

The Blue Bells

Service Simplified

A new ‘beyond Genius’ level of customer service where, by using data science, alerts, algorithms, and best-in-class resources and training, AT&T creates continuity of care like no other brand in the world.

Audience: Main Street Customers (Consumers)



Criteria	Avg. score
Customer need/desire	5.0
Seeing AT&T in a new light	3.8
Differentiation in market	3.2
Business Value	3.5
Brand love/loyalty	3.6
Greater Possibility	2.4
Simplicity	4.0
Expertise	3.4
Inspiration	2.8
Excitement	3.0