
Lesson 1: Introduction to Technical Care

Lesson Planning

F1.1

Description

F1.1a

This lesson covers Technical Care (TC) roles and responsibilities at a high level. The lesson explains the differences between the groups within Customer Service and Technical Care, focusing on Reconnection Associates or RAs. Also included are top customer concerns they might face, and the basics of receiving, identifying, resolving and escalating walk-in retail customer concerns.

Note: when “TSRs” or “Calls” or “Call Centers” or anything similar are mentioned, ask the learner to think about how that would relate to a customer’s in-store experience and their responsibilities as a Reconnection Assistant.

Time

F1.1b

1 Hour for This Lesson



Materials Needed

F1.1c

Make sure you have the following:

Facilitator

- StreamLine

Participant

- SmartLink
- Workbook
- StreamLine

Screen 1.1

Lesson Introduction

This lesson introduces you to the Customer Service department at T-Mobile, especially the Technical Care organization. Having a big picture of the all the different departments puts your job into perspective.

Remind RAs that these instructions are based on training given to Technical Service Reps (TSRs). References to calls can be applied to in-store conversations with customers. References to TSRs can be applied to the RA's role in the store

Screen 1.2

Lesson Objectives

By the end of this lesson, you will be able to:

- Describe how Technical Care (TC) fits into the larger Customer Service (CS) organization.
- Describe how RAs, although within the retail organization, are also an extension of TC support.
- Name the TC tiers of support and identify the groups that belong to each.
- Recognize the most common customer issues.
- Briefly explain how the customer issues are handled in a retail setting.
- Explain how you would identify, resolve or escalate issues.

Explain: The term CEO (Customers, Employees, and Owners) is a management approach that reflects T-Mobile's culture and values. C.E.O. balances our actions and makes sure those actions benefit all of T-Mobile, not just a part of it. Every time a business decision is made, it must balance the needs of customers, the employees, and the business owners. One of these C.E.O. decisions is to bring Technical Care expertise into the retail stores. Tell the RAs their basic mission is to assist customers on a local level with handset and connection issues that an ordinary retail rep can't handle.

Screen 1.3

Program Overview & Kickoff

T-Mobile is changing the retail store experience for existing customers by creating a new, technically-oriented troubleshooting expert: YOU! The Reconnection Associate (RA) position was developed to provide a better in-store experience to existing T-Mobile customers, and to reduce the number of calls into the Technical Care call centers, by enabling RAs to solve handset and connection issues within a local retail environment: in short, putting a human connection on local customer care.

Screen 1.4

Customer Service

Like all companies, T-Mobile has many departments: Marketing, Engineering, Sales, etc. Although you work in Retail Sales, as an RA you are closely connected to the Technical Care part of Customer Service, which helps new and existing T-Mobile customers. Customer Service is made up of three primary groups:

- **Customer Care**, which is responsible for customers' questions about billing and general questions about T-Mobile service
- **Financial Care**, which handles customers who have not paid their past due balances
- **Technical Care**, which assists customers who have technical issues with their phones

The purpose of this section is to remind learners that they are participants in a pilot project. Point out that there will be “bumps in the road”, but also the opportunity to make a difference.

SL > Retail > (Retail Home Page) > () > (Scope of Support)

The purpose of this section is to tell learners that there is a timeline. Ask them to think about how they can help improve not only training, but in-store processes and solutions. Explain to them that they can add articles to Primus, the T-Mobile knowledge base.

SL > Retail > (Retail Home Page) > () > (Primus)

Screen 1.5

Your Role in a Pilot Project

You have been specially selected to be part of a pilot project to bring Tech Care customer service into the retail environment. Because this is a pilot project, you should consider it a “work in progress”. You will find some things which may seem “off” to you, like:

- **Tech Care references**, because much of the troubleshooting materials, process flows, and training you’ll receive were developed for Tech Care (phone-oriented) reps
- **Unstable Processes, Procedures, and Communications**, which are to be expected in a pilot project
- **Opportunity**, which also comes in a pilot project. You have the opportunity to “make your mark” in this program

STREAMLINE: SCOPE OF SUPPORT

From the Retail Home Page, go to Scope of Support for your work group. The guidelines on the Scope of Support (SOS) page define what you are expected to do in your job.

Timelines and Responsibilities in a Work in Progress Screen 1.6

As part of this pilot, your participation is vital to the further success of this program. As you go through training, and as you do your job, make notes of items which you thought were confusing, unclear, or which need improvement. Bring those to the attention of people involved in this project. As the pilot moves toward a broader launch, your input will be vital in future training and process improvements.

The timeline for this project is roughly:

- **RAs trained and in store:** September 17 - Nov. 1
- **RAs add to knowledge base in Primus:** Nov. 1 - ongoing
- **Claims and Inventory Management Processes Stabilized:** December 1
- **National Launch/Rollout:** February 1

STREAMLINE: ADDING TO THE KNOWLEDGE BASE

From the Retail Home Page, go to the guidelines on adding Primus Articles

Remind the learners that, as the get the special direct line, they are NOT to share it with anyone else. It leads directly to special Tech Care coaches who are geared only to help them in their new role as RAs.

Supplement in your own words the roles of each department listed in StreamLine. Note: While Tier 1 Data (Skill Set 90) has been phased out generally, a Tier 1 Data queue for Spanish speakers still exists.

The Escalation Path

Screen 1.7

As part of this pilot, you will have access to a unique support structure which will continue after training. This will allow you to get support whenever you hit a roadblock, but it will also give you the opportunity to express process improvement thoughts.

Mentores from Tech Care will:

- **Be available via a special direct line**
- **Assist you when you are with a customer**
- **Be your main escalation que**
- Be your contact when you have suggestions for the pilot program
- Fill out Engineering Remedy Trouble Tickets as needed

Screen 1.8

The TC Organization

TC is organized into three levels, or tiers, of support. The tiers have sub-groups that specialize in certain tasks. The tiers and groups are:

- **Tier 1: Gen Tech and HotSpot** are the first level of support for handset (Gen Tech) or wireless computers (HotSpot).
- **Tier 2: TSG, PDA, and DDC** are second-level support for handsets (TSG or Technical Support Group), and specialized support for BlackBerry and other data devices (PDA) and Sidekick and data cards (DDC).
- **Tier 3: ATSG, WDS, and OEMs** are more specialized groups for network problems (ATSG or Advanced Technical Support Group), computer-related problems (a Service Partner called WDS), and original equipment manufacturers (OEMs) like Motorola and RIM.

Remind RAs that these instructions are based on training given to Technical Service Reps (TSRs). References to calls can be applied to in-store conversations with customers. References to TSRs can be applied to the RA's role in the store

Screen 1.9

Customer Visits

It is unknown how many customer visits you can expect per day. The customers visiting your store will need to be identified by you and other retail reps as needing your specialized skill sets.

Screen 1.10

Best Effort

What is meant by Scope of Support is *giving each call your Best Effort*. What that means for you is:

1. Follow the Technical Troubleshooting Process for Tier 2 DDC and PDA.
2. Check StreamLine or Primus for Common Procedures or "How To" questions.
3. Check Primus for troubleshooting help.

If a solution is not found in Primus, you can escalate the call per the escalation path. If a solution is in Primus, but involves troubleshooting non-T-Mobile hardware or software (such as third-party PIM software, or Bluetooth® headsets not sold by T-Mobile, for example), you should make an attempt to follow the steps in Primus to resolve the issue and escalate appropriately if the issue is not resolved.

For those calls where you are not sure how to help or where to escalate, ask for help from your Coach/Mentor

Activity: Roles and Responsibilities

1.1

Answer the questions below.

It is one of three major Customer Service groups: Customer Care, Financial Care, and Technical Care.

Although the RA position is a Retail Sales position, it uses many of the same processes, procedures and tools found within the Technical Care Representative role in the Customer Service organization. EXPLAIN: The KPIs and other measurements from Customer Service will NOT be used for the RA role. Note that they will be referred to because much of the Streamline and other documentation refers to them.

Three

Gen Tech, Skill Set 90, and Hotspot belong to Tier 1; Technical Care, PDA, and DDC, belong to Tier 2; and ATSG and WDS belong to Tier 3.

True

1. How does Technical Care fit into the larger Customer Service organization?
2. How does the Reconnection Associate role relate to Technical Care and to the larger Customer Service organization?
3. How many tiers of support are there within Technical Care? Which departments belong to each tier?
4. True or False? TC may escalate a call to Customer Care.

Explain that these programs are strictly for Technical Care representatives in the Customer Service department. Remind them throughout the class that, whenever they read something about "Get RReal" or TCDC, they should understand the principles and concepts, but not be concerned about the "rating" or adherence to the program

Screen 1.11

Technical Care programs, tools and resources

Being closely associated with Technical Care, you need to understand certain programs and processes used in Customer Care. Although these don't impact you directly, they are frequently referenced in Tech Care training you will receive, as well as in Streamline, Primus, InSite and other information you will access to help you do your job. They include:

- Get RREAL Quality Program
- Technical Care Diagnostic Culture (TCDC)

Point out that, unlike in most retail situations, their job MUST mean that their primary, first focus is to resolve the customer's issue(s). According to TCDC, that is what they need to do first and foremost. AFTER they have resolved the customer's issues, if the situation warrants, they may act as a retail rep, informing the customer of other options (replacement handsets, etc).

Screen 1.12

Get RREAL Quality Program

Get RREAL is a Customer Service-wide quality control program. All Representatives are monitored regularly and are evaluated according to its guidelines. The Get RREAL guidelines can be applied to any call scenario, and measure items like:

- Are you being courteous to the customer?
- Are you showing concern over the customer's issue?
- Are you resolving the customer's issue in a timely way?
- Are you knowledgeable about the customer issue and are you providing the right information?

Screen 1.13

Screen 1.14

TCDC

The Technical Care Diagnostic Culture (TCDC) is a Technical Care-only initiative that shapes the way Technical Care Reps handle technical issues. TCDC outlines the TC approach, and provides tools like the Technical Troubleshooting Process and Technical Care Call Flows to assist them in resolving issues. Some of the process flows and information you will be directed to, will come out of the TCDC initiative.

“TCDC doesn't limit what you can do as a troubleshooter, it simply guides you with a proven method for resolving problems.”



STREAMLINE: TCDC TOOLS

From the Technical Care Home Page, briefly review the Technical Troubleshooting Process and Technical Care Call Flows.

SL > (TC) > (Technical Care Home Page) > (Troubleshooting)

Screen 1.15

Remember Customer Service

Customer Service remains a vital part of this position. Representatives will likely be monitored regularly and evaluated according to certain guidelines, including:

- Are you being courteous to the customer?
- Are you showing concern over the customer's issue?
- Are you resolving the customer's issue in a timely way?
- Are you knowledgeable about the customer issue and are you providing the right information?



“Customer Service also has a component that makes sure you follow all business-critical policies that pertain to the customer.”

Screen 1.16

Key Point Review

Congratulations! You've finished the TC Roles and Responsibilities lesson. You should now be able to:

- Describe how Technical Care (TC) fits into the larger Customer Service (CS) organization.
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