

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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