BRINGING UN-CARRIER TO LIFE

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

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
- Set the right expectations
- Review the self serve options
- Connect on their terms
- Offer to help friends & family
- Ask for feedback

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!
- 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

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



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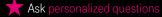


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