

AT&T Done Paying T-Mo Customers to Switch

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AT&T confirmed Tuesday that it has ended its incentive program that offered T-Mobile users up to \$450 per line to switch carriers. AT&T said when it launched the program that it was a limited-time offer but did not specify how long it would last.

The program let T-Mobile customers switch to AT&T and trade-in their current smartphone for a promotion card of up to \$250. That money could be used toward AT&T products and services and is still being offered by the carrier. However, under the program, T-Mobile customers could also receive an additional \$200 credit per line when they transferred their wireless service to AT&T and chose an AT&T Next plan, bought a device at full retail price or activated a device they currently owned. That offer has been discontinued.

In a tweet Monday night, T-Mobile CEO John Legere cast AT&T's strategy as "#doingitwrong."

"That was quick! @ATT already revoking the \$450 bribe to @TMobile customers? People weren't falling for it, were they #Randall? #doingitwrong," Legere tweeted.

AT&T rolled out its offer in a move that was viewed by many as a way to preempt T-Mobile's own incentive [program](#) [1], which was announced at the International CES in Las Vegas in January. T-Mobile offered to pay the early termination fees—up to \$350 per line—for individuals willing to switch over and trade in their device. With the trade-in and ETF payoff, T-Mobile's offer, which is still running, could go as high as \$650 per line (up to five lines per family).

This appears to be only the beginning of the fight between AT&T and T-Mobile. AT&T last weekend rolled out its most aggressively priced plans to date, offering subscribers a 10 GB bucket of data for two lines that starts at \$130 per month. AT&T is also currently offering customers a \$100 bill credit to add a line to their account.

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<http://www.wirelessweek.com/news/2014/02/t-done-paying-t-mo-customers-switch>

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[1] <http://www.wirelessweek.com/news/2014/01/t-mobile-confirms-etf-payoffs-customers-who-switch>