

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

## STANDARD MODULE FLOW



# Customer Experience Videos

## TOPICS, TOOLS, & TIME

Topics	Tools	Est. Time
<b>About</b>		
Overview for facilitators.	<ul style="list-style-type: none"> <li>Facilitator &amp; Participant Guide</li> <li>Presentation</li> </ul>	
<b>Video #1</b>		0:30
<ul style="list-style-type: none"> <li>Watch video</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator &amp; Participant Guide</li> <li>Presentation</li> <li>Video link: <a href="https://c2.t-mobile.com/docs/DOC-437606">https://c2.t-mobile.com/docs/DOC-437606</a></li> </ul>	
<b>Video #2</b>		0:30
<ul style="list-style-type: none"> <li>Watch video</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator &amp; Participant Guide</li> <li>Presentation</li> <li>Video link: <a href="https://c2.t-mobile.com/docs/DOC-437607">https://c2.t-mobile.com/docs/DOC-437607</a></li> </ul>	
<b>Video #3</b>		0:30
<ul style="list-style-type: none"> <li>Watch video</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator &amp; Participant Guide</li> <li>Presentation</li> <li>Video link: <a href="https://c2.t-mobile.com/docs/DOC-437608">https://c2.t-mobile.com/docs/DOC-437608</a></li> </ul>	
<b>Video #4</b>		0:30
<ul style="list-style-type: none"> <li>Watch video</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator &amp; Participant Guide</li> <li>Presentation</li> <li>Video link: <a href="https://c2.t-mobile.com/docs/DOC-437609">https://c2.t-mobile.com/docs/DOC-437609</a></li> </ul>	
<b>Video #5</b>		0:30
<ul style="list-style-type: none"> <li>Watch video</li> <li>Debrief</li> </ul>	<ul style="list-style-type: none"> <li>Facilitator &amp; Participant Guide</li> <li>Presentation</li> <li>Video link: <a href="https://c2.t-mobile.com/docs/DOC-437610">https://c2.t-mobile.com/docs/DOC-437610</a></li> </ul>	

## ABOUT

### PURPOSE

The purpose of the customer interaction videos is to enable learners to:

- Relate the Interaction Model to customer interactions
- Apply lessons learned to their own customer interactions

### INSTRUCTIONS

- Customer experience videos appear throughout the Ready! roadmap.
- The videos are a fun way to bring the Interaction Model to life, and start the day off with some serious fun energy and interesting discussion.
- These videos are meant to model **average** customer interactions.
  - **NOT** “what right looks like” or “what wrong looks like.”
  - The videos leave room for opportunity – on purpose!
- For each video, this facilitator guide will give you:
  - A high-level description of the video.
  - Which Interaction Model behaviors are covered in the video.
  - Callouts for the main positive behaviors and areas of opportunity.
  - A few debrief questions. Feel free to add your own, of course! We’ll use the ones from the observation guide for consistency. They’re all on the **last page of this guide** for ease of use.

### ACTION

For each 30-minute module, conduct the activity as follows.

**Timing: 5 minutes to watch the video, 25 minutes for the debrief.**

- Make sure your learners get what the videos are about.
- Recap the Interaction Model behaviors, or have learners do it for you.
- Encourage the use of a blank Certification Scorecard to help learners know what to be on the lookout for as they watch each interaction.
  - <https://c2.t-mobile.com/docs/DOC-437587>
- Play the video in class, or send a link for learners to watch on their own.
  - Click the play button on the slide to launch the video.
- Regroup after 5 minutes and debrief the activity.





### INTERACTION MODEL BEHAVIORS

- Make it Personal
- Guide the Purchase

### VIDEO LINK

<https://c2.t-mobile.com/docs/DOC-437606>

### VIDEO OVERVIEW

A new customer is interested in switching to the Un-carrier because of overages with their current carrier while traveling internationally. The Mobile Expert has many opportunities to be their Un-carrier self and explain “Why T-Mobile.”

### POSITIVE STUFF

- The decision to upgrade the device is left to the customer – no pressure here!
- The Mobile Expert does a nice job of matching signature moves to the customer’s situation and explaining “Why T-Mobile.”
- The Mobile Expert asked great questions to avoid pitfalls – Mobile Without Borders is great for occasional travelers (we shouldn’t avoid selling someone an international plan if they travel internationally frequently).
- The Mobile Expert explains the benefits of multiple rate plans and doesn’t try to just sell the more expensive plan because the customer is willing.

### ROOM FOR IMPROVEMENT

- The Mobile Expert fumbles the credit check conversation. How could they have asked to run credit in a better way?
- The Mobile Expert could have touched on **all** the signature moves relevant to this customer and tied them into the overage pain point: Mobile Without Borders, Simple Global, taxes and fees included, etc.

### DEBRIEF QUESTIONS

- See the last page of this facilitator guide.



### INTERACTION MODEL BEHAVIORS

- Explore & Discover
- Problem Solved
- Stay Connected

### VIDEO LINK

<https://c2.t-mobile.com/docs/DOC-437607>

### VIDEO OVERVIEW

A frustrated customer comes into a T-Mobile store after experiencing issues with dropped calls. They have an older device, and there have been significant network upgrades in the area recently. The Mobile Expert has to figure out how to tactfully show empathy, diffuse the tension, and solve the customer's problem.

### POSITIVE STUFF

- The Mobile Expert solves the customer's problem.
- The Mobile Expert nails Stay Connected, making sure to schedule a touch-base with the customer to ensure their issue is resolved.
- The Mobile Expert owns our network.

### ROOM FOR IMPROVEMENT

- The Mobile Expert struggles to show empathy at the beginning of the interaction, though they apologize for this once the customer has calmed down.
- The Mobile Expert does not immediately take full ownership of the issue, because they know that the issue shouldn't be happening due to recent network improvements.
- The customer accuses the Mobile Expert of trying to upsell them on a new device when coverage was their big concern. How could the Mobile Expert have avoided that?
- Even though the customer says they don't care about what 4G LTE means, the Mobile Expert continues to use that terminology.

### DEBRIEF QUESTIONS

- See the last page of this facilitator guide.



### INTERACTION MODEL BEHAVIORS

- Explore & Discover
- Make It Personal
- Stay Connected

### VIDEO LINK

<https://c2.t-mobile.com/docs/DOC-437608>

### VIDEO OVERVIEW

A new customer is interested in switching to T-Mobile and upgrading their device. A (very knowledgeable) Mobile Expert struggles to match the customer's pace, and overloads them with information.

### POSITIVE STUFF

- The Mobile Expert has a lot of excitement and energy – they are being their Un-carrier self.
- The Mobile Expert does a great job asking the customer open-ended questions connecting the answers to features, devices, Un-carrier moves, etc.
- The Mobile Expert offers multiple ways to stay connected.

### ROOM FOR IMPROVEMENT

- The Mobile Expert did not match the customer's pace.
- The Mobile Expert struggles to actively listen (for example, showing a device they like even though the customer knew what they wanted coming in).
- The Mobile Expert presents way too much information. It's not always relevant, and ultimately causes the customer to feel like they need to "think about it" when they came in ready to buy.

### DEBRIEF QUESTIONS

- See the last page of this facilitator guide.



### INTERACTION MODEL BEHAVIORS

- Explore & Discover
- Make it Personal
- Problem Solved
- Guide the Purchase
- Stay Connected

### VIDEO LINK

<https://c2.t-mobile.com/docs/DOC-437609>

### VIDEO OVERVIEW

A small business owner comes in to pay his bill. The Mobile Expert asks questions and discovers that a T-Mobile for Business plan would be a good fit, but struggles to fully guide the purchase.

### POSITIVE STUFF

- The Mobile Expert is their Un-carrier self, and has an easy two-way conversation.
- The Mobile Expert uncovers a T-Mobile for Business need.
- The Mobile Expert appreciates routine transactions.

### ROOM FOR IMPROVEMENT

- The Mobile Expert did not drive the purchase decision.
- The Mobile Expert did not take the lead on staying connected – the customer had to ensure a follow-up would take place.
- The Mobile Expert was pretty good at matching the customer's pace, but probably could have presented more information about T-Mobile for Business plans and made a more personalized recommendation. The customer seemed interested.
- The Mobile Expert should have verified the customer's identity by asking for their ID before accepting payment.

### DEBRIEF QUESTIONS

- See the last page of this facilitator guide.



### INTERACTION MODEL BEHAVIORS

- Problem Solved
- Stay Connected

### VIDEO LINK

<https://c2.t-mobile.com/docs/DOC-437610>

### VIDEO OVERVIEW

A current T-Mobile customer with an older phone comes in to see about lowering their bill and addressing some issues with their device. The Mobile Expert shows empathy and mentions some solutions, but pushes for the customer to upgrade.

### POSITIVE STUFF

- The Mobile Expert shows empathy.
- The Mobile Expert shares product, service & network expertise.
- The Mobile Expert thanks the customer for being a loyal long-time customer.

### ROOM FOR IMPROVEMENT

- The Mobile Expert shows knowledge about tools and resources, but does not actually use them to solve the customer's problem.
- The Mobile Expert does not try to lower the customer's bill, they try to keep it the same by switching rate plans and adding on a device.
- The Mobile Expert barely squeezes in Stay Connected by passing the customer a business card when the customer gets rescued from the interaction by a phone call.

### DEBRIEF QUESTIONS

- See the last page of this facilitator guide.



## VIDEO DEBRIEF QUESTIONS

### DEBRIEF

#### Make it Personal

- Was the Mobile Expert their Un-carrier self?
- Did the Mobile Expert have a two-way conversation?
- Did the Mobile Expert spend time on what matters...to the customer?
- Did the Mobile Expert match needs to Un-carrier moves? ★
- Did the Mobile Expert and the customer have serious fun?

#### Explore & Discover

- Did the Mobile Expert explore hands on, side by side?
- Did the Mobile Expert own our network? ★
- Did the Mobile Expert demonstrate products & features?
- Did the Mobile Expert offer competitive comparisons?
- Did the Mobile Expert match the customer's pace?

#### Problem Solved

- Did the Mobile Expert listen, show empathy & apologize? ★
- Did the Mobile Expert appreciate routine transactions?
- Did the Mobile Expert take ownership?
- Did the Mobile Expert focus on resolution?
- Did the Mobile Expert use resources and tools?
- Did the Mobile Expert share how they'll follow up?

#### Guide the Purchase

- Did the Mobile Expert ask personalized questions? ★
- Did the Mobile Expert uncover T-Mobile for Business needs?
- Did the Mobile Expert explain Why T-Mobile?
- Did the Mobile Expert share product, service & network expertise?
- Did the Mobile Expert give personal recommendations?
- Did the Mobile Expert overcome hesitations?
- Did the Mobile Expert drive the purchase decision?

#### Stay Connected

- Did the Mobile Expert put the device in their hand, ready to go?
- Did the Mobile Expert set the right expectations? ★
- Did the Mobile Expert review the self-serve options?
- Did the Mobile Expert connect on their terms?
- Did the Mobile Expert offer to help friends & family?
- Did the Mobile Expert ask for customer feedback?