#### **UN-CARRIER EXPERIENCE INTERACTION MODEL**



EXPLORE & DISCOVER

PROBLEM SOLVED



STAY

#### LET'S GO!

What's the Interaction Model all about?



#### We're changing wireless for good with the Interaction Model!

Rooted in our Un-carrier Principles, the Interaction Model is how we drive a truly Un-carrier in-store experience. It's how we build new relationships, deepen existing relationships, and continue to drive sales. It allows us to relentlessly help customers improve their connection to the world, with T-Mobile as their wireless provider.

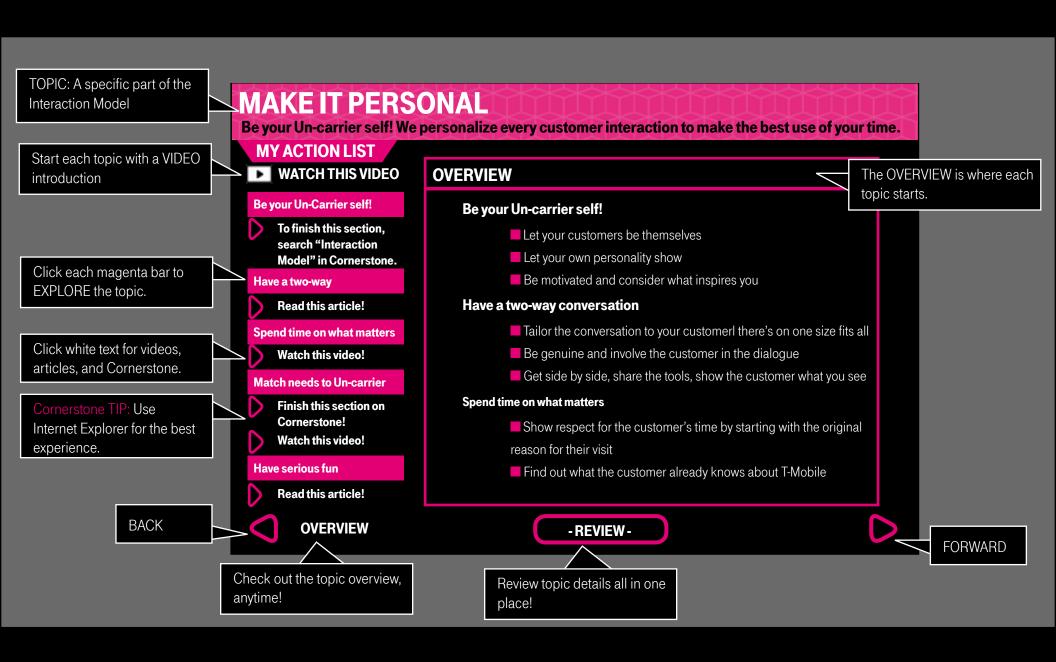
The Interaction Model is our guide to building meaningful customer relationships and is based on these five key concepts:

- **■MAKE IT PERSONAL**
- **■PROBLEM SOLVED**
- **GUIDE THE PURCHASE**
- **■EXPLORE & DISCOVER**
- **STAY CONNECTED**

Get ready to discover everything you need to know about the Interaction Model, and plan to use it to bring the Un-carrier to life!

#### HOW TO NAVIGATE EACH TOPIC

Get the most out of this document.



#### **MAKEIT PERSONAL**

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

## **EXPLORE & DISCOVER**

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

## **PROBLEM SOLVED**

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

# **GUIDE THE PURCHASE**

Ready to buy or not quite sure? Trust us. We'll ask the right questions, we're the experts. No rush!

# STAY CONNECTED

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