

# Mobile Share Solution Sketch

Solution Blocks 1, 2 and 3

10.13

# A Unified Cross-Channel Experience



Mobile Share Solution Sketch

# PERSONAS

# Carl

## About Carl

65 years old, retired from the Navy  
Opened his bakery 2 years ago  
Married, 1 child, 2 grandchildren  
Average income/yr \$65,000  
AT&T Wireline & Wireless Customer - Satisfied

***“Cost and flexibility for my growing business are my most important priorities.”– Carl***



### Business

- 3 employees; 1 location
- Customers by word-of-mouth and internet reviews (e.g. Yelp)
- Delivers for special occasions (e.g. weddings)
- Specializes in pastries, wedding cakes, cookies, soup and sandwich (lunch)
- Business is growing and will need new devices
- His wife helps him manage the business

### Background

Carl is an “Early Majority” technology adopter. That means the time for tech adoption is significantly longer than people considered “innovators” and “early adopters”. He relies on his son to help keep him aware of what’s happening with technology, but he will wait a while before he makes a decision to evolve.

### Current Services

- 1 wireline service for incoming/outgoing calls
- 1 wireline service for the credit card machine and fax machine
- Uses a Blackberry 9900 (because he finds touch screens hard to use)
- Does not provide employees with mobile devices
- Internet access (lowest possible speed that isn’t dial up)

### Carl’s Goals

- Purchase new devices
- Add both new and existing devices to new shared plan
- Support growing business in a cost effective manner

### Carl’s Needs

- Rate plan that reflects unique needs of business; correctly identified in an efficient manner
- Consistent experience across all channels of engagement with AT&T
- Rate plan reflecting past and current usage based on device, expected usage
- Clear understanding of rate plan data charges
- Have own knowledgebase before interacting with AT&T

# Robert

## About Robert



24 years old. Joined AT&T 2 years ago  
Single  
AT&T Retail Sales Consultant  
LOVES his job.

***“I firmly believe in the promise of effortless experiences for our customers. I’m going to do what’s necessary to make that happen.” – Robert***

### Skills

- Develop and attain customer experience and sales objectives for store.
- Sell all products and services offered by the Company.
- Meet all sales objectives.
- Provide efficient, courteous customer service and assist in all aspects of product offerings and services. Ensure an extraordinary customer experience.

### Background

Robert is a sales expert with a competitive spirit and desire to meet and exceed sales goals. He’s up-to-date on the latest data/entertainment technology and devices, such as Wi-Fi, data devices, TV entertainment tools and with a clear understanding of customers' needs, is able to help them discover how products meet those needs.

### Responsibilities

- Maintain strong knowledge of all products, accessories, pricing plans, promotions and service features.
- Maintain knowledge of competitive offers and provide critical market feedback to the Store Manager regarding local competition and product/service needs.
- Handle service inquiries from customers.

### Robert’s Goals

- Recommend rate plan reflecting customer’s business needs
- Deliver reviewable engagement reference to customer
- Delight customer with personalized, guided, efficient experience consistent with prior engagement activity

### Robert’s Needs

- Easily identifiable customer details (devices, actual/expected usage, engagement activity)
- Accurate rate plan recommendations based on customer details
- Clearly understandable rate plan data charges
- Efficient engagement activity capture

# Background/Pre-Conditions

- Carl's catering business has just won a new contract to provide pastries to the local coffee shop chain.
- Excited about his growing business, Carl realizes he'll need to hire more people to support daily deliveries. He'll want his new employees to be able to inventory pastries on the go so he plans to equip them with tablets that will provide him information real time to plan for baking the next day.
- Since he currently has Unlimited Nation Plans for he, his wife and his teenage son, Carl is concerned that whatever new choices he makes won't negatively impact his current needs.
- Carl decides to go to att.com to see what kinds of plans are available knowing that he will be using a lot of data for his new tablets. He sees plans called Mobile Share that share data across devices. He's curious if this plan would be a good fit for his business and if there are any other options so he plans to head out to his local at&t store to get help deciding on his plan and to check the latest and greatest at&t devices.
- Ready to be informed about his options, Carl decides to visit his local att store...

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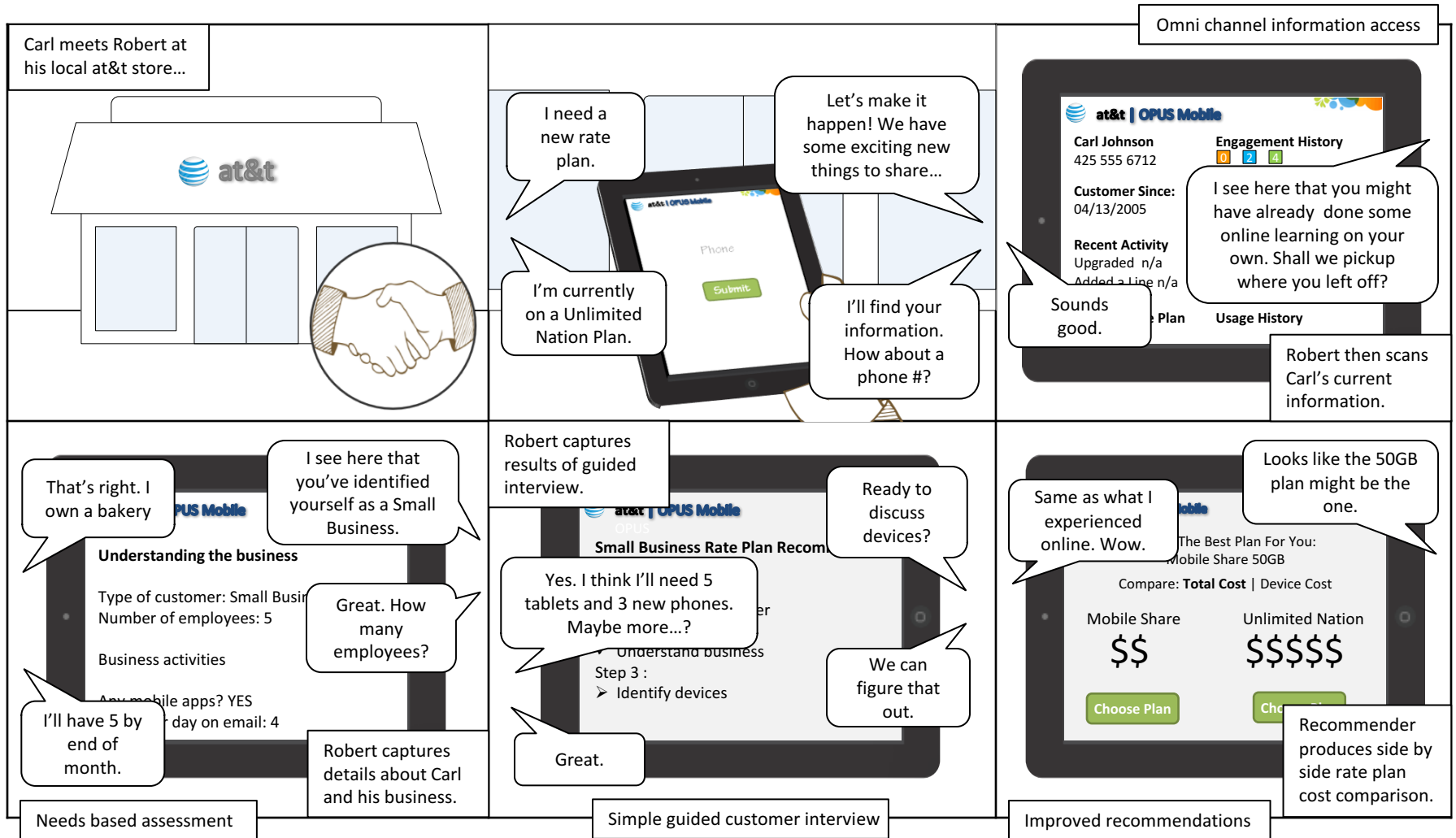
# RECOMMEND RATE PLAN

# Recommending a rate plan

1. Get to know customer
2. Discuss business needs
  - Number of devices
  - Types of business activities
3. Recommend rate plan
  - Type of plan
  - Expected usage
  - Estimated cost



# Solution Sketch : Recommend Plan



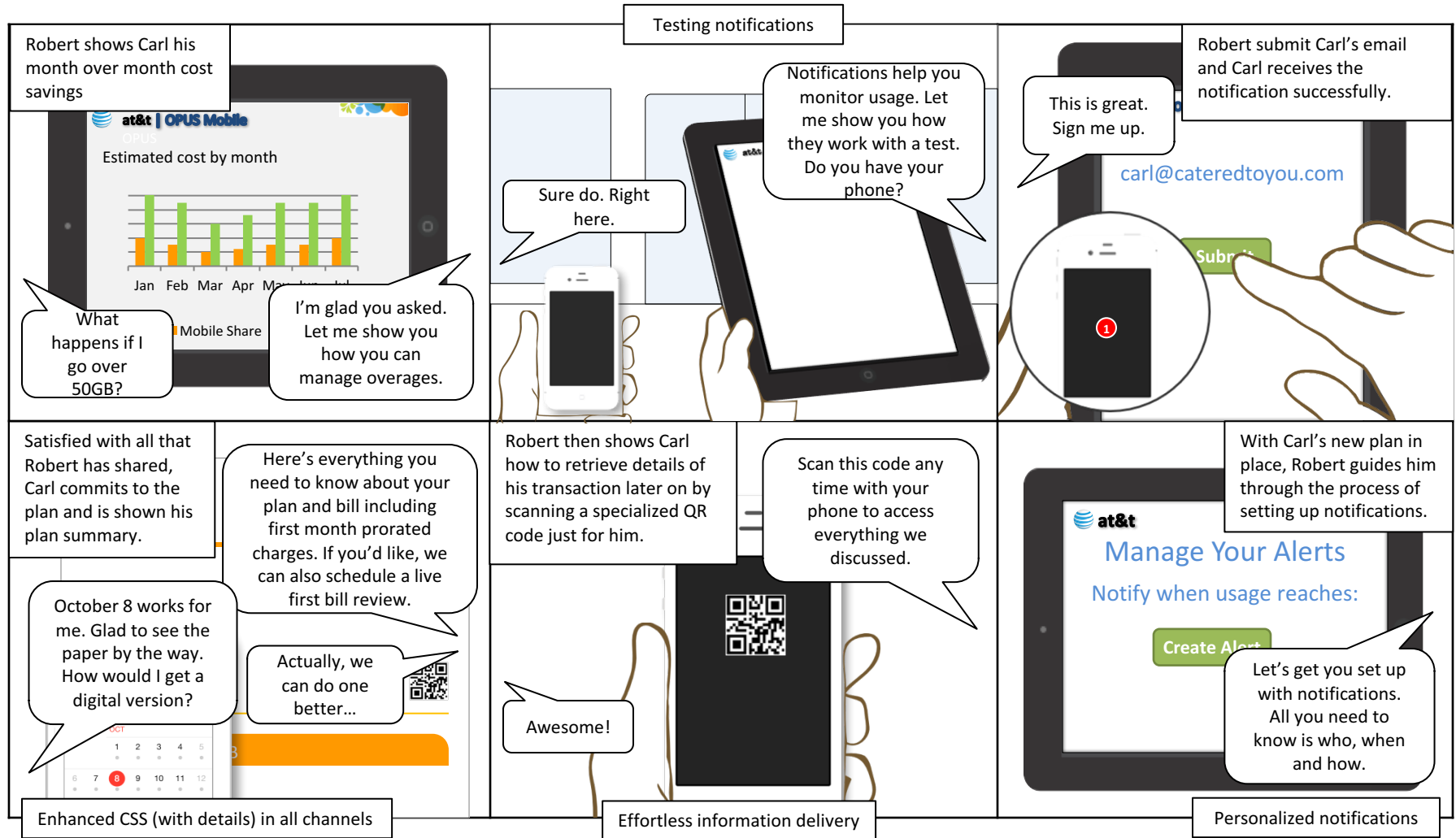
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**BE INFORMED ABOUT RATE PLAN**

# Informed about rate plan details

1. Discuss plan overview and business benefit
2. Discuss plan overage notifications
3. Test plan overage notifications
4. Walkthrough estimated billing details and options for first bill review based on customer preference

# Solution Sketch : Be Informed



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**BE NOTIFIED ABOUT RATE PLAN  
ACTIVITY**

# Notified about rate plan activity

1. Notified about data usage
2. Update usage notifications
3. Access data usage details

# Solution Sketch : Be Notified

