

UN-CARRIER EXPERIENCE INTERACTION MODEL

**MAKE IT
PERSONAL**

**GUIDE THE
PURCHASE**

**EXPLORE &
DISCOVER**

**PROBLEM
SOLVED**

**STAY
CONNECTED**



LET'S GO!

What's the Interaction Model all about?



We're changing wireless for good with the Interaction Model!

Rooted in our Un-carrier Principles, the Interaction Model is how we drive a truly Un-carrier in-store experience. It's how we build new relationships, deepen existing relationships, and continue to drive sales. It allows us to relentlessly help customers improve their connection to the world, with T-Mobile as their wireless provider.

The Interaction Model is our guide to building meaningful customer relationships and is based on these five key concepts:

- **MAKE IT PERSONAL**
- **PROBLEM SOLVED**
- **GUIDE THE PURCHASE**
- **EXPLORE & DISCOVER**
- **STAY CONNECTED**

Get ready to discover everything you need to know about the Interaction Model, and plan to use it to bring the Un-carrier to life!

HOW TO NAVIGATE EACH TOPIC

Get the most out of this document.

TOPIC: A specific part of the Interaction Model

Start each topic with a VIDEO introduction

Click each magenta bar to EXPLORE the topic.

Click white text for videos, articles, and Cornerstone.

Cornerstone TIP: Use Internet Explorer for the best experience.

BACK

MAKE IT PERSONAL

Be your Un-carrier self! We personalize every customer interaction to make the best use of your time.


MY ACTION LIST

 WATCH THIS VIDEO

Be your Un-Carrier self!

 To finish this section, search "Interaction Model" in Cornerstone.

Have a two-way

 Read this article!

Spend time on what matters


 Watch this video!

Match needs to Un-carrier

 Finish this section on Cornerstone!

 Watch this video!

Have serious fun

 Read this article!

 OVERVIEW

Check out the topic overview, anytime!

OVERVIEW

Be your Un-carrier self!

- Let your customers be themselves
- Let your own personality show
- Be motivated and consider what inspires you

Have a two-way conversation

- Tailor the conversation to your customer! there's on one size fits all
- Be genuine and involve the customer in the dialogue
- Get side by side, share the tools, show the customer what you see

Spend time on what matters

- Show respect for the customer's time by starting with the original reason for their visit
- Find out what the customer already knows about T-Mobile

The OVERVIEW is where each topic starts.

- REVIEW -

Review topic details all in one place!

FORWARD

MAKE IT PERSONAL

Be your Un-carrier self! We personalize every customer interaction to make the best use of your time.

MY ACTION LIST

EXPLORE & DISCOVER

Trying, seeing, feeling, asking... highly encouraged, there's no rush!

MY ACTION LIST

PROBLEM SOLVED

We get it. We'll listen, answer questions, resolve issues, whatever's needed, with empathy.

MY ACTION LIST

GUIDE THE PURCHASE

Ready to buy or not quite sure? Trust us. We'll ask the right questions, we're the experts. No rush!

MY ACTION LIST

STAY CONNECTED

On your device that's ready to go. To us, to your T-Mobile person... in ways that work.

MY ACTION LIST