

# 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

