

Docket Number: TC13-035
Subject Matter: Response to Eleventh Data Request
Request to: Boomerang Wireless
Request from: South Dakota Public Utilities Commission Staff
Date of Request: 3/22/17
Responses Due: 3/29/17

11-1. Explain, in detail, the customer transfer process that took place between Budget and Boomerang.

- a. Were customers notified they were going to have services switched? If so, how many days prior to switching services were they notified?

Yes, Boomerang Wireless, LLC d/b/a enTouch Wireless ("Boomerang") received confirmation from Budget Prepay d/b/a Budget Mobile ("Budget") that customers were provided notice by Budget of the transition of service from Budget to Boomerang twenty-one (21) days in advance of all customer transfers. Budget confirmed that the notice was sent to Budget consumers via SMS messaging and directed consumers to a landing page detailing the transfer of service. Please see below SMS message.

Important notice regarding a change to your wireless service, for details
<http://www.budgetmobile.com/notice/entouch-Dec2016.cfm>

- b. Did customers sign anything allowing their services to be switched?

According to Budget, the Budget customers were not required to sign anything at the time of transfer due to their ability to move service at any time to any carrier. The advantage of accepting the transfer to Boomerang was that there would be no interruption of service, and customers would be able to keep their existing devices and their existing mobile number. If any subscriber desired to change service to another carrier other than Boomerang there was no notice required or termination or change of carrier fees involved in a service change.

- c. Were any third party verifiers involved? If so, describe their involvement.

Budget customers went through an audit by Boomerang prior to transfer and a series of checks for duplicate subscribers and identity verification. After these processes were completed, Boomerang coordinated with USAC to perform a mass transfer in NLAD. At the time of transfer NLAD processed every customer through the TPIV and duplicate check processes.

- d. Provide copies of any notifications or forms to be signed by customers that the transferred customers received.

See the SMS notice above at the link provided in response to 11-1(a).

- 11-2. Given that this docket is for non-rural, CenturyLink, territory only, if this application is approved, explain how Boomerang intends to handle the transferred customers from Budget PrePay that reside in rural territories that Boomerang will not have SD PUC authorization to serve after the service deadlines set forth by the FCC (i.e. FCC LBP designations ending approximately April 3rd if the FCC does not re-approve them).
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If approved, every customer who does reside within the non-rural ETC designated area will be transferred to Boomerang as the ETC. For customers who are in all other areas, by Order dated March 29, 2017 the FCC provided a temporary extension until June 5, 2017. A copy of the March 29, 2017 Order is attached. During that period of time, Boomerang is actively seeking the South Dakota Commission's approval of its petition for designation in rural areas. If Boomerang cannot get approval from the Commission or the FCC does not give a further extension or waiver, then the customer will be noticed that they will need to seek a new carrier.