

CAMPANHAS_OCT_OFERTA MÃES_2013

MIGRAÇÃO (Portfólio OI CONTA TOTAL)

GRUPO 1: AM e AP

CAMPANHA	OFERTA	PLANO	Multa	Canal
OCT_FID_MIG_MAE13_G1	OCTLight_49.63%_FID_MIG01	OCT light	Sem multa	Hot line
	OCT2_35.82%_FID_MIG_SMS01	OCT 2		
	OCT2+_29.35%_FID_MIG_SMS01	OCT2+;		
	OCT3_34.06%_FID_MIG_SMS01	OCT3;		
	OCT3+_28.23%_FID_MIG_SMS01	OCT3+;		
	OCT4_30.27%_FID_MIG_SMS01	OCT4;		
OCT4+_22.52%_FID_MIG_SMS01	OCT4+;			

GRUPO 2: Demais UF's (DDDs

**21,22,24,27,28,31,32,33,34,35,37,38,41,42,43,44,45,46,47,48,49,51,53,54,55,61,62,63,64,65,66
,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
OCT_FID_MIG_MAE13_G2	OCTLight_31.82_FID_MIG02	OCT light	Sem multa	Hot line
	OCT2_30.17%_FID_MIG_SMS02	OCT 2		
	OCT2+_29.35%_FID_MIG_SMS02	OCT2+;		
	OCT3_28.79%_FID_MIG_SMS02	OCT3;		
	OCT3+_28.23%_FID_MIG_SMS02	OCT3+;		
	OCT4_22.66%_FID_MIG_SMS02	OCT4;		
OCT4+_22.52%_FID_MIG_SMS02	OCT4+;			