

### How 2 B a PHP Pro

#### TIP OF THE MONTH CORNER

Make sure your customers have a positive experience by helping them to protect their devices. With our monthly tips and stats, you'll be on your way to becoming a PHP Pro!

#### Here's a tip on retention:

#### Happy customers are loyal customers!

Did you know that PHP customers stay with Metro for an average of seven months?



**REMEMBER:** Offer device protection to every eligible customer — including upgrades, and keep them happy!

#### Opt in now. It's easy!

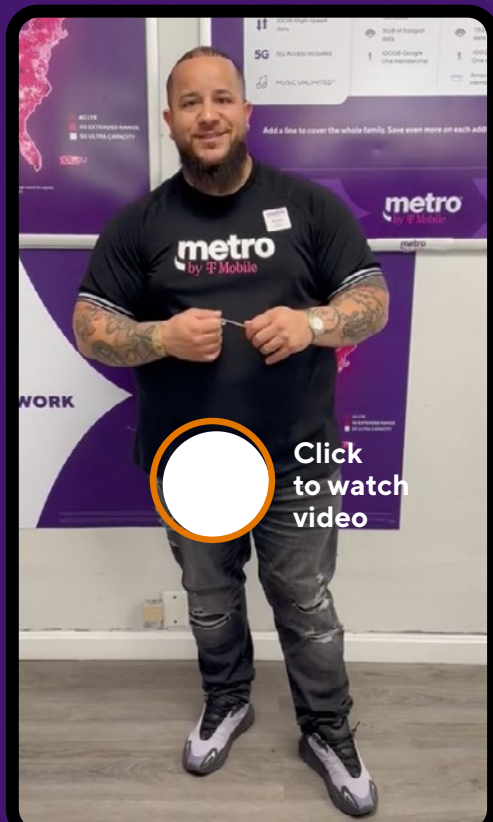
Scan this code



Or text: **MBTPHP** to 1-833-959-2065

### #PHPStar

### Make it your turn to shine!



Click to watch video

Out in the field, we've been connecting with people who make a difference every day, especially around protecting their customers' devices. Our ongoing social media #PHPStars campaign highlights these individuals who look out for their customers' best interests and represent the value of device protection — making them our very own PHP ambassadors.

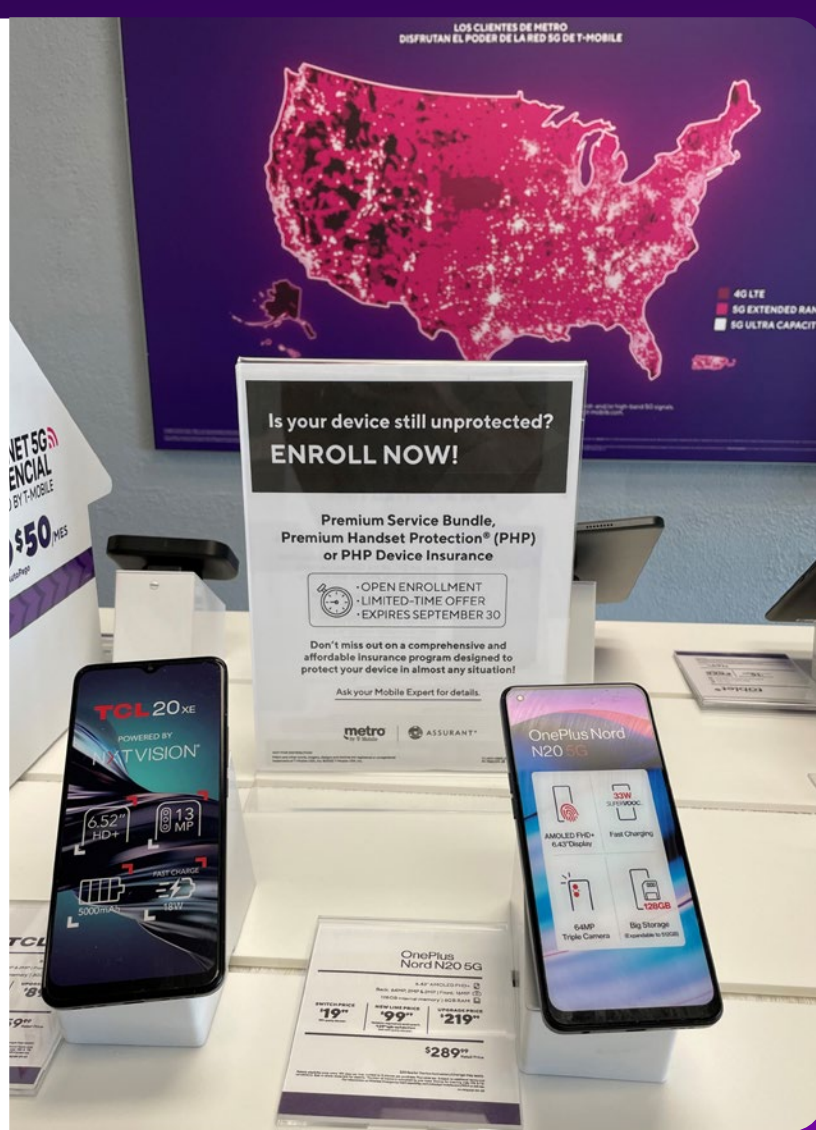
**Kenneth Negron**, Store Manager, our #PHPStar from Providence, RI, shared with us why he thinks device protection is important for his customers. **Enjoy!**

## ProtectionNEWS

### Open Enrollment 2022

In September, Metro by T-Mobile successfully brought back — by popular demand — its second limited-time open enrollment offer, giving customers the option to insure their devices. They had a second chance to add protection although they were past the 30-day mark. This initiative was also a great way to assist with Metro's focus on revenue and retention. By the end of the offer, the campaign went as planned.

**Thanks to all for your support during this campaign — we couldn't have done it without you!**



### Upcoming Quality Sales Report (QSR) visits:

**Expect to see us soon. We'll be out in the field** as we are each quarter, lending support to our Metro partners with high churn issues. Using our proven methodology of "assessing, customizing, and integrating," we'll visit specific stores to develop strategic plans to address high churn figures. We look forward to sharing valuable time with the associates and field teams, and to learning more about the unique challenges that each store faces.

### Holidays are coming! Are your stores prepared?

The holiday season is just around the corner, which means a sizeable increase in foot traffic and sales! Correctly positioning PHP to your customers will be key in ensuring a profitable season. So let's gear up for training and partner with your local Sr. RAM to get some training calls scheduled today.

**Remember:** You can also access great PHP training resources in RTPOS at any time!

## Spotlight STARS

True partnerships are vital! This quarter, we're putting the spotlight on teams members whose efforts and collaboration exemplify the true spirit of partnerships.

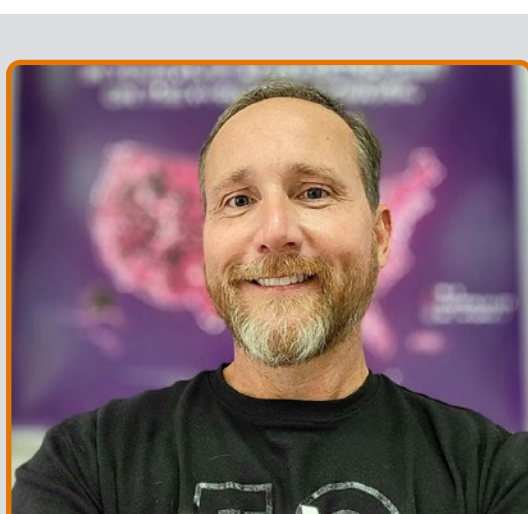
### The spotlight's on:



#### Alexis Harvard

Alexis and her COR 1 District are 100% PHP-certified and have been the #1 PHP COR District in the country since March 2022. Wow — they're living the T-Mobile dream and delivering great value!

Thank you for your continued partnership and amazing efforts.



#### Matthew Hughes

Thank you, Matt, VA-DC Zone Manager, Mid-Atlantic, for partnering with us to promote PHP and highlight Feature Revenue. Matt involved Sr. RAM Benny Gomez in the VA-DC QBR with Market Director Kevin Campbell and his leadership team. Additionally, Matt got Benny in front of the leaders of three of our biggest dealers in the market (Elite, KT, and Cell Nation). These partners combined are 42% of our total business in the Mid-Atlantic. Thanks for the amazing support!

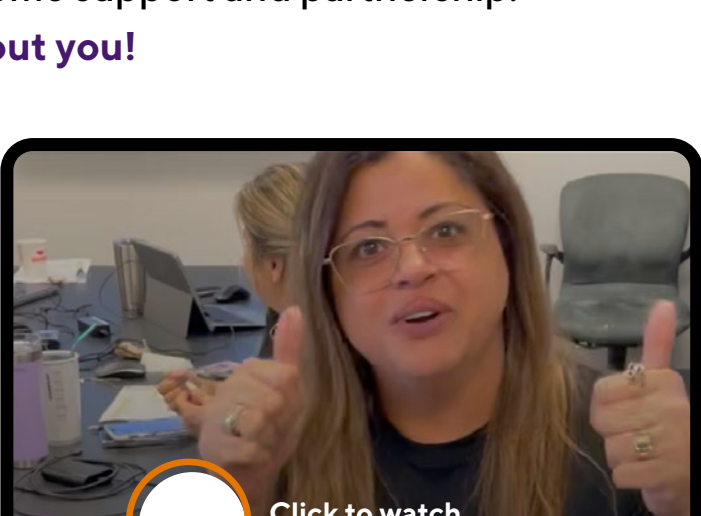
### In your own words ...

It's all about the relationships we build together and the heart-warming feeling of seeing the results of hard work through teamwork!

Here are some testimonials we wanted to share with you. Thank you for the awesome support and partnership. **We couldn't do it without you!**



**Kevin Campbell**  
Mid-Atlantic Metro Market Director



**Natalie Wolff**  
Metro DDM Miami North

### Contact us

**South Central:** Rico Yuen – rico.yuen@assurant.com  
**Southeast:** Violeta Romero – violeta.romero@assurant.com  
**Northeast:** Dan Leach – daniel.leach@assurant.com  
**Northwest:** Charles Bautista – charles.gregorie.bautista@assurant.com  
**Southwest:** Laura Gold – laura.gold@assurant.com  
**Mid-Atlantic:** Benny Gomez – benny.gomezjr@assurant.com

