



Customer Story: **DAN**

Dan has been with T-Mobile for four years. He bought his device a year and a half ago. He can't hear anything when his phone rings. He mentions that he can't hear the caller unless his phone is on speaker and it's inconvenient when he tries to listen to music at work and in the gym. This has been happening for a few days and he hates having to use his phone this way. He currently has one line on his account. He's hoping that he doesn't have to purchase a new phone.

Things to **CONSIDER**

- What should your initial response to Dan sound like to show empathy and apologize?
- How will you use REMO to troubleshoot Dan's device?
- What are some personalized questions you would ask to uncover the best solutions for Dan's situation?



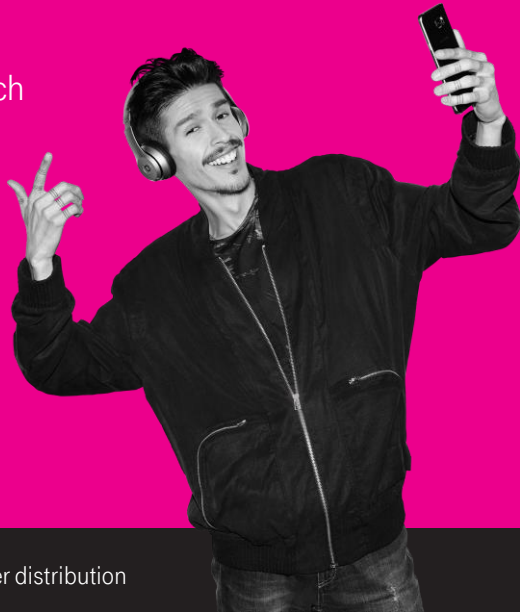
Customer Story: **KEVIN**



Kevin recently switched to T-Mobile and walked into your store pretty bummed out. He says, "I don't know if my phone is in warranty or not, but my sweet baby girl got ahold of it and tossed it from the kitchen counter. Long story short we have tile floors and the screen cracked right away. It still works, but I'm really just hoping we can maybe, replace the screen or something."

Things to **CONSIDER**

- How can I show that I care about Kevin and his situation?
- Which Un-carrier moves match Kevin's needs?
- What expectations would you set with Kevin that will be most important for him to understand?



Customer Story: **JANET**



Janet has been with T-Mobile for two years and has come in to pay her bill. After talking about the weather, sports, and daily errands, you uncover that Janet owns her own small business.

YES, she has her business information with her!

YES, she would like to convert her current consumer account over to T-Mobile for Business.

Things to **CONSIDER**

- What additional needs could you discover by asking Janet personalized questions?
- Which Un-carrier moves would benefit Janet the most?
- How would you describe the benefits of a T-Mobile for Business account?



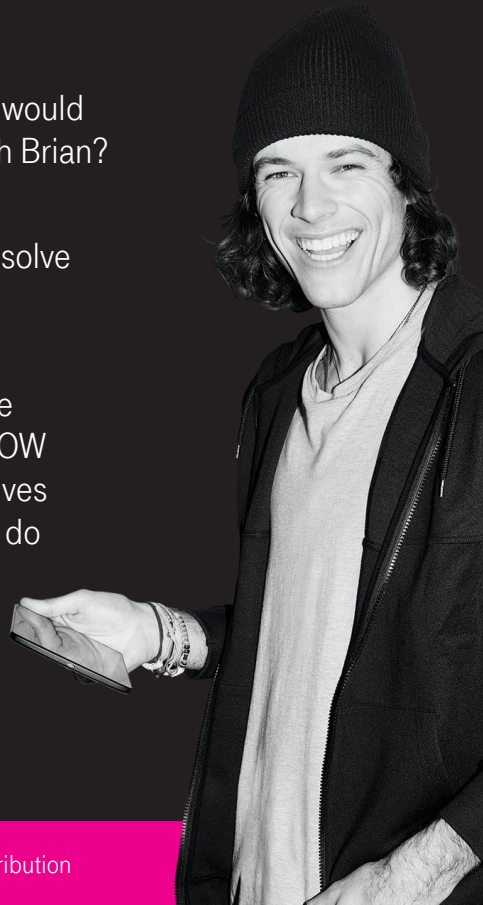
Customer Story: **BRIAN**



Brian is a T-Mobile customer. He is in his local T-Mobile store because his phone is not working! The device freezes whenever he is streaming music, his email won't open, and the Google play store app keeps force closing. After troubleshooting with no success, you discover that his device is under warranty and eligible for replacement.

Things to CONSIDER

- Which Interaction Model concepts would you start with in this interaction with Brian?
- How would you use REMO to help solve Brian's problem?
- Routine transactions and issues are opportunities for us to provide a WOW experience and differentiate ourselves from other carriers. How could you do that for Brian?



READY!

Customer Story: **ANGELA**

Angela is a woman of habit. She has been with her current provider for 10 years, but is curious about what's out there. She is nervous to switch because she finally understands her carrier's policies & fees after all these years. Angela's also about to buy a home and doesn't want her credit run. Because of her home purchase, she's trying to stick to a strict budget, so any surprise fees or paying a lot of money for a phone is out of the question.

Things to CONSIDER

- Which Interaction model concepts are going to be the most important?
- How can you set the right expectations when she leaves today?
- What would you do to help her stay connected with self-serve options?
- How would you use REMO to check her coverage area?
- How do your actions impact Angela's likelihood to recommend us to her friends or family?



Customer Story: **BRADY**



Brady is visiting his local T-Mobile store, again. He has dropped calls and has no service in some places. His friends can hear about every 5th word he says and it can take several phone calls to get through one conversation, even right from his own home. Last time he came to a store to complain about this and some other things about his service, the associates insisted it was just the phone acting up, since it's out of warranty. Brady left feeling as though the associates did nothing to help fix it.

Things to **CONSIDER**

- How would you listen, show empathy, and apologize in your first response?
- What can you do to match Brady's pace and spend time on what matters to him?
- How could you take ownership and focus on resolution in this scenario with Brady?



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!
- Have a two-way conversation
- Spend time on what matters.
- ★ Match needs to Un-carrier moves.
- Have Serious Fun

EXPLORE & DISCOVER

TRYING, SEEING, FEELING, ASKING...

highly encouraged, there's no rush!

- Explore hands on, side by side
- ★ Own our network
- Demonstrate products and features
- Offer competitive comparison
- Match their pace

PROBLEM SOLVED

WE GET IT. We'll listen, answer questions, resolve issues, whatever's needed, with empathy.

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

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 @Work needs
- Explain Why T-Mobile
- Share product, service & network expertise
- Give your personal recommendations
- Overcome hesitations
- Drive the purchase decision

STAY CONNECTED

ON YOUR DEVICE THAT'S READY TO GO!

To us, your T-Mobile person... in ways that work.

- ★ 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