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CELLUCOM
GROUP

PIECES OF THAT WILL IMPROVE YOUR 1xR



GOOD

establish
customer
relationship

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 in-store purchases.

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.

Earn and ask for a 10 on QUALTRICS survey sent to all new activations.

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

manage
customer
information

Keep track of pending renewals by using the Customers to Refill Report in DAP.

Contact renewal customers and ask them to come in and top-up for another month.

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

maximize
dealer
earnings

Always be working on keeping your 1xR rate to 30% or less and adding activations.

Sell plans for 3 months and sign up auto-renew at time of activation.

Set goals, monitor your 1xR, NPS scores on your DAP dashboard. Increase to Elite Tier.