

Harry's Story

BACKGROUND

- AT&T is completely **ready to engage with a Green Space Progressive Technologist Customer**
- Account Team of people **prepared and empowered** to meet with customers (tools, competitive intel – Information Enabled, Socially aware/tuned in and connected).
- **Business needs are clearly understood**, including solutions that will propel their customer's objectives forward.
- Progressive Technologists are **informed about technology trends** and they are expecting AT&T to **have the answers before** the customer even has to ask the question.
- Customer is **expecting same engagement** as last time however, business **needs have shifted the technology strategy** which has changed the situation.
- AT&T has **an established relationship** with Progressive Technologist's Company, and intelligent information has been provided to the AT&T account team that has allowed them to **understand the Company's goals and objectives clearly**. The ideal solution and proposal has been drafted that will meet and exceed their customers' expectations.
- **Creating an emotional connection with the customer, the customer's customer and the company as a whole. Maintain a sense of togetherness across the entire relationship. The engagement impacts the customer's customer all the way back up to how the organization becomes healthier working together with AT&T thereby increasing loyalty.**
- AT&T is giving ideas/solutions that **may not even be AT&T products** but AT&T is providing technology consulting on many levels (ie collaboration, understanding new needs that may not have been foreseen).

I NEED A PARTNER THAT GETS ME

Say hello to Harry. Harry is a Progressive Technologist **informed** about the latest technology trends who **understands well** the needs of his company and its end users. As an **expert and thought leader**, he has a **desire and ability** to impact the future direction of his organization through innovation and experimentation with a **progressive outlook** on how technology can **positively impact** business.

The problem is Harry is **frustrated** that vendors keep calling with **piece-parted** solutions that seem too **narrowly focused, inflexible, somewhat antiquated and at times simply out of touch** with his business. He **needs instead a trusted partner** who can align with him to optimize his entire business while leveraging best in class technology solutions catered to his specific needs. Harry wants to **feel that he is valued** and his company is **cared for**.

Thankfully, Harry has an established relationship with AT&T, a technology partner and industry leader that **truly understands** the needs of his company. The AT&T Account Team has set up a call to review a new proposal with Harry and he's **already optimistic** that what AT&T presents will holistically transform his business by **simplifying the complexity** of operations as well as **drive better efficiencies** across his entire ecosystem.

I SAW THE SOLUTION COME TO LIFE AND HOW I COULD BE A PART OF ENRICHING IT!

The day of Harry's meeting with AT&T has arrived. He and his team sit down with AT&T and are **awed** yet again with an **immersive** presentation experience that not only **accurately captures** his current business situation but also **delights** the team with a **vision** for real business transformation as manifested by AT&T's proposal. It's **clear** to Harry that the solutions presented will not only drive his internal business needs but will also **help deliver on his promise** to his end users. Harry feels **listened to, well understood and inspired**.

While **excited** about the presentation of AT&T's solution, Harry **realizes** that there are existing assets already invested in that need to continue operating alongside the proposed solution. Knowing that AT&T is a **responsive and flexible** collaborator, Harry asks to modify the proposal and is **pleasantly surprised** when he is able to take control and directly re-craft the solution with AT&T in real-time. Once changes made reflect his existing technology integration needs, he immediately sees the modified proposal still maintains a **thoughtful** roadmap for how new technologies can be introduced in the future.

Harry **feels empowered** because his needs were immediately addressed in the adapted proposal and **he was a part** of making it happen.

FLEXIBLE AND EASY

Based on his experience working with AT&T up to this point, Harry is **motivated and optimistic** when the time comes to discuss pricing. Fortunately, the proposal that AT&T provided **clearly** outlined the pricing and gave Harry the **flexibility** to either review the pricing online with an easy online acceptance process, or to review it with his legal department later along with his AT&T account team. In addition, AT&T provided Harry a set of **flexible billing** options and preferences on how he would like to interact with them in the future.

Before ending the meeting, AT&T sets Harry up with a temporary trial of the collaboration solution presented so that his team could familiarize themselves with the product and best understand how it can infuse itself into daily work. AT&T also provides a **direct contact** from the account team who understands Harry's business and the solution. Harry knows that the contact provided can video-conference as needed from anywhere on any device and at anytime.

Harry is ready to commit **feeling confident** that as his needs change, AT&T will respond accordingly.

ENRICH MY LEARNING AND HELP ME IMPLEMENT

After Harry's contract is signed online, he's directed to a self-service preconfigured web site catered to his specific solution needs with access to relevant demos, product information, etc that can be referenced during the installation and configuration process. He's **delighted** to see that AT&T has provided a resource **adapted** to his specific needs.

Harry **clearly** sees that AT&T is **there to help** when he notices that he will be able to conduct a live video-chat with a technical consultant about his solution and is **delighted** to also see that the site provides access to an app that could be downloaded to a smart phone so that support is made available anytime, anywhere.

Harry and his users **play** with the demo provided and **like** what they see. After signing the proposal, the process was **easy**; highlighted by the fact that an option to order and configure the solution online with help or directly with the AT&T account team was also provided.

During order processing, expectations **were clearly set** with a timeline by which products would be received. As **predicted**, based on past experiences working with AT&T, the products arrived in a **timely manner**. Harry was then contacted by an AT&T representative available to help configure the solution and ensure that Harry had **complete knowledge** of all of the features provided.

***Confident** that he has everything he needs, Harry engages a project manager to assist in the implementation of the solution within his organization. AT&T let's Harry and his team know that a single point of contact that is in touch with what is happening with his implementation across his organization and is able to react proactively during the implementation process would be provided. AT&T also facilitates a training session with the company and their administrator to help infuse the technology solutions into the organization as a whole.*

With the **confidence** to move forward, Harry feels **empowered and cared for**.

THEY ARE ALWAYS THERE WATCHING OUT FOR MY BEST INTERESTS

Harry's company, with **full trust** in AT&T, has opted in to the monitoring of usage patterns to allow for a quicker, more proactive response to issues as well as adjustments to rate plans so that the customer wouldn't incur unnecessary overage charges.

*After a few weeks of using the solution, AT&T makes contact to see how the solution is working, to advise that the first invoice will be delivered soon and that they will be reaching back out to conduct a billing review. **The customer is elated** that AT&T took the time to check in and agreed to the offer to do the first bill review.*

During dinner that night with a colleague, Harry **promotes** AT&T as a **trusted, responsive** partner that **truly understands** his business. He shares that AT&T made everything so **easy and intuitive** in a manner that seemed almost **effortless** for them as well as the fact that there's phenomenal productivity gains experienced internally within the organization in their ability to respond to internal customers **in much the same way as AT&T responded to Harry**.

BILL WAS EASY TO READ AND AT&T RESPONDED FAST

Later on, Harry's Telecom Management team is notified that their first invoice had been received in the mail and an email with a link to their statement online was sent as well. Mary, the Telecom Manager was **pleased** to see a **simply structured** bill that **clearly stated** the charges but she has questions as to

why they were billed for equipment when they had negotiated a zero charge in the contract. Mary knew she was meeting with AT&T that day and could raise this issue.

As it turns out, the contact that she thought she was meeting with was unavailable and a “fill in” person would be conducting the call instead. Mary was **pleasantly surprised** that the “fill-in” knew everything about the account as well as billing and was able to address the equipment charge immediately. The fill-in advised Mary that credits would appear on the next month’s bill and that AT&T would reach back out next month to ensure the next bill is accurate, walking through any adjustments proactively to eliminate confusion. *Mary was also able to remit payment the way she wanted to.*

END USER INTERACTION

Thankfully for Harry, users find the deployed solutions **directly meet** their needs while also **enabling** them to **seamlessly** move across different devices in a **predictable** way. The entire experience **adapts** to different usage contexts, be it phone, tablet or otherwise and is **easy to use, reliable, enjoyable, innovative and delightful**.

In much the same way as Harry felt during his engagement with AT&T, his end users feel that Harry **understood them well and responded in a timely manner** to their needs. The solutions provided **helped with productivity** and **enriched all interactions** with his customers. The solution was also able to capture customer feedback which allowed AT&T to address **real needs** of end users directly by recommending upgrades, additional capabilities, etc. continuing to keep the company on a path of transformation.

SUPPORT

During use of a collaboration tool, some of Harry’s end users experienced an outage. They informed their internal Helpdesk who in turn contacted AT&T through a console that AT&T designed specifically for them as it was their preferred way to interact with AT&T on product issues. By submitting a **simple** request and designating a time to discuss live, AT&T was able to address the issue during the available window that the Helpdesk representative requested.

Harry’s end users felt that AT&T **cared** for them as well.

LOOP BACK

After several months of product utilization, the AT&T Account Team was able to document product usage patterns and end user feedback to measure how the solutions provided have helped them transform their business and schedules a time with Harry to review the **positive** results.

Harry is so **excited** about the impact his engagement with AT&T and the solutions provided have had from a company and end user perspective that together AT&T and Harry discuss additional products and ultimately a longer term roadmap focused on continued transformation.

Harry is a true AT&T **loyalist** 😊