

ALABAMA PUBLIC SERVICE COMMISSION
DOCKET 30934
Registration of Third-Party Providers for Telecommunications Billing

A. Registration request is for a (Select one):

Billing Aggregator _____ Third-Party Provider X

For Third-Party Providers, name of associated Billing Aggregator (if applicable)
Payment One Corporation



B. GENERAL INFORMATION

1. Name of Third-Party Provider or Billing Aggregator requesting Commission approval to include charges for products/services on Alabama Telephone Utility consumer bills:

iBizFinder.com

2. Mailing address:

4120 Douglas Blvd., #306-530
Granite Bay, CA 95746

3. Third-Party Provider or Billing Aggregator name (whichever is applicable) that will appear on consumer bill and the associated toll free number that consumers will be instructed to call for questions regarding the transaction.

4. Point of Contact for Commission Inquiries

a. Contact Name: William McLaughlin

b. Contact Phone Number¹ (877) 424-9346

c. Contact Email Address² William@iBizFinder.com

5. Alternate Point of Contact for Commission Inquiries

a. Alternate Contact Name: Same as above

b. Alternate Contact Phone Number¹ Same as above

c. Alternate Contact Email Address² Same as above

¹ Must be a direct line not a call center phone number.

² Must be an individual email address not a general customer service or webmaster address.

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C. THIRD PARTY PROVIDER PRODUCTS/SERVICES INFO

Provide the following data for each product and/or service that may be included on Alabama telephone utility consumer bills. Attach additional pages as necessary. Contact Commission Telecommunications Division if list exceeds 20 entries.

Item No. (Numbered list beginning with 1) Description of product or service	A comprehensive package of internet marketing tools that will enable the business of our clients to attract and convert customers using the power of the internet.
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How is product/service marketed to consumer?³ Telemarketing, sales script attached

How does consumer subscribe to the product or service?⁴
Telemarketer will ask specific scripted questions, sales script attached

³ e.g., Telemarketing, Internet, Direct Mail, other (identify). Provide a transcript of the telemarketing message to the potential customer; a URL to the website where the product/service is marketed; a copy of the direct mailing marketing the product/service; or, copies of any other means used to market to the potential customer.

⁴ e.g., electronic form, printed form, verbal consent, other (identify). Provide a transcript of the telemarketing message used to confirm the potential customer's confirmation that they wish to subscribe to the offering; a URL to the website where the customer completes a subscription form; a copy of the direct mailing subscription form; or any other means used to acquire the potential customer's subscription for the product/service.



TELEMARKETING SCRIPT

1

Line 1 Hi, is this (Business Name)?

Line 2 IF lead does not have name: Great.
IF lead has name: Great, may I please talk to _____ (name)?

Line 3 Good morning / good afternoon ____ (name).

2

Line 1 My name is (CSA NAME), I'm calling from iBizFinder - We provide a comprehensive package of internet marketing tools that will enable your business to attract and convert customers using the power of the internet. This package has an online campaign management dashboard, Search Engine Optimization (SEO), hyper-local domains, leads messaging, customer newsletters, picture uploads, pay-per-click (PPC) campaign management, and includes submission to over 25 search engines.

Line 2 Our information lists you as the person in charge, with the authority to incur charges and make changes to your phone number's account and contact information: Is that correct, or is there another person in your company with the authority to make changes to your business's phone account and business information?

Line 3 We'll start your hyper-local domain right away. Your leads messaging will start within a day, and we'll start your included submissions to over 25 search engines tomorrow. You can talk with your account manager about your pay-per-click campaign at any time. All of these tools can be used to drive traffic to your business, so it's great for your business, and we're sure you'll agree.

Line 4 Great. Your service will start tomorrow, at the low, all inclusive rate of \$99.95 per month. So would you like to give this a try? Great!

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Line 1 Are you still located at (address)?

Line 2 And the name of your business is (business name)?

Line 3 The phone number for customers to call your business is _____.
(SPEAK SLOWLY).

Line 4 If we need to send customer enquires to you directly, do you have an email address we can send to?





If 'Yes' - great, could you spell that out for me? (Key spell back).

Line 5 May I have a management cell number to text customer inquiries to?
(REPEAT BACK, SLOWLY)

Line 6 What are your hours?

Line 7 Do you have a slogan for your business?

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Line 1 And are you the person in charge of this business?

Line 2 If No: Could you put me through? I'm sure they're busy, but please let them know that it will take me literally just 2 minutes to confirm their information, and we can't list your business without their approval, OK?

Line 3 If Yes: OK, Great. Could you please spell your name for me, so I can be sure I have it correctly?
Thanks.

Line 4 And what's your title in the company please? (Customer answers).

Line 5 Are you over the age of 18 and duly authorized by the telephone account owner to make changes to and incur charges on this account?

Line 6 As a telephone company subscriber, you have the right to dispute the iBizFinder charges billed on your local telephone bill. You are not legally responsible for iBizFinder charges incurred by minors or vulnerable adults without your consent. Your local telephone service will not be disconnected because you fail to pay a charge by iBizFinder, except that nonpayment of certain regulated telecommunications charges may result in disconnection of service in Alabama, Florida, Georgia, Kentucky, Louisiana, South Carolina and Tennessee.





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Line 1 Our charges will be conveniently billed via your business' phone account, so you won't need to share your sensitive financial information to continue. You'll get our comprehensive package of internet marketing tools that will enable your business to attract and convert customers using the power of the internet. You will have access to our online campaign management dashboard, Search Engine Optimization (SEO), hyper-local domains, leads messaging, customer newsletters, picture uploads, pay-per-click (PPC) campaign management, and includes submission to over 25 search engines. All of this is provided for only \$99.95 per month.

Line 2 Can you please confirm for me that you understand that although there is no affiliation between the companies the iBizFinder charges will appear on the PAYMENTONE bill page of your local phone bill billed on behalf of iBizFinder?

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Line 1 We'll send you a package showing you your business' position on the Internet in (area), an outline of our service, our contact information & toll-free number - which is 1 877-iBizFinder, that's 877-424-9349. You can cancel at any time & all refunds are honored, 100% guaranteed, Okay?

Line 2 I'm sure you're going to want to keep this after you've seen it work first hand - And we're sure you'll see the value it brings to your business: Would you like us to mail a package to you today?

Line 3 You may contact us any time by calling iBizFinder at 1-877-424-9346, or by writing to us at 4120 Douglas Blvd., #306-350 Granite Bay, CA 95746.

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Line 1 Great! We have to record a confirmation now - this just takes another minute and makes sure that your mailing and business information is accurately recorded, so please stay with me for another minute while we do that, okay?





VERIFICATION SCRIPT
NOTE: THIS SCRIPT MUST BE READ VERBATIM.

Begin Recording: (Live)

My name is _____ verifying for iBizFinder.

I'm recording to ensure the information is correct and for verification of facts. After I ask each question, please say only Yes or No.

Please confirm - today's date is _____. (Yes/No)

And I am speaking to _____? (Yes/No)

Your business's correct name is _____. (Yes/No)

This is the only non - 'yes or no' question, OK? Please tell me; what's your title, or your position in your business? _____ (Customer answers)... OK... So does this position allow you to accept our service on your company's behalf - Yes or No? _____ (Customer answers Yes/No)

IF EMAIL ADDRESS WAS COLLECTED;

Your email address is _____. If I'm right, please say 'yes': (Yes/No)

IF FAX # WAS COLLECTED;

Your FAX number is _____. If I'm right, please say 'yes': (Yes/No)

IF CELL # WAS COLLECTED;

Your CELL number is _____. If I'm right, please say 'yes': (Yes/No)

IF NO EMAIL, FAX, OR CELL WAS COLLECTED;

I understand you don't have a fax number, or email address at this time, so any messages must be sent by phone or mail. If that's correct, please say 'yes': (Yes/No)

(NOTE: ALL SALES MUST HAVE ONE OF THE ABOVE TO BE VALID).

And your physical business address is _____. If that's correct, please answer with a "yes"? _____(Yes/No)

And is this also your Company's Mailing Address where the Post Office delivers your mail? (Yes/No)

Now, Mr. / Ms. _____, Please confirm to me for the record:





Are you at least 18 years of age and authorized to make changes and/or incur charges to this telephone account?

(Customer must provide a clear and audible "Yes" response to this question.)

Do you understand this charge will appear in your local telephone bill on the PAYMENTONE bill page, billed on behalf of iBizFinder?"

(Customer must provide a clear and audible "Yes" response to this question.)

Do you understand and agree that you are giving your authorization for iBizFinder to bill your local phone bill in the amount of \$99.95 each month for this service.

(Customer must provide a clear and audible "Yes" response to this question.)

(Customer must provide a clear and audible "Yes")

And the main telephone number for this business is _____, ? (Yes/No)

Now, Mr. /Ms. _____, to recap, what will be delivered to you:

1. A comprehensive package of internet marketing tools
2. An online campaign management dashboard you can use to monitor and modify your online campaign
3. A hyper-local domain to help local customer find your business
4. Leads messaging to communicate consumer information directly to you
5. PPC campaign management and SEO
6. Customer newsletters and picture uploads
7. Included submission to over 25 search engines, including Yahoo, Google, and MSN
8. Our local representatives contact info & phone # which is 877-iBizFinder, that's 877.424-9346.

- ⊖ **iBizFinder** is not associated with your local phone company, but charges are billed via your local telephone account. They appear on the PaymentOne bill page of your statement as Internet Marketing Services, billed on behalf of **iBizFinder**.
- ⊖ This verification records your authorization for **iBizFinder** to bill you via your local phone account, at the all-inclusive monthly recurring rate of \$99.95.
- You are not under a contract or have a minimum term of service; you may cancel at any time.

If you are unhappy for any reason you may cancel at any time *by calling* toll free on 877-iBizFinder, that's 877-424-9346 or by writing to iBizFinder, 4120 Douglas Blvd., #306-530 Granite Bay, CA 95746.





Please let me quickly read this disclaimer from AT&T before we go: "You have the right to dispute the iBizFinder charges billed on your local telephone bill. You are not legally responsible for iBizFinder charges incurred by minors or vulnerable adults without your consent. Your local telephone service will not be disconnected because you fail to pay a charge by iBizFinder, except that nonpayment of certain regulated telecommunications charges may result in disconnection of service in Alabama, Florida, Georgia, Kentucky, Louisiana, South Carolina and Tennessee."

Customer service is always open during normal office hours and **all** cancellations and refund requests are **always** honored, 100% guaranteed.

Remember, service is just \$99.95 per month, all inclusive and appears on the PaymentOne bill pages, as on behalf of **iBizFinder**. Do you authorize iBizFinder to begin your service today? (Customer must say "yes").

Thank you for your time.

