

TNX Reporting FAQ

Updated: 12.09.20

1. What Goals should I be targeting with TNX?

All eligible AAL & Upgrades should be put on TNX with 90% as a target. All other transaction opportunities the goal is every eligible customer, every time.

2. Which system should I be transacting in for TNX?

GST is the preferred system to use. Both GST & RMS systems count as opportunities. GST is better at handling SOC change and doing more work for the user.

3. For the Free AAL offers like the one with virtual ESNs, is that going to count against me if I don't TNX?

Virtual ESNs are not opportunities

4. Should I do TNX for BYOD transactions?

Yes, if the device is eligible, as that would be considered an opportunity

5. If I check all of the lines for eligibility, won't I mess up my numbers if not everyone is in-store?

There is a TNX Reporting Grace Period–

- Stores have until the end of each month to add TNX and remove any missed opportunities for that phone number that occurred earlier in the month!
- Most "Grace Period" TNX successful interactions will be counted in the non-box sale, "Other", section of the TNX reporting unless the "Grace Period" successful interaction is itself an Upgrade or AAL.
- The previous missed interactions will all be removed from TNX reporting and no longer penalize the store.

6. How does Moving to Magenta help me?

At this time, MtM will negatively impact TNX reporting & there is no compensation for MtM. TNX should be your main migration solution, w/MtM for escalations.

7. I'm at a Service & Repair store, will any reprieve be made for TNX reporting?

At this time, S&R stores are under review but no changes are being made at this time. S&R agents can use CST & iCare.

8. What about for direct ship or pre-order where one of the pre-order devices is not on-hand. Will that count as a missed opportunity? For example, a parent is processing a pre-order for their child that lives in another state.

If a pre-order is processed in store and the subscriber's current device is eligible for TNX then TNX must be completed on the current device in-store. That will be counted as an upgrade opportunity.

9. Does the "TNX eligible sub interactions" number represent all truly eligible subscribers or is it all subscribers, even those that are not eligible, once we do the TNX check?

Only lines accessed in GST, NBA, RMS, or e-Ticket count as opportunities. Eligibility is based on multiple system checks not just NBA. If a line is deemed ineligible in any of our systems they will not count as an opportunity.



10. If NBA/GST shows that the line is not eligible for TNX due to their current rate plan or device, does this count as a missed opportunity?

No. It will be deemed ineligible by our other system checks (unless the customer upgraded to an eligible plan or device today)

11. If they go into TNX and the device is not eligible, but they do an upgrade after to an eligible device, do they need to go back into TNX to accept the offer to get credit?

Yes. We can see when a line becomes eligible in-store (a made eligible in-store flag is in reporting).

12. If you access an account multiple times in RMS/GST/CST does it count as an opportunity each time?

No. Opportunities are counted as a per line, per store, per ME, per day. Only one opportunity per line will show up for a store each day.

13. Are ineligible rate plans and devices with connected watches excluded from PowerBI reporting?

Yes. Eligibility logic includes verification of Plan, Device, network, and companion device. Failure in any of these categories will cause the interaction to be excluded from reporting and will not count as an opportunity.

14. Does accessing CST count in the denominator for reporting when the line is eligible for TNX but we only access via CST?

CST and i-Care are excluded from triggering an opportunity. This was done to allow research by the field without penalizing them. If only CST/i-Care is used then no opportunity will be counted.

15. What effect does a Revert have on reporting?

- Scenario 1– Customer adds TNX and then removes it same day. This will count as a BAU missed opportunity as the SOC will not be systematically located on the line at the end of the day.
- Scenario 2 - Customer adds TNX and then removes it on a future day. This will not count as a missed opportunity as the SOC will be present at the start of the interaction; therefore, deeming the interaction ineligible.
 - NOTE: All subsequent interactions, in following days, after the SOC is removed will count as a TNX opportunity.