

# 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

