

CAMPANHAS_OCT_OFERTA PAIS_2012

MIGRAÇÃO (Portfólio OI CONTA TOTAL)

GRUPO 1: AM e AP

| CAMPANHA | OFERTA | PLANO | Multa | Canal |
|----------------------|-------------------------|-----------|----------------------|----------|
| FID_MIG_JUL12_OCT_G1 | OCTLight_49.63%_FID_MIG | OCT light | Com multa de serviço | Hot line |
| | OCT2_35.82%_FID_MIG | OCT 2 | | |
| | OCT2+_34.06%_FID_MIG | OCT2+; | | |
| | OCT3_30.27%_FID_MIG | OCT3; | | |
| | OCT3+_29.35%_FID_MIG | OCT3+; | | |
| | OCT4_28.23%_FID_MIG | OCT4; | | |
| OCT4+_22.52%_FID_MIG | OCT4+; | | | |

GRUPO 2: Demais UF's (DDDs

21,22,24,27,28,31,32,33,34,35,37,38,47,48,49,51,53,54,55,61,62,63,64,65,66,67,68,69,71,73,74,75,77,79,81,82,83,84,85,86,87,88,89,91,93,94,95,98,99)

| CAMPANHA | OFERTA | PLANO | Multa | Canal |
|----------------------|-------------------------|-----------|----------------------|----------|
| FID_MIG_JUL12_OCT_G2 | OCTLight_31.82%_FID_MIG | OCT light | Com multa de serviço | Hot line |
| | OCT2_30.17%_FID_MIG | OCT 2 | | |
| | OCT2+_28.79%_FID_MIG | OCT2+; | | |
| | OCT3_22.66%_FID_MIG | OCT3; | | |
| | OCT3+_29.35%_FID_MIG | OCT3+; | | |
| | OCT4_28.23%_FID_MIG | OCT4; | | |
| OCT4+_22.52%_FID_MIG | OCT4+; | | | |