

OBSERVATION GUIDE



UN-CARRIER
EXPERIENCE
INTERACTION MODEL



Associate: _____

Date: ____/____/____

Customer Reason for Visit: _____

☐ New Customer

☐ Existing Customer

Note: Not all behaviors will be applied to every interaction.

I ❤️ to **Make it Personal**

Be your Un-carrier Self | Have a two-way conversation | Spend time on what matters | ★ **Match needs to Un-carrier moves** | Have Serious Fun

**MAKE IT
PERSONAL**

Explore & Discover #Letmeshowyou

Explore hands on, side by side | ★ **Own Our Network** | Demonstrate products & features | Offer competitive comparison | Match their pace

**EXPLORE &
DISCOVER**

Problem Solved I **OWNED** it!

★ **Listen, show empathy & apologize** | Appreciate routine transactions | Take ownership | Focus on resolution | Use resources & tools | Follow up

**PROBLEM
SOLVED**

Guide the Purchase Like **A BOSS!**

★ **Ask personalized questions** | Uncover @Work needs | Explain Why T-Mobile | Share product, service & network expertise
Give your personal recommendations | Overcome hesitations | Drive the purchase decision

**GUIDE THE
PURCHASE**

Stay Connected I'm Your **T-Mobile BFF!**

Put the device in their hand... Ready to go | ★ **Set the right expectations** | Review the self serve options | Connect on their terms
Offer to help friends & family | Ask for feedback

**STAY
CONNECTED**

Completed by: _____

☐ Full Observation

☐ Partial Observation

T-Mobile confidential and proprietary. For internal use only. Not for customer distribution.

