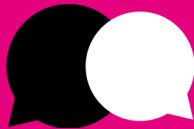


# UN-CARRIER **EXPERIENCE**

INTERACTION MODEL



# MAKE IT PERSONAL

Be your Un-carrier self! We **personalize** every customer interaction to make the best use of your **time**.

## Be your Un-carrier self

- Let the customer be them self
- Let your own personality show
- Be motivated, consider what inspires you.

## Have a two-way conversation

- Every conversation is different, there is no one-size fits all
- Speak in genuine language and involve the customer in the dialogue
- Get side by side, share the tools, show the customer what you see

## Spend time on what matters

- Show respect for the customer's time by starting with the original reason for their visit
- Find out what the customer already knows about T-Mobile so that you can tailor your conversation to what interests them



## Match needs to Un-carrier moves

- Deliberately ask customers to tell you about their experience and pain points
- Guide the conversation to match the customer's needs to specific Un-carrier moves

## Have Serious Fun

- Be curious about the person you're working with
- Have fun learning about them and building a T-Mobile relationship
- Acknowledge tenure and celebrate existing customers
- Provide the best service experience ever!

# EXPLORE & DISCOVER

Trying, seeing, feeling, asking...highly encouraged, there's **no rush!**

## Explore hands on, side by side

- Ask what they'd like to explore; such as apps, OS or device features
- Guide their exploration - help them touch, try, and experience our products and services
- Make the un-assisted elements, interactive displays, demo devices a part of the conversation
- Use the mobility tablet for exploring/showing together
- Use frontline tools (Family Match Tool, Data Calculator, Customer Handouts etc)



## Own our network

- Speak about the T-Mobile 4G LTE network with confidence with new and existing customers
- Use PCC, NCI and speed tests to ensure a great network experience
- Take action if/when you uncover a network issue.

## Demonstrate Products and Features

- Customize demonstrations to their specific interests

## Offer competitive comparison

- Share your expertise through competitive comparison

## Match their pace

- Make it quick or take your time based on their verbal and non-verbal cues
- Interact with the customer like it's the most important thing you will do today

# PROBLEM SOLVED

We get it. We'll **listen**, answer questions, **resolve** issues, whatever's needed, with **empathy**



## Listen, show empathy, and apologize

- Use eye contact and body language to show interest
- Focus on hearing what they are saying and confirm you understand what they have said
- Use empathetic statements to acknowledge concerns and apologize for negative experiences

## Appreciate routine transactions

- Thank them for coming in to the store
- Assure them you are here to help no matter what their reason for visit may be

## Take ownership

- Own the problem and stick with the customer until the issue is resolved- this is what will differentiate us from our competition
- Make it personal, don't take it personal

## Focus on resolution

- Explain how you can help and set realistic expectations, with confidence
- Show knowledge on processes for resolving issues in store
- Handle escalations with extra care

## Use resources & tools

- Use the tools available (Grand Central, MyT-Mobile, T-Community, RSL, leaders, etc.)

## Follow up

- Follow up with your customers and keep your commitments

# GUIDE THE PURCHASE

Ready to buy or not quite sure? Trust us. We'll **ask** the right questions, we're the **experts**.

## ★ Ask personalized questions

- Uncover what's broken in wireless for the customer, what their pain points are... with us or with other carriers
- Ask the right questions to uncover needs based on what the customer has already told you

**Uncover @Work needs** and determine next steps to provide the best solutions

## **Explain Why T-Mobile**

- Tell them about the Un-carrier story, our awesome people, the fastest growing 4G LTE Network and the current industry-shaking offers

## **Share product, network & competitive expertise**

- Build trust by sharing your industry-wide and T-Mobile specific knowledge
- Recommend Un-carrier products that match the customer's needs and solve their personal pain points

## **Give your personal recommendations**

- Offer personal experience stories, favorite products, what you use, what you like

## **Overcome hesitations**

- Continue the conversation, acknowledge and respond to any reservations they may have

## **Drive the purchase decision**

- Guide them to make an informed purchase decision today, you are the expert
- If they are not ready today, proactively set the follow up

# STAY CONNECTED

On your device that's **ready to go**. To us, to your T-Mobile person...in **ways that work**.

## Put the device in their hand, ready to go

- Ask the customer if they have time for a complete onboarding or would they like to follow up after they have had a chance to play on it
- Be sure the basic set-up of the device is ready to go! (contacts, pictures, email, fav. apps)
- Show them how to use the features that matter most to them



## Set the right expectations

- Cover what the customer needs to know from the first bill, to device and/or accessory installments, or how Carrier Freedom works, all based on their specific needs.

## Review the self serve options

- Review the T-Mobile app for their convenience, get help, pay bills, make account changes all right from their device

## Connect on their terms

- Ask the customer if and how they'd like to stay connected (email, text, social, phone)
- Assure them that you're here to help with any/all of their T-Mobile needs now and in the future- this is critical for building new and deepening existing customer relationships
- Make your follow-up personal with questions and information specific to them

## Offer to help friends & family

- Take the opportunity to discuss the referral program and offer your expertise for their friends and family based on the experience in-store today

## Ask for customer feedback

- Encourage them to share their feedback about the in-store experience today!