You should have received your username and password via email after your account was approved. If you didn't receive your login information or you can't find it, please send an email to agentsupport@ein.team requesting your information. If you have lost your password please click the 'Manage Account' link at the top of the portal and then click the 'Need Your Password?' button.

Agent Portal Homepage

The homepage includes sections for important notes from EIN, assistance documents and videos, and a place to login to your account.

Notices

The first section of the homepage is where EIN will post important notices such as changes to the Agent program, known outages, or known issues with the Agent system. It also includes our Certified Accountability badge issued by our software provider letting you know that we are committed to your success and will resolve any issues with accurate and honest information.

Assistance

The next section provides contact information for EIN Agent Support as well as helpful videos and links to important documents.

Information

If anything new is available in the Agent Portal we will post that information in the final section.

Affiliate Login

Enter your username and password and click the 'Login' button to access the Agent Dashboard.

Agent Dashboard

The Agent Dashboard is setup to give you a quick glance at your Agent Account as well as quick access to all the important information and material that you might need.

Navigation

The navigation bar across the top of the Dashboard gives you access to everything in your Agent Account. Statistics, Marketing Material, Custom Tracking Links, Training Materials, Commissions, Payment History, and your Traffic Log. More on these sections in a moment.

Total Transactions

The green box on the left side shows the total number of commissions you've taken through to approved status.

Current Earnings

The red box shows how much you've earned in the current period between payouts.

Total Earned To Date

The gray box shows how much you've earned through EIN total to-date.

Unique Visitors

The blue box shows how many unique visitors you have sent to the EIN site from your Unique Agent URL, as well as a sales ration which shows you what percentage of those unique visitors converted to a paid sale.

Eligibility For Next Payout

EIN only requires a single sale to get a payout on the next payout cycle. Our minimum commission is \$20, and as long as one of your customers completed their installation in the previous week you will get a payout.

Unique Agent URL

This box gives you a unique URL that you can copy to use in marketing material or for you to set as a shortcut in your favorites or on your desktop for fast access if you are selling EIN service in a store or by phone. This is the URL you must use if you want your sales to count toward your Agent Account.

Last 30 Days Activity

This chart gives you a quick glance at your last 30 days in terms of traffic and sales.

Notes from the Administrator

Important notes from EIN, which would have also been included on the Agent Portal homepage, will appear here also.

General Statistics

The 'General Statistics' page is the same as your Agent Dashboard. The 'Tier Statistics' option is only relevant for Master Agents with sub-agents under their account.

Marketing Materials

Each section under 'Marketing Materials' includes pre-approved marketing material that you can use in your own store or in your own marketing campaigns.

Only material in these sections may be used. Agents found to be using marketing material that hasn't been approved by EIN will lose their Authorized Agent status and forfeit all future commissions.

For assistance in using a specific marketing material please contact Agent Support at agentsupport@ein.team. Text support for marketing material is not available.

Custom Tracking Links

Use 'Keyword Tracking Links' and 'Alternate Incoming Page Links' to set up your own tracking campaigns. This is an advanced feature not recommended for most Agents. Errors with these systems can result in orders not being tracked or applied to your Agent Account.

Instructions are available at: http://www.idevlibrary.com/docs/Custom_Links.pdf

For assistance with Custom Tracking Links please contact Agent Support at agentsupport@ein.team. Text support for Custom Tracking Links is not available.

Training Materials

Training videos on basic Agent information and use of the Agent Portal can be found in this section.

Commissions

You can view each commission in your Agent Account based on its current status. All new orders will immediately go into 'Pending Approval' where they will sit until they are approved after an EIN team member validates that the installation was completed. Recurring commissions for certain Agent plans may also show up in the 'Pending Approval' section. Master Agent's can find tier commissions under the appropriate links as well.

Payment History

Payment history shows every paid commission to your Agent Account.

Traffic Log

If you direct customers through your Unique Agent URL to the EIN site you will get a breakdown of their basic information on this page, including; Date of visit, Time of visit, IP Address, and Referring URL.

Managing Your Profile

To manage information like your contact information and your payment details you can edit your profile. To do this simply click on your Agent name at the top of any page after you've logged into the Agent Portal. This will open a dropdown menu with selections related to your profile.

Edit My Account

This section allows you to update your contact information and supply your Tax ID for 1099 purposes.

Payment Settings

This section lets you update your PayPal email address. EIN only pays commissions through PayPal.

Change My Password

Set a new password for your Agent Portal account.

Upload Your Picture

You can upload your personal picture or your company logo to better personalize your experience in the Agent Portal. Images are subject to EIN approval.

FAQ

Find answers to the most Frequently Asked Questions in this section. Most Agent questions can be answered here.

Offer a Testimonial

Had a great experience with EIN's Agent Program? Let us know here and you might be featured in our Social Media campaigns or get extra co-op advertising with EIN. You can also submit customer testimonials through this page using the same form, just be sure to identify the customer.

Contact Us

Click the 'Contact Us' link in the top Agent Portal navigation to send us an email. Most issues can be resolved in under 24 hours via email. For more urgent support please text EIN Agent Support at 405.445.3685 with your business name, your name, and a description of your issue.