Verizon Gives Discounts to Loyal Customers, Many Caveats to Qualify

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Verizon is offering some of its customers a break on their wireless bills, according to a report [1] from Fierce Wireless.

Verizon spokeswoman Debi Lewis confirmed for Wireless Week that the carrier has long offered reduced rates for long-standing customers. She said there are a lot of caveats to qualify for the reduced rates and as such the plans are not advertised.

"There's really not a lot of news here," Lewis said, noting the plans are just another tool that Verizon's customer care representatives can use to retain long-time loyal customers.

Lewis said the plans are not a direct response to competitive pressure from other players in the market. Fierce Wireless reported catching wind of the price breaks via Verizon online customer forums.

While T-Mobile's Un-Carrier initiatives have rocked the boat for AT&T and Sprint recently, Verizon has managed to stay above the fray [2]. AT&T meanwhile recently launched [3] Mobile Share Value plans, which start at $130 for two lines, 10GB of data and unlimited talk and text, a big reduction from the company's previous rates.

Not to be left out of the game, Sprint recently unveiled "Framily" plans, which start at $55 for unlimited talk, text and 1GB of data. From there, the plans decrease in price as more individuals are added to the plan, eventually dropping to $25 per month when a single plan hits 7 devices. Because each account can be billed separately, customers can choose who is in their group. For $20 per month, per line, Framily members can buy up to unlimited data plus get a new phone every year.

As of now, Verizon charges customers $180 per month for a plan similar to what AT&T is now offering with 10 GB of data and two lines.

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