

Quality Conversations

CHAT STARTER:

Hi *customer name*, this is *rep name* at *dealership*. I just noticed you are eligible for an upgrade. Any device you were thinking about moving to?

Upgrades (21m - 22m)

CUSTOMER RESPONSE

YOUR RESPONSE

POSITIVE RESPONSES

Goal:
Invite Customer
to Store and
Book a Meeting

Yes, I want *phone*

Yes, I want to upgrade

I'd love a new phone

Great! Would you have some time to pop by the store this week? We're happy to:

- ▶ Walk you through your options
- ▶ Help get you all set up
- ▶ Answer any questions you may have
- ▶ Demo some options and see if we can find something you like / something suitable

Great! I work (*repAvailability*). Would any of those times work for you?

Definitely can help with that! How have you liked your current phone? Would you want to stick with (*brand*), or try something new?

Awesome! If you liked the (*current phone*), the latest is the (*latest model(s) in the series*)

We have lots of great new phones to choose from! Is there on you had your eye on?

I'm not sure which one

What am I eligible for?

That's okay! Are you able to pop by the store this week to:

- ▶ Go through your options?
- ▶ Discuss any questions you may have?
- ▶ Demo some options and see if we can find some thing you like?

We can help with that! How have you liked your current phone? Would you want to stick with (*brand*), or try something new?

That's okay, there are so many to choose from! Is there any in particular you have your eye on?

What am I eligible for?

Great question! Are you able to pop by the store this week to:

- ▶ Go through your options?
- ▶ Discuss any questions you may have?

Great question! I work (*rep availability*). Would any of those times work for you to come in and look at your options?

Quality Conversations

CUSTOMER RESPONSE

YOUR RESPONSE

POSITIVE RESPONSES

I'll visit the store soon

Great! I work on *(repAvailability)*. Would any of those times work for you?

NEUTRAL RESPONSES

Goal:
Inform customer
and transition to
getting customer
into the store

How much will this cost?

Good question! Are you able to pop by the store this week to go through your options? For security reasons, I can't access your account unless you are present.

That would depend on a few things, such as your plan and what model of phone you choose to upgrade to. Would you have some time for a call or to drop by the store? For security reasons, I only have limited access to your account details by text.

What are the deals?

We have many options available for \$0 down! OR: We have *(relevant promotion)*.

Great Question, when is a good time to give you a call? I can't access your account unless you are present, but I can walk you through what's currently available!

Which line is this for?

Sorry for the confusion! It's the *(phone)* with the line ending in XXXX purchased on *(date)*.

Oh. I should clarify, it's for the line ending in XXXX. Does that sound familiar?

Who are you?

[Click "Back to Account" > Check which line you are texting > Scroll down through the customer timeline until you find this line's last activation or renewal]

This is *(rep name)* with *(store)* where you got your *(phone)* with the line ending in XXXX on *(date)*. Does that sound familiar?

What does it mean to eligible?

It looks like your contract is almost up, meaning it's an opportunity for a newer phone! Is there one you had your eye on?

Quality Conversations

CUSTOMER RESPONSE

YOUR RESPONSE

NEGATIVE RESPONSES

Goal:

Learn more about customer's phone and leave a good impression

I won't be able to make it in

If it is more convenient, we would be happy to assist you by phone – when is a good time for a call?

Totally understand, when would be a good time to book a phone call?

No

Glad you're still loving your {phone}! How's the battery holding up?

Not now

Glad your {phone} is still working out for you! I'll follow up in a couple months, but you can text me here if you need anything before then!

Who gave you permission to text me?

SEND BOTH THESE MESSAGES:

► Sorry for the confusion, I work at the {carrier} store where you got your {phone}, line ending in __ back on {purchase date}.

Is this a scam?

► We reach out to customers from time to time to check in and let them know about the status of their account.

Wrong #

I see! Were you ever attached to {customerFirstName} account?

► **IF YES:** (Back to account > CONTACTS > change the primary contact or add new phone number to reach primary contact if they give one) follow up text with:
Thanks for clarifying!

► **IF NO:** (Either change the contact name to match customer or mark as DNC if they're uninterested) follow up text with:
Thanks for clarifying, I will make a note of this!

What does it mean to eligible?

Oh no! Sorry to hear that:

► What could we have done better to keep you happy?

► Would you like to expand on your experience with us?

STOP texting me

Log an outcome - **"Requested DNC"**

NO RESPONSE

[Wait for 5 days, Statflo will not allow you to text until then]

Hey {customerName}, just checking back in to see if you saw my last text?