



Thank you for joining **Say "Hi" to the host then go on mute**

Housekeeping rules for virtual training in WebEx

- Use the WebEx Job Aid to help you navigate (attached to the invitation)
- Everyone is expected to participate
- Be here – bring your energy
- WebEx 101: Raise your hand when you want to speak, or an emoji to express a thought
- Questions will be parked to gather as an FAQ – you can add them to the whiteboard



Project Phoenix – Retention Training



Agenda



Recap the retention videos & techniques



Discuss case study results



Review how QM scores retention



Practice: Role play retention techniques

The background features a target with concentric circles and three arrows hitting the bullseye. The text is overlaid on this background.

Your Learning Objectives

At the end of this module, you will be able to:


- Identify the steps in the retention process
- Give examples of retention techniques from your pre-work case study
- Discuss how the quality scorecard applies to retention
- Apply the steps in the retention process through a role play exercise



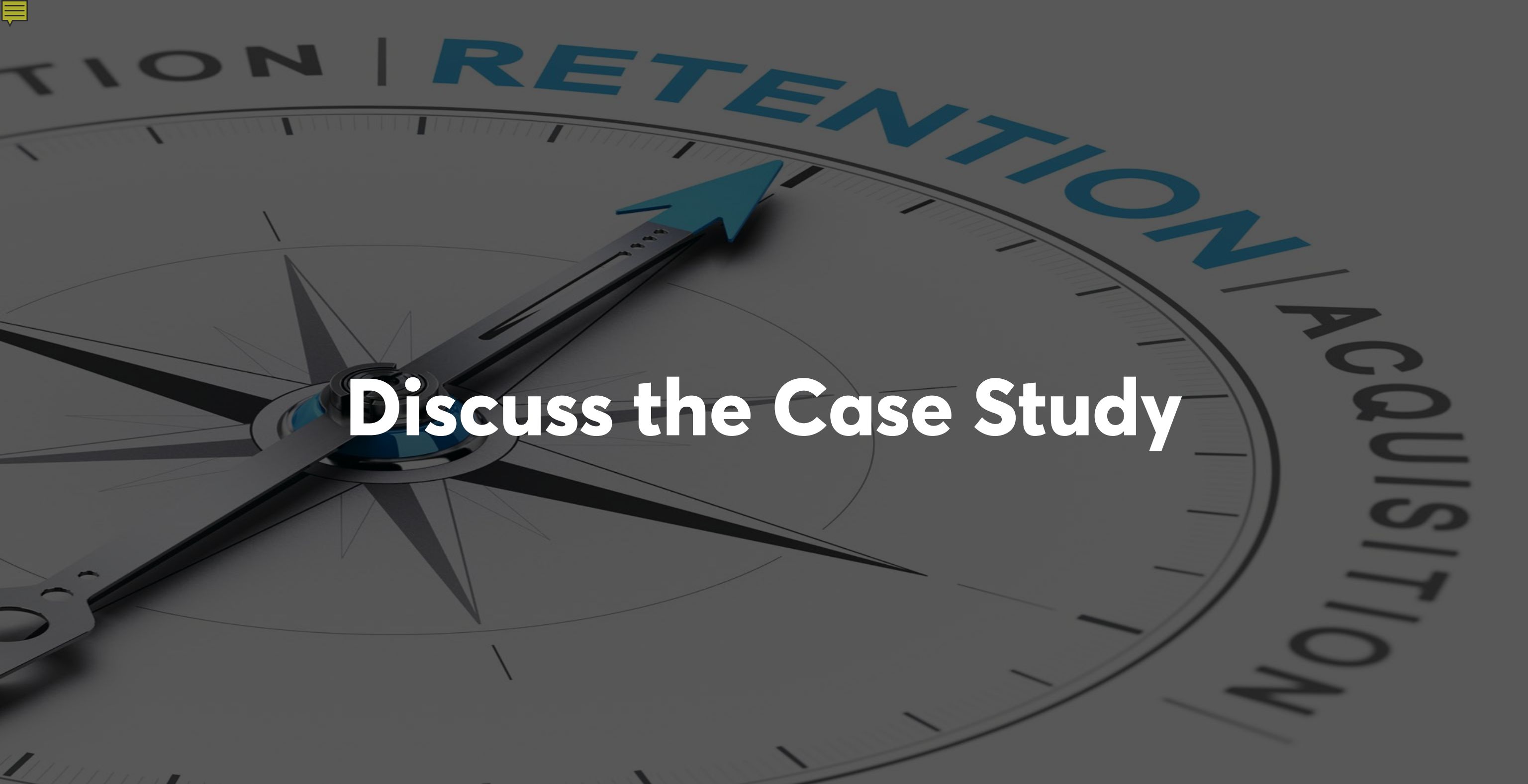
Recap the Techniques



Why is a business concerned with retention?



**How do you start the
4-step process?**



Discuss the Case Study



Part 1: Better Price Elsewhere

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Part 2: I don't want to add discounts

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Part 3: Maybe I'll hear what else there is

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How Retention is Scored



Practice Activity Role Play



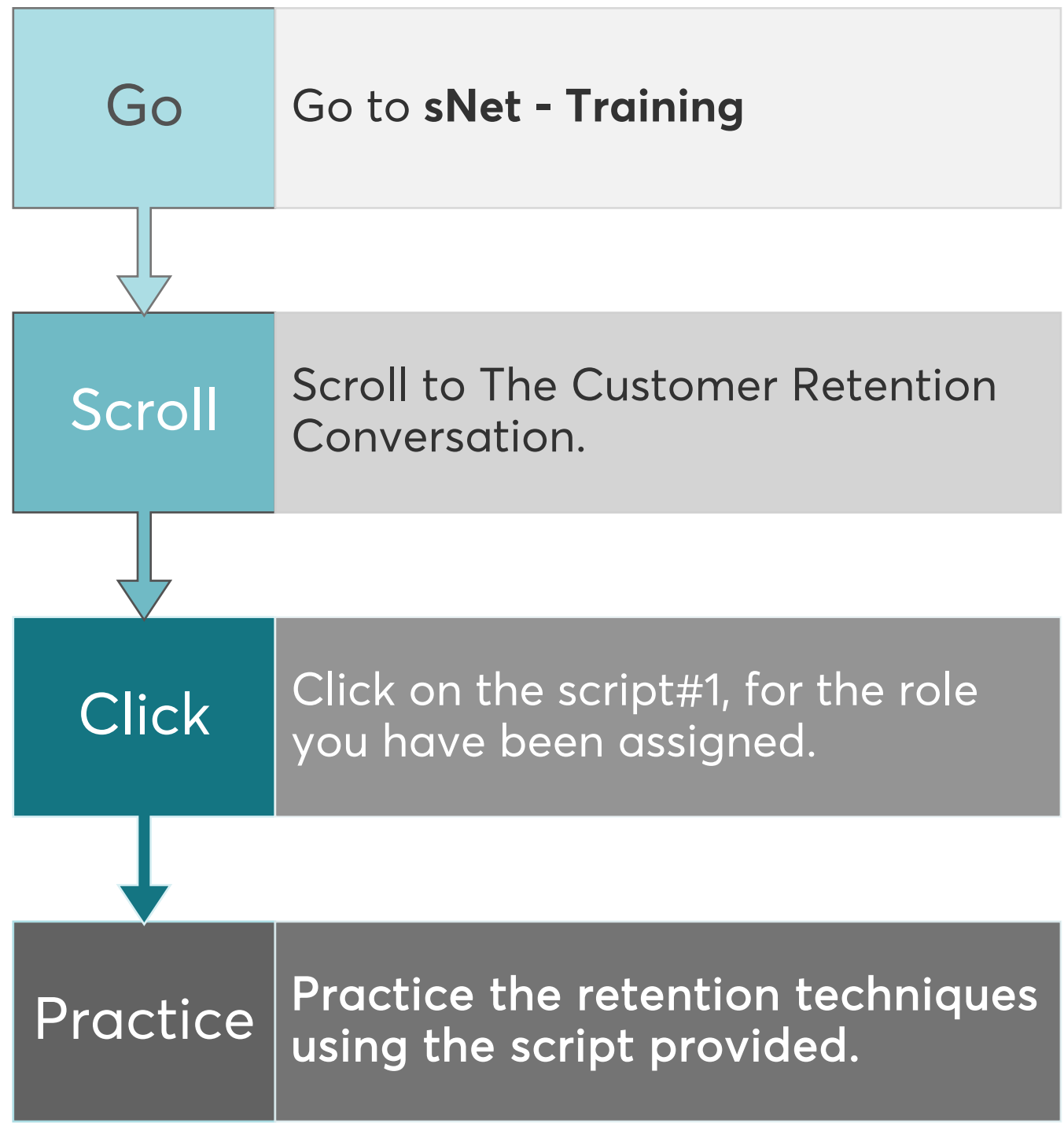


Instructions

- You will be placed into groups of 3
- Decide who will be the Agent, Customer or Observer.
- **Use the correct script for your group:**
 - If you are in group 1, choose from the scripts in group 1
- **Use the correct script for your role:**
 - If you are in group 1 and you are the customer, choose Customer script 1
- **The observer of each group will be the presenter, take notes.**
- You have 15 minutes



Role Play Script



Key takeaways

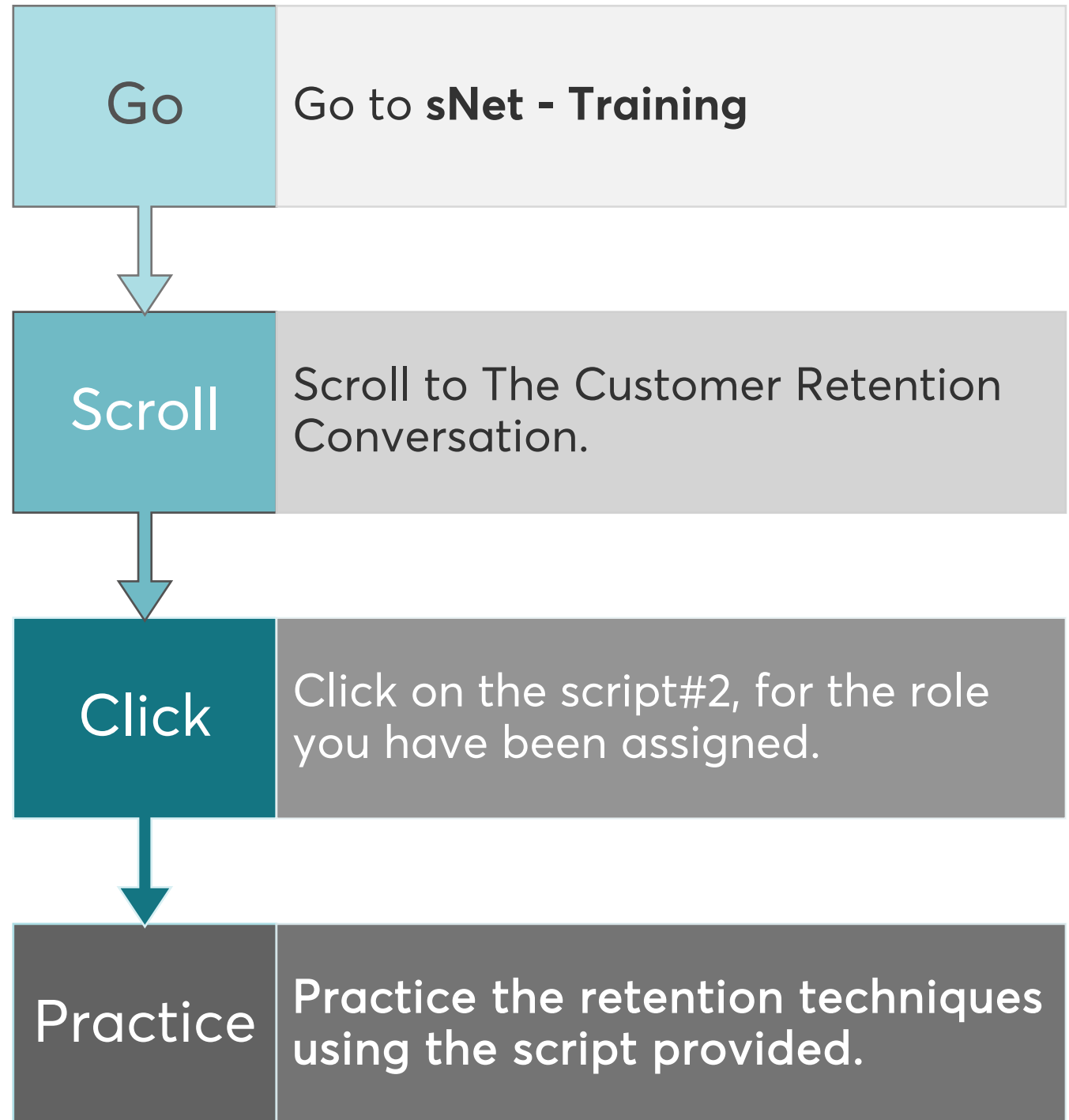
Let's hear from our observers.

Please answer the following questions:

1. What was the interaction about?
2. How were the retention techniques used?
3. What steps in retention flow were used?



Role Play Script



Key takeaways

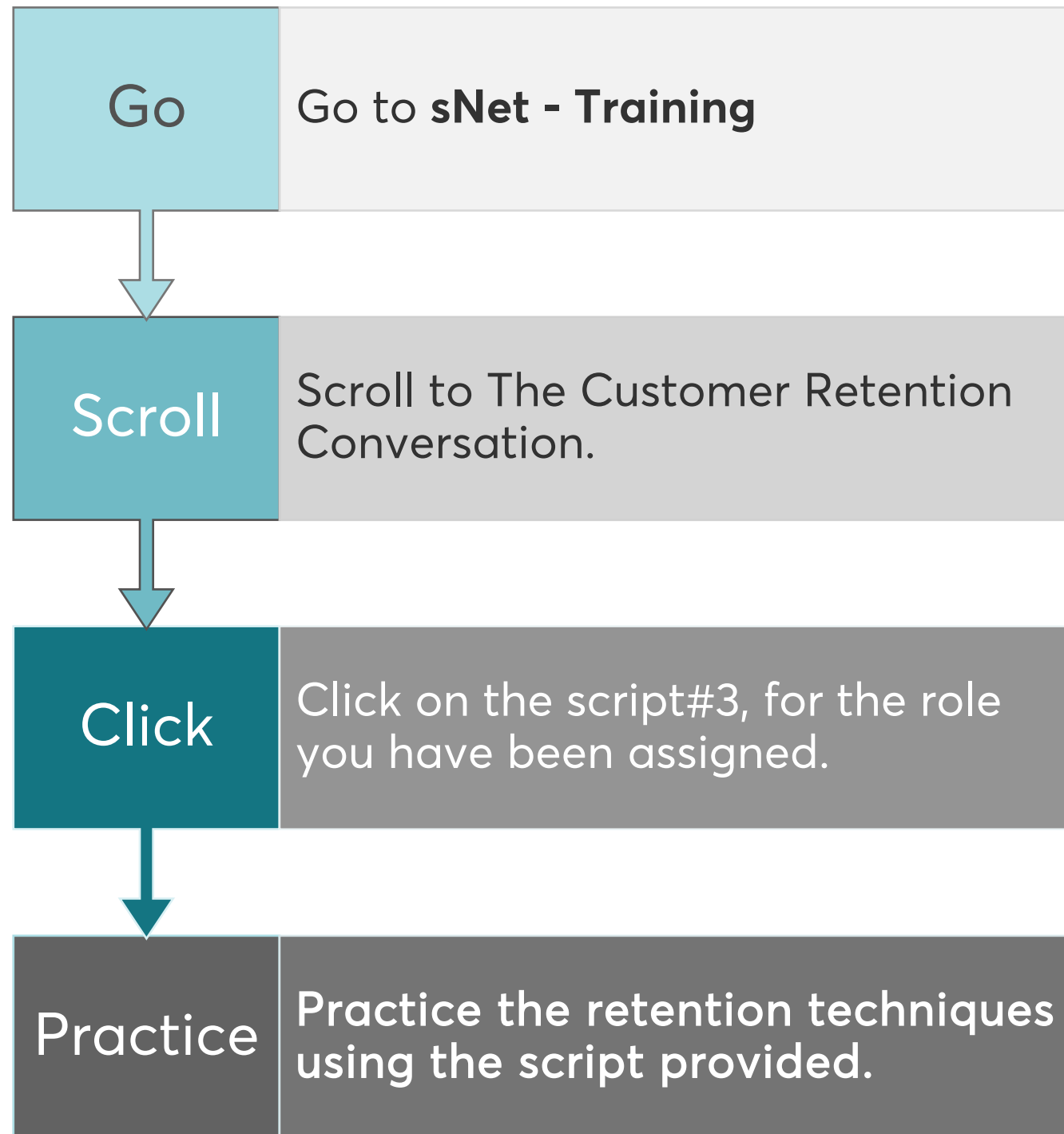
Let's hear from our observers.

Please answer the following questions:

1. What was the interaction about?
2. How were the retention techniques used?
3. What steps in retention flow were used?



Role Play Script



Key takeaways

Let's hear from our observers.

Please answer the following questions:

1. What was the interaction about?
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Your Learning Objectives

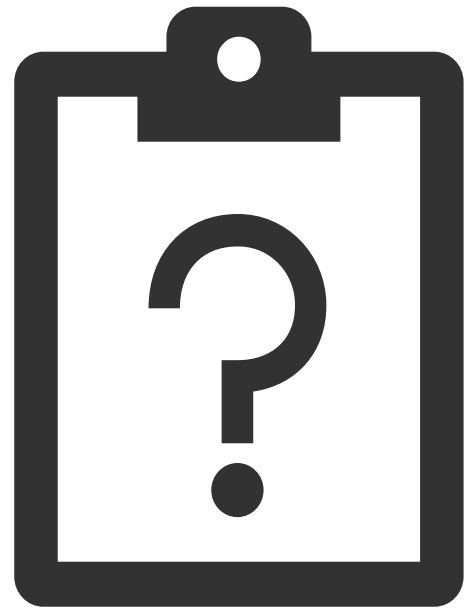
You are now able to:

- Identify the steps in the retention process
- Give examples of retention techniques
- Discuss how the quality scorecard applies to retention
- Apply the steps in the retention process through a role play exercise



Thank you for attending!





Please complete the short survey Veuillez remplir le cours sondage

- We want to hear from you! / Nous voulons vous entendre !
- OR
 - Go to **sNet Training page**, scroll to highlights
 - You will find the Retention Conversation section
 - Click link to answer the short anonymous survey (bilingual)