Outbound call (Upselling)  
  
**Opening Spiel/ Introduce yourself and the company**  
C: Hello?

R: Hello, good day my name’s Lessy calling from Spotify Support may I

speak with miss Anna Philomena?

C: yes this is her

**State the purpose of the call/ state how much time you are going to borrow from them**

R: Hi good morning miss Anna I'm calling because Spotify Support actually has good news for you do you have 5 to 7 minutes to talk?

C: hmmm okay go ahead

R: Thank you. So we are well aware that you have been a valued user of SpotifyFree for almost a month now, and with your loyal attitude towards Spotify, we would like to offer a Spotify premium membership that gives you access to millions of songs without ad, how does that sound to you?

C: I’m aware of Spotify premium and I want to upgrade but I don’t have the money as I’m still a student. I’m okay with sticking with the free one for now.

**Assure the customer/ Tailor the call into what the customer needs**

R: Ohh that’s great! Spotify greatly values their users of different identities, especially so for students like you miss Anna. Spotify actually has a premium membership solely for you. Students get 2 months of Premium for only 75 pesos at your first subscription, with only 75 pesos per month after. With student premium, you can listen to music without interruption while studying.

C: wow I didn’t know that. That actually sounds good.

**Build connection by probing the customer**

R: Yes miss Anna, not only you can get 50% off the regular price, you can also have this privilege for a maximum of four years as long as you renew your student membership every 12 months. Would you like to hear more about this offer?

C: sure

R: Great! As I said earlier, with the student discount you can enjoy Spotify Premium with only half the original price. You can study with music easily now because aside from removing ads, you are not limited to shuffling anymore. You can skip and pick tracks, access Radio, listen to audiobooks, and enjoy the high-quality streaming that Premium offers. By default, the player runs at 160kbps on desktop; but Premium allows you to up this to 320kbps, which is about the best compression rate you’ll actually notice. The other huge benefit that Premium offers is offline listening. This allows you to save up to 3,333 songs each on three different devices. You can now save any album or playlist for offline listening. Finally, Premium allows you to use Spotify Connect, which controls Spotify music across multiple devices. With Connect, you can control what's playing on your laptop using your smartphone, or pair Spotify with dedicated hardware, such as speakers or your PS4.

C: Interesting. How do I apply for this?

**Confirm the customer’s account**

R: Great. Since you are already pre-approved, I will assist you in applying for the student discount. I just need to confirm your account number together with your first and last name.

C: Sure its 2019302615, Anna Philomena.

R: Got it. Thank you. I’ll send a link to your email address and you just have to sign in to your university’s portal through that link. After that, you will get an email from Spotify that says you can now enjoy Premium offers.

C: all right.

**Offer additional assistance**

R: Okay, is there anything I can assist you with regarding Spotify?

C: Nah I’m good.

**Close the call**

R: Okay, please don't hesitate to call our toll-free number for any assistance, thank you so much for your time. This is Spotify Premium good bye.

C: Thank you bye.