"The Promise"

Strategic Partner

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“The Promise" Overview

Launch Kit
"The Promise" Overview

The Experience Pillars guide the interactions

**Personal**
Every customer is unique and has different needs. So individualize every interaction and adapt to each person.

**Effortless**
Keep it simple. Make it easy. And respect customers by clearly providing information the first time with an "I can help you with that" attitude.

**Inspiring**
Paint a picture of a more exciting future—then find an integrated solution to make it real. So customers walk away feeling anything is within reach.

The Six Experience Steps

1. Warmly welcome
Greet your customer with a friendly, genuine hello.
Make it personal – introduce yourself by name and ask for theirs, too.
Ask how you can help and display an "I can help you with that" attitude.

2. Uncover needs
Ask insightful questions to understand what each customer needs.
Listen up – give your undivided attention.
Take ownership and commit to finding the right solution.

3. Personalize solutions
Find a personalized solution that fits each customer.
Be the friendly expert and use your resources to ensure complete resolution.
Keep it positive.

4. Gain agreement
Recap the solution.
Answer any questions or concerns clearly and simply.
Make sure every need has been met.

5. Thoroughly educate
Share any tips and help your customer with their complete solution.
Show them the many benefits of digital options.
Clearly explain what they can expect next.

6. Sincerely thank
Ask if you can help with anything else.
Thank them for being an AT&T customer with a friendly goodbye.
Show appreciation – be personable and helpful to the very end.
"The Promise" Launch Kit: Launching Week of February 13, 2017

Included in the Launch Kit:
- Link to The Promise web portal
- "The Promise" Overview & Manager Guide
- Games & theme day activity ideas
- $2 per headcount provided for launch activities and printing of badges in the offshore sites (specific budgets sent to the client service managers)

Launch Kit Activities to drive excitement (optional)

Theme Days
Create a theme each day around "The Promise" pillars

**Theme Ideas:**
- Make it personal Monday
- Take Ownership Tuesday
- Warm Welcome Wednesday
- Thoroughly Educate Thursday
- Friendly expert Friday
- Sincerely thank Saturday & Sunday

Commitment
Sign "The Promise" posters & showcase in the center

Make it fun
Recognize and celebrate commitments during team meetings
- Print and share word searches with team
- Personalize within your center