

ROLE PLAY RULE SET

THINGS TO KEEP IN MIND WHILE GOING TO THE STORE

In order to extract insights from your meeting with the sales representative at the store, you need to act as if you are "real customers" and make sure they don't feel like "inspection staff from Fibabanka has come to audit them." For this reason, here are the rules to follow during the research.

These rules are as follows;

- Choose a product that costs more than 10,000 TL, especially one with limited credit card installment options. (Phone, laptop, gaming console, television)
- First, ask the representative technical questions about the product to convince them. Say things like "I researched online, they say this model is good, what do you think?"
- If you are going as a Fibabanka customer with your own phone: After discussing the technical aspects, it's time for pricing. Here, first ask questions like "how many installments can I get on a credit card" and observe the representative's guidance. Will they suggest a Store Credit? Which one? If they don't suggest Miks, steer the conversation with "I saw something like this at the door" or "I saw something like this online."
- After steering the conversation there, observe which ones they recommend. Why are they recommending that? How do they view these credits? You are discovering this.
- Then, enter the process of directing towards AlisGidis by saying things like "I am a Fibabanka member, I used AlisGidis before" or "I was a Fibabanka member before, let's check from there." Ask the representative how you can do it. Here, you can also ask intermediate questions like "how could I do it if I wasn't a member?"
- After observing this process, you can leave by saying "let me think about it a bit, thank you." If you want to buy the product, that's a different story.
- If at any point the person suspects they're being tested or that it's a test, without putting yourself at risk, you can say "I'm currently a graduate student, I'm writing a research paper about store credit processes."