

Glo Fiber Customer Journey

December 2025



Pre-Construction Direct Mail Journey

Touchpoint: Direct Mail #1

Timing: 15 days prior to construction

Target: All addresses in planned LCPs/DSAs encourages pre-registration

Faster, better, more reliable internet
is coming soon to your neighborhood.
glo fiber
Construction Starting Soon!
Register for exclusive deals and updates at glofiber.com

Construction starting soon!
Super-fast, reliable internet coming to your neighborhood.
We will be building an exciting new 100% fiber-optic network in your area. Be on the lookout for our equipment and crews!
Register for exclusive deals and updates by entering your address at glofiber.com today!

Glo Fiber-Fast Facts:
Symmetrical upload and download speeds
Fiber for the whole family or any sized business. Perfect for all your internet, streaming and phone service needs with plans up to 5 Gbps.
Consistently reliable
Glo Fiber provides a super fast, rock-solid, rock-steady internet connection.
Local, friendly customer service
Our highly rated, friendly support teams live and work in the areas we serve.
Have a Question?
Residential glofiber.com | **Business** glofiberbusiness.com
Let's Glo!

Touchpoint: Direct Mail #2

Timing: 5 days prior to construction

Target: All addresses in planned LCPs/DSAs encourages pre-registration

glo fiber
Construction is about to begin!
We understand that this may cause some inconvenience and we appreciate your patience as we build a better, faster 100% fiber-optic network in your area.
To learn more visit glofiber.com/construction or call 1-866-997-6474
Here's what to expect.
Crews and Equipment
You may see Glo Fiber technicians or contractors working on or around your property. Any work on private property will be confined to public right-of-way or utility easements.
Easements
If an easement is located on your property and we cannot reach it, we will contact you for access.
Markings
You may see flags and paint markings to identify existing utilities, or road signage if traffic flow is impacted.
Running Fiber
We will be laying fiber or running fiber along existing poles. You may see large construction vehicles for those purposes.
How are we doing?
Complete a survey about construction in your area by hovering your phone camera over the QR code or visiting glofiber.com/feedback

glo fiber
500 Shentel Way
Edinburg, VA 22824
Why switch to Glo Fiber?
Faster upload speeds
Great for video conferencing, uploading large files, online gaming, 4K video streaming.
A consistent, steady connection
Connection is solid, and unaffected by outside interference.
Local, friendly, customer service
Our knowledgeable team provides such remarkable service that you will be disappointed you don't need to call them more often.
Register for exclusive deals and construction updates!
Enter your address at glofiber.com
POSTAGE GOES HERE
SAMPLE A SAMPLE
123 MAIN STREET
ANYTOWN USA 12345

Pre-Construction Customer Notification

Touchpoint: Door Tag (placed by Construction)

Timing: 3 days prior to construction

Target: All addresses in planned LCPs/DSAs



**Construction for fiber internet
is about to begin in your area!**

Here's what to expect.



Crews and Equipment

You may see Glo Fiber technicians or contractors working on or around your property. Any work on private property will be confined to public right-of-way or utility easements.



Easements

If an easement is located on your property and we cannot reach it, we will contact you for access.



Markings

You may see flags and paint markings to identify existing utilities, or road signage if traffic flow is impacted.



Running Fiber

We will be burying fiber or running fiber along existing poles. You may see large construction vehicles for those purposes.

Our goal is to perform the work safely and cause as little disruption as possible. Our typical work hours are Monday through Saturday 7:30 am to 5 pm. Thank you for your patience as we work to build a better network.



Reminder!

We will be working your street for the next **5 to 7 days**.

If one of the boxes below are checked, you may need to temporarily adjust where you keep your vehicle. Otherwise we will not be doing anything at street level that will affect parking.

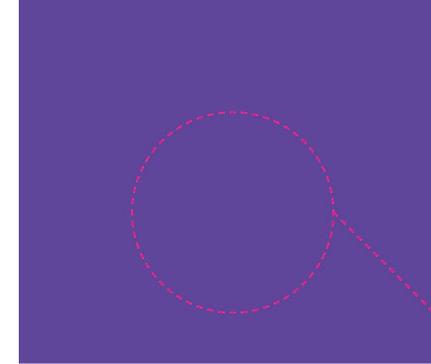
- We will be working in the roadway. Please make sure your vehicle is parked off the street.
- We may block your driveway at times during construction. Please park on the street to avoid getting blocked in.

To learn more about construction:

**glofiber.com/construction
1-866-997-6474**

How are we doing?

Complete a survey about construction in your area by hovering your phone camera over the QR code or visiting glofiber.com/feedback



Why Glo Fiber?



Faster upload speeds

Great for video conferencing, uploading large files, online gaming, 4K video streaming.



A consistent, steady connection

Connection is glitch free and not affected by heavy internet traffic times.



Local, friendly, customer service

Our knowledgeable team provides such remarkable service that you will be disappointed you don't need to call us more often.



Business Services

We offer secure, reliable and scalable network solutions, for any size business.

Register for exclusive deals and updates!

Enter your address at
glofiber.com



Construction

Direct Mail Journey

Touchpoint: Direct Mail #3

Timing: 30 Days prior to activation

Target: send to all addresses in LCPs/DSAs, with pre-register exclusive offer

glo fiber

CONSTRUCTION IS ALMOST COMPLETE

Pre-register now for fast, reliable **fiber internet** with real local support and get a

FREE
\$50 GIFT CARD

EXCLUSIVE PRE-REGISTRATION OFFER

Visit **glofiber.com** to get started.
Restrictions apply.

How to pre-register:

- 1 Visit **glofiber.com**
- 2 Click **CHECK ADDRESS** →
Enter your address and select **PRE-REGISTER**.
- 3 **Complete the form**
Enter a few details and click **REGISTER ME NOW**.

Special Pre-Registration Offers!
Register now for fast, reliable fiber internet service and get:

- Free \$50 Gift Card**
Pre-registered customers can choose a gift card from select retailers when signing up within 30 days of service availability.
- Priority Scheduling**
Get first pick of installation appointment windows.
- Free Installation**
A \$100 value!

ACT NOW!
You must pre-register BEFORE services are available to be eligible for this exclusive offer.

To get started, visit **glofiber.com**

glo fiber

SCAN NOW

Required Clear Space

Required Clear Space

<FULL NAME>
<ADDRESS 1> <ADDRESS 2>
<CITY>, <STATE> <ZIP>

GIFT CARD OFFER: Eligible customers may select a \$50 Gift Card from a list of national retail vendors. Participating merchants are not affiliated with Glo Fiber and do not sponsor this promotion. Valid for pre-registered customers who sign up within 30 days of service availability and retain service for at least 60 days. Must be 18+ in good standing after second bill has been paid, and not have had Glo Fiber in past 100 days. Gift card selection provided by third party partner. Allow up to 6 weeks for delivery. **FREE INSTALL:** New customers ordering service may also receive free professional installation (regularly \$100). Taxes and equipment charges not included. Prices shown include \$5 Automatic Payment and Paperless Billing discount. Offer subject to change between the time you pre-register and when service becomes available. All services rates and speeds not available in all areas. Offer subject to eligibility verification and guidelines and other restrictions may apply. ©2025 Glo Fiber.

Post Construction Direct Mail Journey

Touchpoint: Direct Mail #4
 Timing: 5 days within LCP launch
 Target: send to all addresses in LCPs/DSAs / Activation – BAU (offer is market-dependent)

The front of the direct mail envelope features the 'glo' logo in white on a purple background. Below the logo, it says 'Ready. Set. Glo!' and '100% fiber-optic internet service is now available in your neighborhood'. A purple banner at the bottom says 'To get started, visit: glofiber.com'. On the right side, there are three icons with labels: 'Fiber Internet', 'Streaming TV', and 'Home Phone'. At the bottom right, there is a QR code and a small text box that says 'How was the construction process? Scan the QR code to complete a survey about construction in your area.' The back of the envelope is white and contains the following text: 'Switch to simply brilliant fiber internet. Who hoo! Construction is complete. Sign up now for faster, more reliable internet, with local support from real people. What are you waiting for? Call 1-833-WANT-GLO or visit glofiber.com right now to get glo-ing!' There is also a QR code and a small text box: 'Scan the QR code to complete a survey about construction in your area.' The address 'SAMPLE A SAMPLE 123 MAIN STREET ANNTOWN USA 12345' is printed in the center. A purple 'glo fiber' logo is at the bottom right, and a pink 'POSTAGE GOES HERE' stamp is at the bottom left.

The back of the direct mail envelope features the 'glo fiber' logo at the top left. To the right is a purple circle with '5 YEAR FIBER PRICE GUARANTEE' in white. Below the logo, it says 'Simply brilliant fiber internet is now available.' and 'Glo Fiber provides the area's fastest speeds, up to 5 Gbps, and helpful, friendly, local support from real people.' There are four icons with labels: 'Fiber Internet', 'Streaming TV', 'Home Phone', and 'Business Services'. A purple banner says 'PLUS FREE INSTALL*'. Below that, it says 'For rates and additional promotions, visit glofiber.com'. The middle section has three bullet points: 'A fast, reliable fully fiber network. The Glo network is 100% fiber, all the way to your door.', 'Symmetrical speeds. Upload speeds as fast as your fast download speeds.', and 'Highly rated local, support. Real support from real people. No bots or recordings.' Below this is a white speech bubble with 'CONTACT US TODAY' and 'Call 1-833-WANT-GLO' and 'Click glofiber.com'. A purple banner says 'or scan to switch' with a QR code. At the bottom right, there is a photo of a woman sitting cross-legged on the floor, using a laptop with the 'glo' logo on it. Small text at the bottom left reads: '5 YEAR PRICE GUARANTEE: New customers only. 5 Year Price Guarantee with free professional installation on in-home only. \$500 on select internet plans only. Not available in all areas. Does not include equipment. Based on other fiber customer must be converted to both download and upload speeds to receive promotional pricing and guarantee. If a customer changes plans within 5 years, or uninstalls from full fiber or fiber-optic service, their offer will apply. May not be combined with other offers. Customer must remain in good standing to retain 5 Year Price Guarantee and promotional pricing. All services, additional options, not available in all areas. Subject to eligibility guidelines and other restrictions may apply.'