

RockStar Contest Rules

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Participation

- All participants must be an active employee as of Jan 1, 2012, through June 8, 2012.
- Participating employees must be Midwest Area employees. (Employee reporting rolls up to or supports MWA President or MWA Non-Customer Facing VP.)
- All participants wishing to participate in RockStar must register during the month of January. Registration will close on January 31, 2012. No further registrations will be accepted after that date.
- In order to qualify to attend final event competition and activities, employees cannot be on a written disciplinary (Written or Final Written) action plan for any reason.
- Employees must have approval from their manager or other direct leadership to participate in RockStar program prior to registering. Leadership will be provided weekly updates on participant registration.
- Employees under 21 years of age who qualify to attend RockStar Final events must agree to and abide by any terms set by the RockStar Core Team as well as State and Federal Laws regarding consumption of alcohol at the final event.
- Employees who change channels or job titles during the course of RockStar competition will be reviewed by the RockStar Core Team on a case by case basis for eligibility. This is dependent upon timing, location, channel or title change.
- Participants must agree to and abide by the Rules and Regulations of the RockStar program or may be disqualified from the competition. In the case that a participant is found not supporting the VZW Core Values, Sr. Leadership and RockStar Core Team will make a decision on the individual's continued participation in the program.

Customer Facing Competition

- Customer Facing employees are those that work directly with our external customers. Channels include but are not limited to: Retail, Customer Care, B2B, Indirect, National Retail, Telesales and CMO.
- Customer Facing competition will be through a cumulative monthly scorecard (Jan – Apr) consisting of two (2) to three (3) measurable metrics and a Show It score based on a fifty (50) point scoring sheet.
- Each channel will have their own metrics based upon their group responsibilities. These metrics will be defined for each channel on the RockStar website.
- Each month will have a different weight to metrics and Show It score with increasing emphasis on the Show It score. February and March will be weighted 75% for metrics and 25% for Show It. April will be weighted 50% for metrics and 50% for Show It.
- Metrics will be measured on a points system based upon performance. For example, if the metric is ATR, less than 3.0 would be 1 point, 3.0 – 3.5 would be 2 points, 3.5 – 4.0

would be 3 points and so on. The point ranges will be available along with metric descriptions on the RockStar website. Point ranges and values may be adjusted each month to accommodate for any promotions or launches. If this does occur, it will be called out on the RockStar website and point ranges will be updated to reflect the change.

- Because metric results are cumulative, NO adjustments will be made to metric results based upon time off, quota relief, chargebacks, exceptions, discrepancies, etc.
- Stack ranked results will be posted to the RockStar website.
- Three (3) Show Its will be included in the scorecard for Feb – Apr. January will not include a Show It because of registration process during this month.
- Leaders will be responsible for administering Show Its to those participating in the RockStar program and recording their scores on the RockStar website. Each month, it is recommended that a higher level of leadership administer the Show It. For example, for February – Show It administered by Manager, for March – Show It administered by District Manager, for April – Show It administered by Director.
- A score sheet will be provided to be used for scoring of the Show It. The same score sheet will be used for all Show Its. Each channel may have their own particular scoring form based upon customer interaction techniques used by that channel.
- Show It results MUST be submitted by the last day of each month.
- One hundred and fifty (150) Customer-Facing employees will qualify to attend the RockStar Finals based upon their scorecard results and meeting the guidelines outlined in the “Participation” section. The 150 are broken down into Channel and Region below:

- SALES

	Retail	B2B	Indirect
OHPA – 29 total	17	7	5
GP – 18 total	10	4	4
KSMO – 12 total	6	3	3
MIINKY – 19 total	10	5	4
ILWI – 22 total	12	6	4

- CUSTOMER CARE
 - 40 total
- TELESALLES/CMO
 - 10 participants
- The Channel/Region breakdown is based upon number of employees in channel/region versus total number of employees of MWA.

- Region/Channel Leadership will have final decision on participants attending the RockStar Final event. The decision may be based on, but not limited to, quota attainment, job performance or disciplinary action.
- Participants who qualify for the RockStar Finals but are unable to attend for any reason will forfeit any awards or gifts associated with the Final event. If possible, the next eligible participant from the same region/channel will be invited to attend.

Non-Customer Facing Competition

- Non-Customer Facing (NCF) employees consist of those Midwest Area employees who do not work directly with our external customers and act in a support, operations or logistics role. Channels include but are not limited to: Network, Marketing, Finance, Legal, Human Resources, Financial Services, etc.
- Any NCF employees involved in planning of the RockStar program are excluded from participating.
- All NCF employees wishing to participate must register on the RockStar website by Jan 31, 2012. No further registrations will be accepted after this date.
- The first round of NCF competition will consist of an automated online quiz, consisting of questions about any VZW product or service, taken during the month of February.
- The quiz will be available through VZLearn (a link will be distributed to those who are registered).
- Participants will have only TWO (2) attempts to take the quiz. Participants should schedule time to take the quiz away from distractions. The quiz should take no longer than one (1) hour to complete.
- Those participants who qualify from February's Quiz round will be notified of their progression to the next round of competition.
- March will consist of a video submission round. Participants will work with their manager to create their own video using a wireless or other device on a particular topic to be determined. The videos should be no longer than 5 minutes in length and filmed using a smartphone, tablet or other mobile device. Participants will be provided a link to a special section of the RockStar website to submit their videos.
- Non-Customer Facing Leadership and the RockStar Core Team will determine the qualifiers moving on to the next round of competition. Videos will be judged on creativity, enthusiasm, product knowledge, customer benefit and portrayal of core values using a scoring form that will be provided prior to submission of videos.
- Submitted videos become property of RockStar program and may be used in future RockStar media.

- Depending upon number of participants, a Show It round could be included for April. Details to this round will mirror the show it rules for Customer Facing competition.
- Twenty five (25) NCF employees will qualify to attend the RockStar Finals.
- Participants who qualify for the RockStar Finals but are unable to attend for any reason will forfeit any awards or gifts associated with the Final event. If possible, the next eligible participant from the same region/channel will be invited to attend.

Leadership Competition

- Leaders will be able to participate in RockStar through a Leadership Nomination Process.
- Director level and above will be provided nomination forms to submit for consideration.
- Nominations will be based upon but not limited to team performance, team improvement, coaching skills, and peer relationships/recognition.
- Any information, metrics or examples supporting the nomination must be submitted with the nomination form. The nomination form will provide more specific examples of metrics that can be provided.
- Nomination forms will need to be returned by Apr 1, 2012.
- Area Sr. Leadership and the RockStar Core Team will choose the top leaders based upon nomination forms submitted.
- Twenty-five (25) area leaders will be invited to attend the RockStar Finals.
- The leaders invited to attend will also act as judges or customers during Show-It for the semi-final and final competitions.
- Participants who qualify for the RockStar Finals but are unable to attend for any reason will forfeit any awards or gifts associated with the Final event. If possible, the next eligible participant from the same region/channel will be invited to attend.

Final Competition

- Two hundred (200) MWA employees will be invited to attend and compete in the RockStar Finals.
 - The 200 consists of 150 Customer Facing (CF) employees, 25 Non-Customer Facing (NCF) employees and 25 Leaders.
- CF and NCF employees will compete in a Semi-Final Show It round where they will be given a customer scenario and will recreate a portion of the customer interaction based upon the scenario.
- Scenario interactions may be recorded and used in future RockStar media.
- The 25 Leader participants will act as customers or judges for the Semi-Final round.

- CF and NCF employees will compete in Semi-Final heats to determine 17 RockStar Finalists.
 - Heats will be based on Channel or Group and each heat group will be chosen at random.
 - Retail employees will compete in 1 of 5 heats with 11 participants in each.
 - Indirect (incl Nat'l Ret.) will compete in 1 of 2 heats with 10 participants in each.
 - Customer Care will compete in 1 of 4 heats with 10 participants in each.
 - Telesales/CMO will compete in 1 heat with 10 participants.
 - B2B will compete in 1 of 2 heats with 12 and 13 participants.
 - NCF will compete in 1 of 2 heats with 12 and 13 participants.
- Seventeen (17) RockStar Finalists will consist of 5 Retail, 2 Indirect, 4 Customer Care, 2 Telesales/CMO, 2 B2B and 2 NCF participants.
- The Seventeen (17) Finalists will compete against other finalists from their channel/group to determine Six (6) MWA RockStar Winners.
 - Winners consist of one (1) Retail, one (1) Indirect, one (1) B2B, one (1) Customer Care, one (1) Telesales/CMO and one (1) NCF.
- Finalists will compete in front of MWA Sr. Leadership as well as all RockStar participants in the Final round.
- Finalists will compete using a Final Show It, presenting their interaction with a customer in front of Sr. Leadership and audience.
- Winners will be announced at the awards dinner.
- Any participant who is not available or prepared for their scheduled competition/presentation time slot during the Semi-Finals or Finals could be disqualified and will not be allowed to attend any events following the competition.
- Dress for Semi-Final and Final competition is business professional. Dress for all other RockStar Final activities is casual.

Awards

- Each of the 200 participants (150 CF, 25 NCF, 25 Leader) qualified to attend the RockStar Finals will receive \$100 Recognizing You! awards.
- Each of the 17 Finalists who move on to compete in front of MWA Sr. Leadership will receive an additional \$200 Recognizing You! awards.
- Each of the 6 MWA RockStar Winners will receive an additional \$1000 Recognizing You! award.
- Awards are non-transferable.
- All awards and gifts may be subject to local, state and federal taxes.

- Verizon Wireless reserves the right, prospectively, or retrospectively, within its sole discretion, to amend, change or cancel the rules of the contest. Should the contest be terminated prior to the stated expiration date, notice will be sent.