

HOW TO USE THIS FACILITATOR GUIDE

This guide is used to assist facilitators in delivering topics to learners in a clear and efficient manner. Facilitators will need to perform the following tasks prior to the start of the course.

- Read through the facilitator guide.
- Confirm you have access to the tools and resources.
- Practice using the tools and resources to support the delivery of the key topics.

The Ready! content was designed with both **T-Mobile Corporate-Owned Retail (COR) & TPR employees** in mind. But there are a few **topics that apply to COR employees only**.

This guide will identify those topics in the **Topics, Tools, & Time section** & throughout the guide with **(COR ONLY)**. When a topic is identified as **(COR ONLY)**, TPR trainers are encouraged to use this time to deliver the topic objective as it aligns with their business.

Key Terms	What it Means for You
PURPOSE	Provides the WIIFM of the topic and/or activity.
TIME	Indicates the approximate time for the activity.
ASK	Ask the learners this question and wait for responses.
EXPLAIN	Use your own words to deliver the content.
ACTION	Indicates a task the facilitator must do.
INSTRUCTIONS	Provides steps on how to complete an activity .
DEBRIEF	Guided discussion to gauge knowledge retention.

STANDARD MODULE FLOW



TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
Intro		0:15
Introduce the topic for today.	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation• Customer Onboarding PDF: https://c2.t-mobile.com/docs/DOC-434935	
DIY Activity		1:00
<ul style="list-style-type: none">• Research• #GetOutOftheRed WBT• Debrief	<ul style="list-style-type: none">• Facilitator Guide & Participant Guide• Presentation• Customer Onboarding Video: https://c2.t-mobile.com/docs/DOC-435747• #Getoutofthered WBT	
Approximate Time: 1:15		

PURPOSE



To teach the importance of onboarding customers the right way, based on individual customers' needs. Mobile Associates learn to offer a customized approach, so that the customer leaves the store, device in hand, ready to go. Some customers may want a full onboarding experience and others may prefer to do most of it on their own. This module will focus on the customer onboarding tool in REMO.

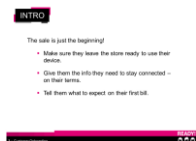
After successfully completing this course, you will be able to:

- Identify the steps to onboard a customer after the purchase, using the Customer Onboarding Tool.
- Explain the fine print of the purchase, in order to avoid a poor customer experience.
- Offer a personalized Stay Connected experience, based on the customer's needs.

ASK

The customer said, "Yes!" You've closed the sale. Mission accomplished, right? Now what? Are you done working with that customer? What comes next?

EXPLAIN



Explain the following, in your own words:

- Once the customer decides to activate that mobile internet service for a new tablet or upgraded with JUMP!, we've still got work to do.
- Customers have told us straight out that we aren't doing a great job of onboarding them. What's happening?
 - Contacts and pictures are lost during an upgrade.
 - The customer is getting surprises on their bill.
 - They are walking out with non-working devices.
- NOT good! We want to make sure to help our customers leave the store with their new device working, all their previous information on their new phone, and a clear understanding of what to expect on the bill.

ASK

How does it help US to ensure a good onboarding experience for each customer?

INTRO CONTINUED

EXPLAIN



- We want customers to understand how they can stay connected with T-Mobile and their T-Mobile person. That's you!
- Stay Connected isn't just about onboarding a new customer – it's something that should happen with EVERY customer.

DO

- Pull up the Customer Onboarding PDF <https://c2.t-mobile.com/docs/DOC-434935>.

EXPLAIN

- What exactly should happen? There are three big expectations of onboarding. You'll learn about the details in your DIY but here's a teaser. If it's appropriate for your customer, cover these things:
 1. **Before You Go** – set the right expectations with billing, download the T-Mobile app, and put the device in their hand ready to go!
 2. **What's Next? DIY** – complete carrier freedom, send in a device, visit support.t-mobile.com and check port in status.
 3. **Stay Connected** – stay connected, refer friends and family, and take the customer survey. Let's review what Stay Connected is all about.

DO

Briefly review the Stay Connected behaviors.



INTRO CONTINUED

EXPLAIN



- You learned in the Interaction Model that we connect with customers on their terms. That means they get to choose when, how, and how long.
- For some customers, this may mean simply making sure their phone is activated and explaining those things we need to cover, like what to expect on their bill, restocking fees, etc.
- For others, it may mean helping them transfer all their data from the old phone over to their new phone, showing them how to use certain features, and putting their screen protector on.
- We never want to assume. We pick up on cues from our customers and give them the option to choose a simplified or a full onboarding experience.

ASK

What can we do for that customer who wants the full Stay Connected experience, where you help them get everything set up on their new device, but they don't have much time?

(Look for responses that indicate we can help the customer with the basics and set up a time to reconnect when it's convenient for them.)

EXPLAIN

There's also some 'fine print' type of information we should cover. It's the stuff that brings joy to our Legal team. Things like:

- What to expect on the first bill.
- If they are taking advantage of EIP, explaining the details of the installment plan.
- Our policy on returns/exchanges & restocking fees.
- Buyer's remorse policy.

And if we are rescuing a customer from Verizon, AT&T or Sprint, it's so important to give them as smooth of a transition as possible. This can include things like walking them through the process for T-Mobile to cover their ETFs and phone payoff, if applicable.

There are some very specific steps to take if a Verizon customer is taking advantage of our #GetOutOftheRed offer. During today's DIY assignment time, you'll learn about how to get those customers started off with a "wow" experience!

PURPOSE

To research customer onboarding steps, learn about switching phones, and take the #GetOutOftheRed WBT.

INSTRUCTIONS

See the **DIY Activity** slide.



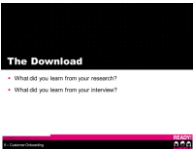
- Review the instructions on the slide.

EXPLAIN

- You will have 45 minutes to complete the activities on the slide.
- Be sure to leave 15 minutes to complete the #GetOutOftheRed WBT.
- After 45 minutes, rejoin the class to share what you've learned!

DEBRIEF

See **The Download** slide.



- How did your research go?
- Ask for volunteers to share what they learned from the interview with their peer.