Collective Social Action for Good
Ting Mobile Customer Program Benefits Planet Water Foundation

When a company that believes in helping people with clarity and honesty decides to take action and make a change in this world – great results happen.

Recently, Ting Mobile acquired TPO Mobile’s U.S. customer base – and to honor TPO’s charitable legacy, Ting provided a contribution to Planet Water Foundation for every TPO customer who converted to Ting Mobile. Planet Water Foundation was honored to be consistently rated to be the most popular charity among TPO customers, which empowered Ting Mobile and thousands of their new U.S. customers to provide Planet Water with a generous donation of more than $50,000. Due to the overwhelming success of the program, Ting Mobile has determined to create more customer activation opportunities to further Planet Water’s mission to provide 5 million people with clean water by 2025.

Ting is a star among the rising tide of Mobile Virtual Operating Networks (MVNO) that are revolutionizing the mobile carrier and broadband internet universe by offering access to their virtual network on a postpaid basis (a major subscriber benefit vs. prepaid), so subscribers only pay for actual use on the network. Throw away the contract too, because the subscriber owns the choice to stay or go based on price and network access quality – but STAY because Ting is focused on customer service first. This customer-centric approach delivers world-class access to high-speed networks and fits nicely into the emerging consumer marketplace that offers a solution that is budget friendly without compromises on quality (think Uber, VRBO, etc. that are built to thrive in a shared economy).

The intersection of Ting customer demographics is compelling because they are motivated by making social change through their purchases – supporting things they care about when paying for the necessities of life.

Bring your own hardware too. Ting Mobile makes a radical departure from the heavily subsidized smartphone incentives offered by the dominant carriers. The subsidies are bundled into the large carrier costs which elevates the prices, but not the value. Customers who bring their LTE phone to Ting Mobile pay for access to the network at a fair price based on use. Even smarter, use your smartphone to manage you monthly access so you can save even more rather than paying the one-size-fits-all carrier plans that may provide a consistent payment, but not the best overall value – and ultimately costs more (plus you’re still paying for the smartphone subsidies which makes Ting Mobile a clear winner for the buffet-adverse consumer).

Planet Water is thankful for the support from Ting Mobile’s donation made possible by their customers, and we are excited to step forward into the new partnership that builds upon an enduring legacy of an organization and its customers who improve the lives of others through collective social action.