

# Customer Story: **MALCOLM**



Malcolm has been with Verizon for 10 years and just switched to T-Mobile. He purchased the latest iPhone with JUMP!® Malcolm is porting over his number and trading in a device to take advantage of Carrier Freedom™. He needs his work and personal email set up on his phone and his contacts and pictures transferred over. He also uses a ton of data for apps like CNN, Fandango, HBONOW, iHeart radio, Facebook, and Twitter. He signed up for Visual Voicemail so he needs help setting that up on top of the fingerprint scanner during initial set up.

## Things to **CONSIDER**

- Which Un-carrier moves match Malcolm's needs?
- What expectations would you set with Malcolm that will be most important for him to understand?
- What does 'device in hand, ready to go' mean for Malcolm?



# Customer Story: **STEVE**



Steve is thinking of switching to T-Mobile. He's on his parent's plan with AT&T and is pretty happy with the coverage and service he has received. He uses a Samsung device but isn't sure of his options, since he doesn't have established credit of his own. Steve likes to stream Netflix and music and uses his phone as his primary source of entertainment.

## Things to **CONSIDER**

- Think about asking personalized questions. What do you need to learn more about?
- How would you own our network in this conversation with Steve?
- How will you use REMO in your conversation with this potential switcher?
- Which Un-carrier moves would you match to Steve's needs?
- How could Why T-Mobile help Steve make a purchase decision today?



# Customer Story: **AMANI**



Amani has been with T-Mobile for a few years and would like to add a line for her daughter, Lena, who is about to start school at Temple University in Philadelphia. They just bought Lena a MacBook and would like to stick with Apple so the family can use Facetime. Lena uses Facebook and wants to stream her favorite shows.

## Things to CONSIDER

Amani's sister lives in Philly and had T-Mobile a few years ago. She switched carriers because she kept dropping calls and could never get service inside her apartment in the city.

- How will you use REMO to make this interaction an Un-carrier experience?
- What would you say to build Amani's confidence in our network and overcome any hesitations?
- Which Un-carrier moves would match Lena's needs?
- What would you say to encourage Amani and Lena to refer other family or friends?
- How would you encourage Amani to provide feedback through the Customer Survey?





# Customer Story: **Mika**

Mika has been with Verizon for five years and she is thinking of switching to T-Mobile. She has been happy with Verizon but she has heard about

T-Mobile plans and she is curious. She has three personal lines:

one line for herself, her husband, and an iPad she uses occasionally for work. She owns a consulting firm and her job has her traveling locally and abroad on occasion.

## Things to CONSIDER

- How would you make “Why T-Mobile” a part of this conversation with Mika?
- What personalized questions would you ask Mika to determine the Un-carrier moves that meet her needs?
- What would you demonstrate for Mika during this interaction?
- How can you use REMO to compare LTE Coverage?





# Customer Story: Juan

Juan just activated two months ago at his local T-Mobile store. He came into the store frustrated. He signed up for a promotional plan and is shocked to see that his bill is more than he was originally told. He doesn't remember agreeing to pay for something called JUMP!® And

he wants to know if he gets charged for data automatically. He is overwhelmed and disappointed that his bill isn't what the associate said it would be and is seriously considering canceling his service.

## Things to CONSIDER

- Which Interaction model concepts are going to be the most important when interacting with Juan?
- How would you make sure Juan knows you are here to help until his issue gets resolved?
- How can you set the right expectations when he leaves today?
- What would you do to help Juan stay connected with self-serve options?
- How do your actions impact Juan's likelihood to recommend us to his friends or family?



# MAKE IT PERSONAL

## BE YOUR UN-CARRIER SELF!

We personalize every customer interaction to make the best use of your Malcolm.

- Be your Un-carrier self
- Have a two-way conversation
- Spend Malcolm 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

# 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

# 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

# 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