

CUSTOMER EXPERIENCE CORNER

Bi-Monthly Newsletter

In this issue:

- The importance of store appearance
- Topic of the day
- Customer Review Update

Understanding why the appearance of your store matters!

We've spent a lot of time talking about how your "behaviors" impact customer experience but what about your store's physical appearance? Do you understand the relationship that exists between store appearance and customer experience?

A few things to consider:

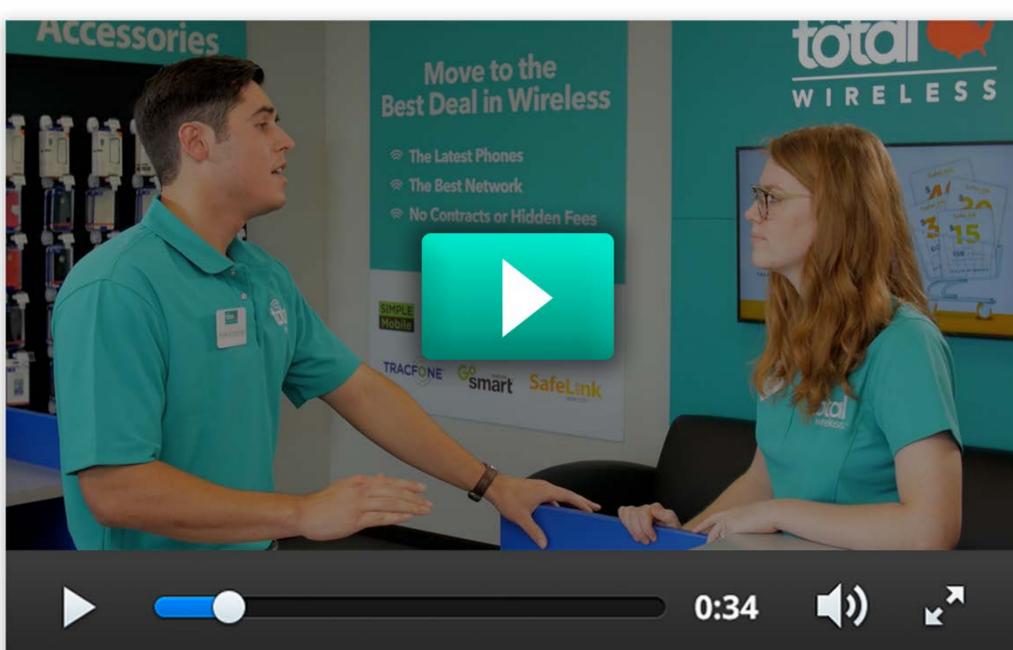
- ⇒ **Messy or dirty stores contribute heavily to negative customer experiences**
- ⇒ **50% of customers will avoid a store altogether because it looks "dirty" from the outside**
- ⇒ **65% of customers would consider leaving a store due to its physical appearance**
- ⇒ **40% of shoppers that do stay will spend less time and money than in a clean, well organized store**
- ⇒ **Customers want stores that are "shoppable" by being organized, clean, and easy for them to locate the items they are looking for**
- ⇒ **A single negative experience such as a dirty bathroom, a broken shelf or a parking lot issue will endanger brand loyalty and repeat purchases**

TODAY'S TOPIC: FOLLOW UP THAT MATTERS

Remember, maintaining a relationship after the sale is important to both keeping current customers as well as securing new customers through referrals and add-a-line opportunities

- Make sure to call new customers:
 - ⇒ **2 Days** after activation to confirm their service is working properly and to identify if they have any outstanding needs
 - ⇒ **2 Weeks** after activation to remind customers of their upcoming payment, confirm product satisfaction and to lay the foundation for future referral opportunities
 - ⇒ **2 Months** after activation to lock in their 3rd plan payment and to continue to investigate for additional business opportunities

Watch a video on the importance of the 2-2-2 Follow Up program.



CUSTOMER FEEDBACK

It's been a moment since the newsletter last checked in on customer feedback. Let's take a look and see what your customers have to say about the experiences you are delivering in-store over the last two months.

The Numbers

of Reviews
April-May **254**

Average Rating
4.5

Top 3 Performing Stores April & May

1. 3317 E Broad Street - Columbus OH
⇒ 21 Reviews
⇒ 4.8 Avg. Rating
2. 518 East 13th Street - St. Petersburg, FL
⇒ 19 Reviews
⇒ 4.8 Avg. Rating
3. 2143 Whiteplains Road - Bronx, NY
⇒ 15 Reviews
⇒ 4.7 Avg. Rating



Total Wireless Store
4155 Lawrenceville Hwy Ste 3, Lilburn, GA 30047

★★★★★ 2 weeks ago

Great customer service Arturo was great! He offered me the PagePlus \$55 unlimited plan! I got the iPhone 6s for \$99! Greatest deal! Totally recommend!

👍 Like ➦ Share

Response from the owner 2 weeks ago

Hello, Diana Vega. Thank you for sharing to us your experience. We are happy to hear that you're satisfied with our service. Have a wonderful day! ^Arianne

Great relationship building with the customer. Customer knew the associates name and offered a plan that met the customer's needs!!



Total Wireless Store
2280 Frayser Blvd, Memphis, TN 38127

★★★★★ 6 days ago

I actually like the fact that it is affordable and I still get service. I was overpaying and switched to Simple Mobile. \$40 for unlimited talk, text and data. 15 gb of 4g lte and I get to have a hotspot. Store is clean as well, phone repairs are reasonably priced and employees are helpful.

👍 Like ➦ Share

Amazing job! Delivering the whole experience. Clean and neat store and good customer service!!!



Total Wireless Store
2143 White Plains Rd, The Bronx, NY 10462

★★★★★ a month ago

This store is a great addition to the neighborhood. Great service and the owner was very nice and friendly to the customers. He gave me a great deal!!!!

👍 1 ➦ Share

Never underestimate the importance of being a positive presence in your neighborhood



A FINAL CUSTOMER COMMENT...

Recently, we discussed the negative impact not staffing your stores during store hours can have on your business and the TracFone brand. Please take a moment to read the review below and remember just how powerful a customer's voice can be in shaping customer opinion and willingness to shop.



★☆☆☆☆ 3 weeks ago

05/13/2019 I drove to this Total wireless store to buy a phone and a phone plan. That is the only reason I drove to their store. They are supposed to open at 9 AM It was 10:15 AM. They were not open. I asked a couple of business' in the same shopping center if they knew anything about why they were closed. Apparently, the hours of business are just possible suggestions of when they might be open. If you have a phone make sure you call ahead because posted times mean nothing. Waste your time, waste your gas, leaving you disgusted. "Useless" is the word that describes this store.

We value your feedback, tell us your thoughts and what you'd like to see in our newsletters by emailing exclusiveretailer@tracfone.com