

SOP: iPhone Repair/Replacement Process

This SOP outlines the iPhone repair/replacement process so that marketing communications writers, project managers, and regional specialists can understand the process and plan their communications/project timelines accordingly.

Note: Customers will not receive the same iPhone when they send their iPhone in for repair. They will receive a replacement iPhone. The “repair” in the process documentation is used because Apple will repair/refurbish the iPhone so that it can be reused.

Pre-Repair/Replacement Process

1. iPhone issue arises.
2. Customer begins by searching Apple’s knowledgebase articles for an answer to her problem.
3. Customer calls AppleCare.
 - During the phone conversation, the AppleCare specialist will go through the solutions in knowledgebase articles with the customer to troubleshoot. Most issues can be solved with a phone call by following troubleshooting steps.
 - A ticket will be created by the AppleCare specialist documenting the call and what actions were taken.
4. iPhone replacement initiated by customer service.
 - Some issues will require the customer to send her iPhone to Apple. If this is the best way to service the customer’s iPhone, the customer will be made aware on the phone and via email that she will not receive her original phone back (a replacement phone will be sent), so it is very important for the customer to follow the “Before you send your iPhone” steps completely before sending her original iPhone to Apple.
 - **Note:** Apple is not responsible for lost data due to the customer improperly backing up her iPhone before sending it in for repair/replacement. Apple does not make a copy of the iPhone on intake.
 - The replacement process will vary depending on whether customer has AppleCare+).
5. Customer follows “Before you send your iPhone in for repair” steps.

Express Replacement Service (ERS) with AppleCare+ (not available in all regions)

1. Customer is sent an ERS kit with a replacement iPhone.
 - The ERS kit has a document with basic instructions and links to online articles about how to prepare your iPhone for shipping. This again emphasizes that the customer must complete the “Before you send your iPhone for repair” steps.
 - The ERS kit has a QR code with a link to an online article that explains how to send the original iPhone to Apple in each region.*
2. Customer uses replacement iPhone packaging to send back original iPhone to Apple

Replacement without AppleCare+

1. Empty “recovery kit” package is mailed to recover the customer’s original iPhone.
 - The recovery kit has a document with basic instructions and links to online articles about how to prepare your iPhone for shipping. This again emphasizes that the customer must complete the “Before you send your iPhone for repair” steps.
 - The recovery kit has a QR code with a link to an online article that explains how to ship the iPhone to Apple for replacement in each region.*
2. Customer mails original iPhone to Apple.
3. Customer is mailed a replacement iPhone.
 - The replacement iPhone may be new or refurbished. It will have the same technical specifications but may not be the same color as the customer’s original iPhone.

* It is important to note that the mailing process for ERS and recovery kits varies from region to region and from country to country within each region. The individual shipping processes are captured in the online articles for each region. In general:

- Customers in the US, Canada, and Europe will receive a pre-paid shipping label with their carrier’s information and information on how to schedule a pick-up and/or how to drop off.
- Customers in Russia will have to use an online tool to schedule a package pick-up.
- Customers in Australia will not need to package their own product – They will take the unpackaged product and the shipping label they receive to Australia post for drop-off.
- Customers in Japan will experience “white glove” service where a courier will come to their residence or place of employment to collect their original iPhone and drop off a replacement.
- Customers in New Zealand will have to email or call TNT to schedule package pick-up.