

5

PIECES OF

THAT WILL

IMPROVE YOUR

1xR

CELLUCOM
GROUP



**establish
customer
relationship**

GOOD

Enter your store phone # and contact info in customer phone upon activation.

BETTER

Send promotional text messages and account reminders via text or text app.

BEST

Ask for referrals and recommendations and offer rewards.

**incentivize
return
customers**

Offer & publicize return offer incentives with free accessories for 2nd & 3rd month return/renewal.

Create a credit program for every month of returning top-up to be used toward purchase of new phone.

Bundle phone deals with 3 month commitments and include/share rebates.

**promote
customer
satisfaction**

Make sure all phones and plans function before customer leaves your store.

Ask for 10's on QUALTRICS surveys.

Ask your customer to write a good review on social media.

**manage
customer
information**

Create & manage your own customer database & get all contact info upon signup.

Manage your customers in DAP and check 1xR rate after 30 days, but before 36 days.

Set up automatic text messaging to customers using a third party service and calendar.

**maximize
dealer
earnings**

Decrease your 1xR rate to earn residual.

Maximize residual with 1xR below 35% plus 30 new activations per month.

Sell 3 month plans at time of activation.