

## Winter Slowdown Update

Every store is experiencing wildly different volume. *Most* of you are in the “rollercoaster” period, where you have extremely busy days with relatively slow days in between. Given that inconsistency, none of the following need immediate attention, however *please keep these* in mind [especially if your store is currently slow], as these are going to be “high priority” items *all stores* tackle during our slower season.

**Leads:** For many pricing adjustments, I look at all the leads from all stores (by device) that *don't* become a work order. This gives me a reasonable list of devices that the customer felt the price was too high on. Currently, we have stores that have a 28-30% OOW lead conversion and stores that are 15-17%. This means I don't know if the price is an issue or if some stores aren't staying on top of their leads. **Please reinforce best practices when it comes to leads:** contacting, changing to the correct status, and creating the work order from the lead. Leads become more important as daily volume continues to drop from summer – we may not have needed the extra volume in August, but we do now, so time to get back on top of these.

I will be “clearing out” old “Requires Action” leads for all stores so that it is easy as possible for techs to stay current on leads / not get overwhelmed at the number. After that, it's up to each store to keep the “Requires Action” leads under control.

**Marketing Runs:** Mentally prepare yourselves for doing some marketing runs within the next couple months. If carrier stores are consistently sending customers to your location with wildly unrealistic expectations, this is even more important. It helps curb that behavior for a while. If you have time now to spend a day or half day doing marketing runs, reach out to me.

**Accessories:** As we aren't experiencing “lines out the door” anymore, there should be ample time to offer and apply liquid glass, screen protectors, ect. If you want to try stocking new/different accessories (ex. privacy tempered glass, Samsung tempered glass, ect.) now is the time to figure out what you want to get. I plan on continuing the \$5 commission for tempered glass sold at \$14.99, so we need to stay up on these sales...especially as repairs start to drop.

**Store Upkeep:** There are likely *several* things that couldn't be addressed during summer that your store has had to “live with.” The following is not *every item*, but just some examples to give you ideas so you can start to think about it, and we can tackle it. The following isn't meant to be *every* single item, but is meant to give you an idea of what I'm talking about, as these are some issues I know some stores have/had:

- Consistent internet or phone outages
- Store fixtures, equipment, tools becoming worn
  - Ex. broken chairs, FOH PC's slowing down / hard drives starting to fail, ect.
- Unused reorder points
- Check-in notes template needing an update / refresh
- Active WO's looked at and put back on proper Next Update
  - If the Portal Dashboard widget for RFP Total is ridiculously high this likely applies to you.

- RMA's
- Reinforcing best practices. Ex. communicating the Advanced Troubleshooting fees.

**Dedicated Tech for Mail-in Repairs:** Many stores who routinely mail devices to Lansing for repair will have a singular person put in charge of these mail-ins. This is going to help with consistency, updates, and overall just having a single point of contact will make the process easier (and more uniform) in every aspect. I will elaborate more on a more store by store basis.

**Power BI:** If any of you find the time and want to learn or understand Power BI reporting and ways it can assist you, then let me know. I'm happy to walk through this over the phone and screen share.

### **Full "Slow Season" Items**

These may not need addressed right now, if your store is busy then this isn't meant to push any person / store to their limit. Additionally, I'm all for everyone easing into the slow season with a bit of a breather, after the summer we had. However, I want to put these out there now, as these are generally two big items to come up during the slower season:

**Cutoff Times:** Remember these were always meant as a general "guide" for phone calls and walk-ins, but as we slow down we really need everyone to use their best judgement and not be too eager to decline or turn away these repairs *or* cut off same days too early. For example, there isn't a single tech [over 90-days] who would ever *actually spend* 2 hours on an Asurion iPhone, so if an Asurion iPhone [with FMIP disabled] comes in at 5 PM, there are no other same day repairs and multiple techs closing, then in 95% of instances we should be able to check-in and complete this repair by 7 PM. Additionally, *even if we cannot check the Asurion customer in* we should still give them the necessary information regarding their repair (ex. walk through disabling FMIP).

This is **not** meant to force everyone to bend over backwards to get a repair done, stay late, take on a repair that will likely escalate, ect. I am **not** asking to quote ½ hour iPhones or trying to create a headache. My only point here is that many stores are staffed for volume that they aren't currently getting, so we should try and capture these repairs when our queue is empty and we have multiple closers. Being "too strict" on the check-in time *and* cutting off same days early contribute to some days being much busier than others. If that is unclear please let me know.

**TaT & Repair Scope:** As each store's queue starts to decline, keep in mind that while an empty queue feels nice, it also means techs have nothing to work on until customers come in. Having *some* queue is healthy. This is just a reminder that we should be trying to convert every walk-in into a repair. During summer the mindset becomes wanting to only work on "sure things", but as the queue decreases some stores would like *whatever they can get*. Yes, we can still be honest and forthright about turnaround, price, alternatives, ect. However, we also shouldn't be overquoting turnaround times (or price). Additionally, if the repair they ask for doesn't make sense (\$ or part availability), in many cases there are alternatives – data recovery on both phones and

laptops is a standard price item, so we should be recommending those. If it's a repair we're unsure of or don't know the extent, then please continue to take it in with the Advanced Diag fee and reach back out to them. We can always refund that fee if we didn't earn it.

Just like the item above, this is **not** meant to force everyone to bend over backwards. No one should start popping open Vision Pro's. This cycle happens every year: summer hits > everyone is slammed with same days and queue increases > creates hesitation to take in any devices that aren't a "sure thing" > that mentality persists *even* when it slows back down. I'm just trying to break that cycle early – for those stores that have slowed down quite a bit.