

Associate Observed _____

Engage

How did the associate contribute to a warm and welcoming environment?
Did the associate demonstrate both courtesy and concern?

Observations:

Use tablet to take notes and interact?

☐ Partial Observation☐ Complete Observation

- Greeted the customer within 30 seconds.
- Gave and got a name
- Identified reason for visit
- **Listened to the customer; answered with empathy.**
- Customer experience impacts: courtesy, concern

Ask

How did the associate match the pace of the customer?
Did the associate demonstrate knowledge of our Un-carrier products and services?

Observations:

Used an ARM statement to position products and services

☐ Acknowledge

Respond with:

☐ Feature/Benefit☐ Feature/Benefit☐ Move Forward

Used Retail Mobility tablet on the sales floor to::

- Collect customer information
- Guide the right-fit conversation
- Ask to run credit to determine options
- Complete the transaction

Used open and closed-ended questions using appropriate sales tools:

- Device needs (Trade-In, EIP, etc.) - Total Cost Calculator
- Data/Coverage needs – Data Calculator, Personal Coverage Check
- Service needs – Total Cost Calculator, Mobile Quikview
- Customer experience impact: product knowledge

Recommend & Close

How did the associate show concern for customer's needs?

Did the associate personalize a complete solution?

Observations:

Used an ARM statement to overcome any hesitations

☐ Acknowledge

Respond with:

☐ Feature/Benefit

☐ Feature/Benefit

☐ Move Forward

Recommended a complete solution

based on the customer's needs

- Device
- Data Plan/ Coverage Solutions
- JUMP!/Features
- Accessories
- Mobile Internet

Showed customer the estimated MRC on the tablet

Asked for the sale using any type of closing statement

Customer experience impact: product knowledge

Next Steps

How did the associate make the customer feel valued?

Did the associate demonstrate courtesy?

Observations:

Reviewed Device onboarding

- OS basics
- Device settings
- Data transfer

Reviewed Data onboarding

- Apps
- Social media
- Email
- Connect Me- Mobile Internet

Reviewed Customer onboarding

- Paperless billing/Email capture
- Self help options
- Return policy/Restocking fee
- Referral program
- Thank you