

## How 2 B a PHP Pro

### TIP OF THE MONTH CORNER

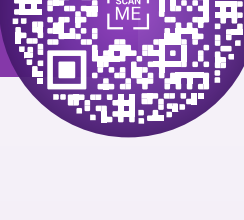
Protected customers are happy customers! With our monthly tips and stats, you'll be on your way to becoming a **PHP Pro**.

### It's back-to-school time!

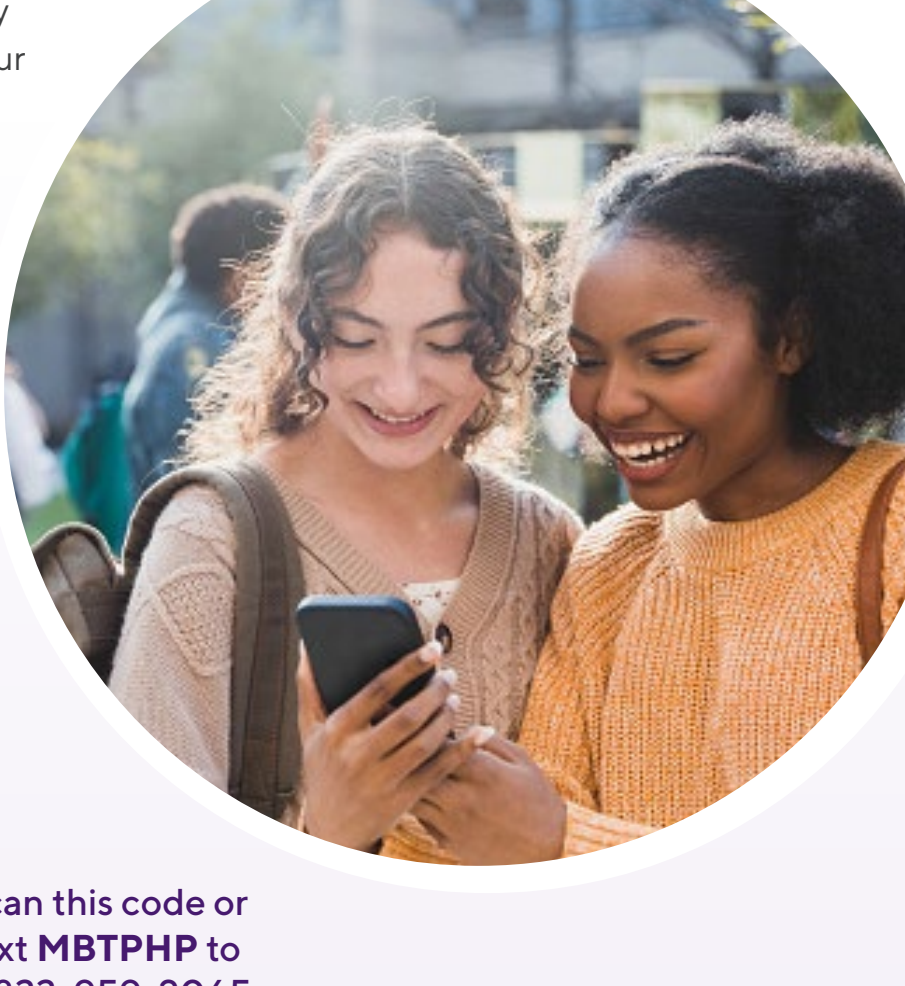
For kids, their **phones and tablets** are their whole world and, for parents, they're a lifeline. With PHP and PHP Device Insurance, that connection is protected. With fast replacements, your customers can save hundreds.

**Remember to offer device protection to every eligible customer!**

**Opt in now to become a PHP Pro. It's easy!**



Scan this code or text **MBTPHP** to 1-833-959-2065.



## #PHPStar:

**Make it your turn to SHINE** ✨

We love to rave about our #PHPStars because they make a difference every day, they seek their customers' best interests, and they bring the value of device protection to life.

Meet **Alejandra Hernandez**, Retail Sales Representative for Metro in San Antonio, and see what she says about being a **#PHPStar**.



[Click to watch the video.](#)

## ProtectionNEWS

### Device protection Open Enrollment **is on!**

**Metro's offering an Open Enrollment campaign once again, from August 7 until September 30, 2023.**

#### Quick facts about Open Enrollment

- ✦ Metro® by T-Mobile customers can enroll in any of Metro's device protection plans, regardless of their activation date, as long as their device is in good working order.
- ✦ It's a great second chance for any customer to add protection to their eligible devices.



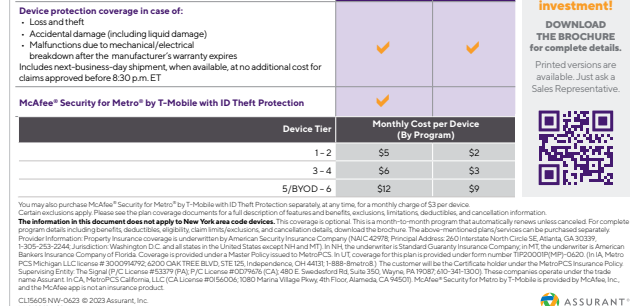
#### Who's eligible?

To be eligible, your customer's device will need to pass the following 3-point visual mechanical inspection in-store:

- 1 No cracked screens**  
(minor scratches are fine, but there can't be any cracks, chips, pixelation, or otherwise distorted display).
- 2 No signs of liquid damage.**  
The liquid damage indicator (LDI) must be white — it can't be missing, pink, or red, and there can't be any liquid buildup on the screen.
- 3 The device turns on with no issues and stays turned on.**

### New PHP countertop clings: a new customer experience at all Metro stores

On August 1, 2023, we launched a new in-store marketing tool: our PHP countertop clings. To be more sustainable, these clings include a QR code to access the latest PHP brochure in digital format.

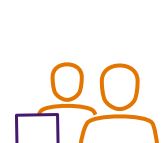


#### How do these work?

The in-store PHP counter cling is an effective sales tool that easily communicates the value of the device protection programs.



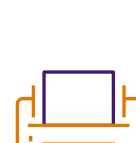
**CONVENIENT**  
Located at the POS countertop



**EFFECTIVE**  
Use this tool when offering device protection to every eligible customer



**ONLINE**  
For a copy of the latest PHP brochures, always direct customers to scan the QR code



**PRINTABLE**  
If the customer requests a printed copy of the brochure, go to MVP: MBTM (Reference > Printable Collateral/PDFs > PHP)

## It's time to think beyond the smartphone.

We talked about tablets in our last newsletter and they're worth mentioning again!

Here's why:



Tablets with device protection are the next best opportunity to reach your goals and KPIs



There are great tablet promos available to Metro customers, which means more tablet sales



Here are a couple of ways to interact with your customers and bring up device protection for tablets.

#### Offering PHP

"Since we're getting this tablet today for your child, I recommend that we protect it both physically and from the dark web with PHP, which includes McAfee® Mobile Security."

#### Offering PHP Device Insurance

"For your new tablet, PHP Device Insurance has you covered whether anything happen to it! It's as little as 7 cents a day, depending on the device tier. Let me show you more details."

## Spotlight STAR

True partnerships are vital! This quarter, we're putting the spotlight on a team whose efforts and collaboration exemplify the true spirit of partnerships. **The spotlight's on:**



**Terry Hayes**, Sr. VP, Metro by T-Mobile

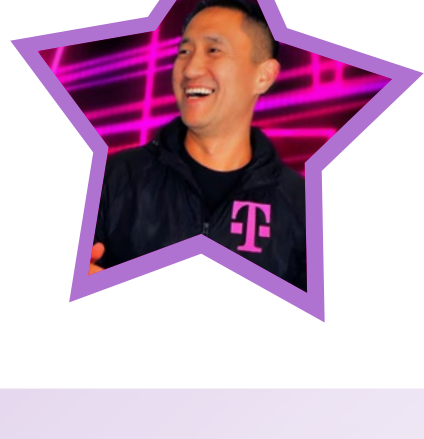
Partnerships are crucial to the success of our program and Terry has completely embraced ours! He's keenly aware of the importance of Device Protection. He has shared this with his team and, together, Terry's team and the Assurant field team developed strategies to benefit the program and the business. His valuable collaboration has led to considerable program growth YoY by introducing different initiatives that have driven Metro to record-setting performance. We appreciate your support, Terry, and we thank you for being a true advocate for Assurant's Device Protection program.

— Terry's team and the Assurant field team

**James Lee**, Market Director, Northwest, Metro by T-Mobile

James is a great believer and supporter of PHP. Through his leadership, the northwest territory has seen a 10% YoY lift in total AR by making PHP a priority. We greatly value his close relationship with Assurant's NW RAM Charles Bautista, which has led to greater success and program engagement in his area. Thank you, James, for your fantastic partnership and continued support!

— Assurant field team



### In your own words ...

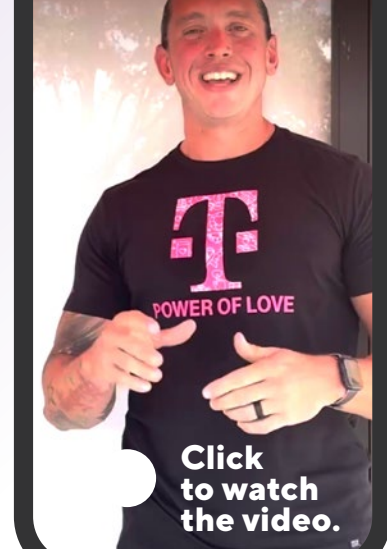
It's all about the relationships we build together and the heartwarming feeling of seeing the results of hard work through teamwork!

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

**EDGAR MEJIA**, Sr. Manager, Greater DMV for Mid-Atlantic, Metro by T-Mobile

Benny,  
I want to take this opportunity to thank you for your partnership.  
Your support and availability, knowledge, and insights make a significant impact at the AR, RSR level.  
Your weekly reporting allows us to strategically target ARs and locations where we need to focus our efforts.  
I am excited to kick off the PHP ambassador program and have gotten commitment from all the Sr. Managers from the Mid-Atlantic to go after the #1 spot in the country with PHP!

**ALAN ONEY**, Sr. Manager, Northeast FL, Metro by T-Mobile



### Contact Us

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