




T-Mobile Store Audit Audit Summary and Requirements

Summary

T-Mobile offers a wide range of products. It is important that their authorized retailers are consistent with T-Mobile standards. Your job as an auditor is to conduct an overt audit to determine if it is in compliance.

-  Requires a digital camera with the capacity to take 4-megapixel photos or better. Cell phone cameras are not recommended.
-  Takes about 30-45 minutes of in-store time to complete.
-  Requires business-casual attire (no jeans, sandals, t-shirts).

Requirements

By accepting this assignment, you are agreeing to complete the following requirements in order to receive compensation for the assignment.

1. Print the following documents before conducting your visit:
 1. **Live Handset and Inventory Worksheet** – this checklist is SPECIFIC to the location if you are shopping multiple locations, print one from each location. Requires manager initials on top.
 2. **Scorecard** – this is the same for all locations and requires a manager signature and initials for Q16. Leave the right side with the store and keep the left side as proof of visit.
 3. **Letter of Authorization** – this is the same for all locations.
 4. **Scorecard Question Guidelines** – this is the same for all locations, and should be used in store during your audit to guide you through compliance criteria for the Scorecard.
2. Before visiting the location, complete the phone call section. Please verify the hours/days open when you call (i.e. many locations are closed on Sundays).
3. Dress in business casual attire (i.e. no jeans, sandals or t-shirts).
4. Visit the location, introduce yourself to the manager/person in charge (or any employee if there is no person-in-charge) and present the letter of authorization.
5. Complete in store paperwork:
 1. Live Handset and Inventory Worksheet: Have the manager show you each live handset required/in store, along with available inventory and accessories for each live handset. Upon completion have them initial the top and make a copy for their records.
 2. Scorecard: this is to record the preliminary results of your audit; grading criteria is explained by question in the following pages. Tear off right side to leave a copy, and have the manager initial Q#16 and sign the bottom of your copy to submit online. Please keep/make notes for any NO response so you can enter your report online.
6. **Initials on in store paperwork: Double check before you leave the location you have the initials on the top of the inventory worksheet, and the Scorecard has initials on the line under Q16 and manager signature at bottom.**
7. Take four required clear photos:
 - PHOTO 1:** The exterior store front that includes the T-Mobile sign (or front of kiosk if inside a mall)
 - PHOTO 2:** The business hours & identifier (Mall store or Kiosk Identifier Only)
 - PHOTO 3:** A group photo of all employees on duty (pants and shirt must be clearly visible)
 - PHOTO 4:** The primary advertised promo / exterior front windows (Mall store front, Kiosk you will find promos along the sides of the kiosk structure).
8. Be prepared to take additional photos as evidence for all out-of-compliance items.
9. Submit your report online and attach all required photos within 24 hours of your audit date.
10. Upload the last page of your Live Handset and Inventory Checklist and scorecard to the report. You can scan or take clear pictures of them to attach; you may also fax them to (818) 238-1257.
11. Reference Troubleshooting on last page of Scorecard Questions Guidelines for what to do if a store is closed, an employee refuses, or you have attachment issues.

T-Mobile Store Audit Scorecard Question Guidelines

Before you start your audit:

✓ **Present LETTER OF AUTHORIZATION**

* Some managers are concerned about security issues, so offer to show them your state ID card to assure them of your intentions. You are not required to let the manager take your ID or copy any of your personal information – reference last page for troubleshooting.

✓ **Confirm the store number** with the manager or employee in charge. This number should match your assignment. (The manager/employee can find the store number on any register receipt)

Determining store type:

Limited location (LTD): "T-Mobile Limited, exclusive dealer" exterior sign

TPR location: "T-Mobile" exterior sign

SECTION 1 - EXTERIOR STOREFRONT

Exterior Signage.

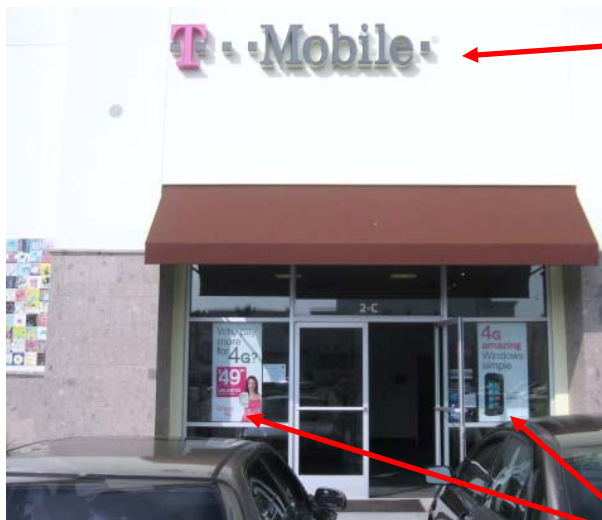


PICTURE REQUIRED. Take a photo of the exterior store front showing the T-Mobile sign.

Photo requirements:

- ✓ Shows the entire store front of the main side of the building or kiosk.
- ✓ Clearly shows the T-Mobile sign.
- ✓ Photo is close enough for most of advertising to be visible.

Examples of Main Exterior Storefront photos:



Clearly shows main
T-Mobile sign



Main advertising clearly
visible

Question 1. Is the Store Hours cling affixed to the door/window AND Business Owner Identifier (window cling or plaque) affixed to a wall within customer's eye level?

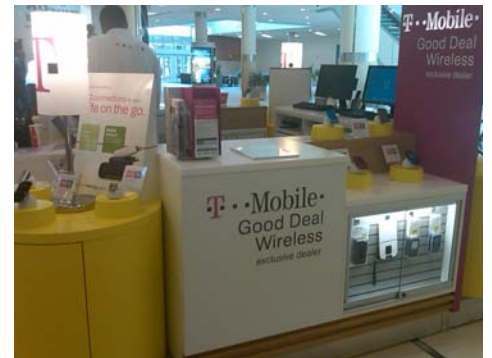
YES/NO

NOTES:



PICTURE REQUIRED. Take a photo of the hours and identifier (or where it should be if missing) – Mall in line store and kiosks will not have hours, only take a picture of the identifier plaque or signage.

Examples of Store Hours cling and Business Owner Identifiers (and possible Kiosk identifier signage):



SECTION 2 – FACILITY MAINTENANCE & INTERIOR ENVIRONMENT

Question 2. Are >90% of all light fixtures working including all spot lights and fluorescent lights?

YES/NO

NOTES:

- Count the total light fixtures that are completely working (all of the bulbs in that fixture illuminated).
- Count the number of light fixtures not fully illuminated.
- Perform a calculation to determine the % of working lights.

Question 3. Is the storefront, the sidewalk, the windows, front doors, carpets, mats, flooring, walls, ceilings, vents, fixtures, displays, counters clean/vacuumed and free of dirt, dust, stains, and fingerprints?

YES/NO

NOTES:



TAKE A PICTURE IF YOU MARK THIS QUESTION NO. Take a picture only of the item not clean and would impact customer impression.

Examples:



Stained carpet



Dirty Vent/Ceiling




Trash in Parking Lot

Question 4. Is 100% of customer information protected with files and paperwork secured or shredded, customer info not left in plain sight?

YES/NO NOTES:

Briefly scan the store for anything that violates the following:

- ✓ Current day's paperwork kept out of customer's reach/sight (e.g. drawer, filing cabinet) but does not have to be locked.
- ✓ Prior day's paperwork secured in the back room/file cabinet and is locked for the duration of the audit.
- ✓ On-screen information is not kept in plain sight of shoppers.

 **TAKE A PICTURE IF YOU MARK THIS QUESTION NO.** Take a picture only of the unsecured paperwork in the position you found it.

Examples:




Customer paperwork not stored properly

Question 5. When you arrived and throughout the visit, was 100% of all food and beverage kept out of the shopper's view?

YES/NO NOTES:

- During the visit there is not any food, beverage or personal items are in the view of shoppers on the sales floor.


 **TAKE A PICTURE IF YOU MARK THIS QUESTION NO.** Take a picture only of the food or beverage in the position you found it.

SECTION 3 – EMPLOYEES

Question 6. When you arrived and throughout the visit, were 100% of the employees wearing a name badge? (including manager)

YES/NO NOTES:

- ✓ When answering this question, do not take any employee excuses into account. You are welcome to note reasons down. However, T-Mobile will make the determination whether to award points.

 **TAKE A PICTURE IF YOU MARK THIS QUESTION NO.** Take a picture only of the employee not wearing a name tag or wearing an unacceptable name tag. *You use the same employee photo (you will need to re-title each time for uploading to the on-line form). **EXAMPLE:**



Neither employee is wearing a name tag (also green shirt color not acceptable Q7).

Question 7. When you arrived and throughout the visit, were 100% of the employees dressed in the approved apparel?

YES/NO **NOTES:**

Question 7a. Did EVERY employee (includes manager) have the black shirt with magenta dots on back?


YES/NO

Acceptable Uniform Conditions:

- ✓ Designated Retailer T-Mobile Branded shirt
- ✓ Dress Slacks (Black ONLY) or Skirts that fall to at least top of knee
- ✓ T-Mobile Shirts may be long sleeved or short sleeved but they must be Black have the T-Mobile Logo & the Magenta digits on the back.
- ✓ Closed-toed shoes
- ✓ Belt if slacks have belt loops

Unacceptable Uniform Conditions:

- ✗ Cargo or jean style pants of any color
- ✗ Tennis Shoes / Athletic styles
- ✗ Tank tops
- ✗ Any shirts without the T-Mobile logo
- ✗ Midriff-baring or tank tops
- ✗ Skirts above the knee

 TAKE A PICTURE IF YOU MARK THIS QUESTION NO. Take a picture only of the employee(s) wearing an incorrect uniform. *You use the same employee photo (you will need to re-title each time for uploading to the on-line form).



****NEW**** Black is the only acceptable color shirt must have the T-Mobile Logo & the Magenta digits on the back. **

EXAMPLE:



On the left no T-mobile shirt, pants and shoes not black.



No Magenta dots on the back of shirt.

Question 8. Did the employees answer the specific knowledge question correctly?

Approach each employee in the store and ask him/her the following question exactly. Do not coach or question employees together:

- Why should I purchase T-Mobile Broadband service instead of another company's service?

Acceptable Responses.

- ✓ Value
- ✓ The coverage you need at the price your want
- ✓ More for your money
- ✓ JD Power awards
- ✓ Great devices (or something similar)
- ✓ Great customer service

YES/NO

Employee Response: _____

Employee Response: _____

Employee Response: _____

Employee Response: _____

SECTION 4 – SERVICE LEVEL

Question 9. Is the location open for business and staffed with employees during the posted business hours during your whole visit?

YES/NO **NOTES:**

Question 10. Were all shoppers serviced timely, the store staffed appropriately without any shoppers leaving without service due to low staffing?

YES/NO **NOTES:**

Question 11. Are customer bill payments being processed at the location using 1 of the 4 approved bill payment vendors (Qpay, IPP, Precash or UDC) or T-Mobile's POS system in TPR stores?

YES/NO **NOTES:**

- Ask the manager or employee in charge how credit card transactions are processed when a customer makes a payment on an existing account?

Acceptable Responses:

- ✓ The store accepts credit cards
- ✓ The store uses a T-Mobile POS system

Unacceptable Responses:

- ✗ The store calls in a customer payment
- ✗ The store logs into the customer's personal account to make the payment
- ✗ The store sends the customer to a different location

Question 12. Is the phone answered correctly according to the location's Brand Program type?
YES/NO **NOTES:**

- Call the store before or after the audit.
- LTD stores should answer the phone: T-Mobile Limited
- All other stores should answer the phone: T-Mobile
- Stores may or may not include their business name (e.g. Exclusive Wireless, Cellular Corp). This is acceptable.

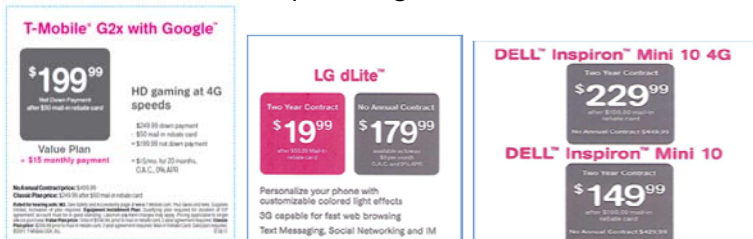
How do you determine LTD (Limited) or not, you will find the Store Type listed with location information, it is listed on your Live Handset and Inventory Worksheet for each visit. You can also verify this by the Type of exterior sign you see. Limited location(LTD): "T-Mobile Limited, exclusive dealer" exterior sign, All other are TPR location: "T-Mobile" exterior sign

SECTION 5 – PRODUCT & PRICING

Question 13. Are prices displayed on all products in a professional manner with no handwritten price tags?

YES/NO **NOTES:**

- All phones must have price tags.



 **TAKE A PICTURE IF YOU MARK THIS QUESTION NO.** Take a picture only of the displayed product without a price tag.

Examples:



Missing price tags/information cards

Question 14. Is T-Mobile the only wireless carrier products or services displayed or used by the employees in the store?

YES/NO

NOTES:

- The store cannot display competitor advertising.

 **TAKE A PICTURE IF YOU MARK THIS QUESTION NO.** Take a picture only of the reference to another wireless carrier.

Examples of Competitors:



Question 15. Are 100% of all product displays filled including phone cradles, pegs, (within tolerance) and shelves; except for purchases just made while employees are busy?

YES/NO

NOTES:

- The store may not have any empty cradles or shelves.
- Stores may have up to 5 empty pegs but not more.
- Kiosks may have up to 2 empty pegs but not more.

 **TAKE A PICTURE IF YOU MARK THIS QUESTION NO.** Take a picture of the empty cradle, shelf or pegs.

Examples:



Empty pegs



Empty cradle

FILL OUT THE LIVE HANDSET & INVENTORY WORKSHEET TO ANSWER THIS QUESTION

Question 16. Is the minimum number of approved live handsets on display according to the current brand type requirements?

- LTD stores and all kiosks require 8 Live Handsets. TPR stores require 20 Handsets.
- The Live Handset & Inventory Worksheet attached to your visit will have the type and required handsets.
- Ask the manager to show you all live handset in the store;
- All stores are approved to have live handsets on display or behind the counter.
- Use the worksheet to guide you through how to determine the # of required handsets for the location and how to properly arrive at the yes / no answer for this question.

LIVE HANDSET: A phone that has the potential to be powered on and can be used by the customer (so the customer can test the functionality).

DUMMY HANDSET: A phone that is just a shell and has never been able to turn on. **DO NOT** consider dummy handsets when filling out your worksheet.

FILL OUT THE LIVE HANDSET & INVENTORY WORKSHEET TO ANSWER THIS QUESTION

Question 17. Is there at least one handset available in inventory of each of the live handsets as identified in question #16?

- Note if any store displays have an OUT OF STOCK sticker (fill in on worksheet).
- Ask the manager to show you at least one phone in inventory that corresponds to each live handset.
- Skip live handsets any handset not used to evaluate Q16.
- Skip live handsets with an OUT OF STOCK sticker or not working.



TAKE A PICTURE IF YOU MARK THIS QUESTION NO.

Example:



FILL OUT THE LIVE HANDSET & INVENTORY WORKSHEET TO ANSWER THIS QUESTION

Question 18. Is there available accessories for each of the live handsets as identified in question #16?

- Ask the manager to show you at least one accessory to correspond to each live handset.
- Skip live handsets any handset not used to evaluate Q16.
- Skip live handsets with an OUT OF STOCK sticker or not working.

SECTION 6 - PROMOTION

Question 19. Is the approved primary advertised promo message displayed in the correct position and visible from the outside?

YES/NO

NOTES:

- All stores **MUST** display the Primary Advertised Promo pictured below in the front window. Kiosks may have a smaller, condensed version.



PICTURE REQUIRED. Take a picture of the displayed promo or the incorrect promo if no primary promo displayed.

*****PRIMARY ADVERTISED PROMO:**



Question 20. Is the location free from displaying unapproved signs & banners in the interior & exteriors (including expired collateral, handwritten or computer generated signed, vinyl banners, light boxes, LED/neon/flashing light signs or easel boards.

YES/NO **NOTES:**

- Stores are only permitted to display variations of the signage below. If any other signage (besides store hours), mark this question NO.

 **TAKE A PICTURE IF YOU MARK THIS QUESTION NO.** Take a picture of any unapproved advertising.

Unacceptable Window Signage Conditions:

- ✗ Outdated messaging is displayed
- ✗ Handwritten signs
- ✗ Flashing lights
- ✗ Vinyl Banners of any type other than "Grand Opening" up to the first three weeks of store opening
- ✗ Light boxes, LED or neon signs of any type being used (other than "open" signs)
- ✗ Easel boards
- ✗ Computer generated signs

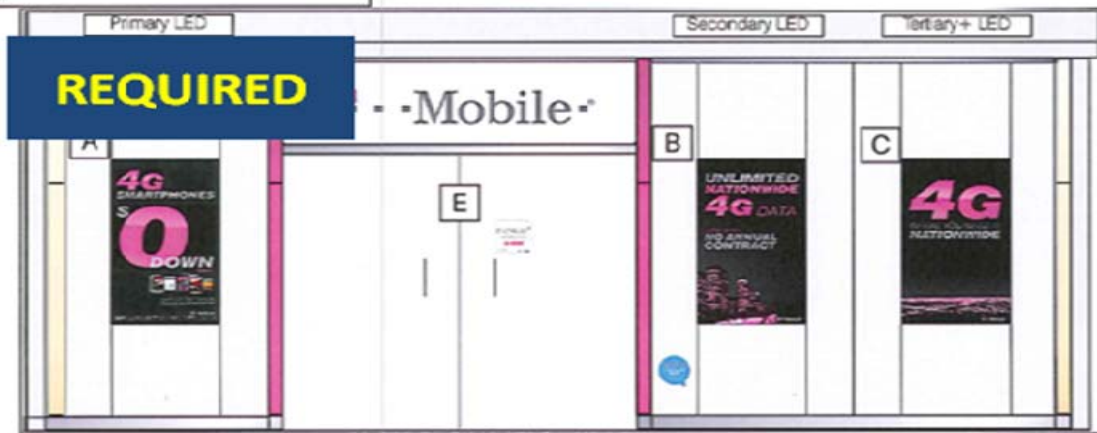
*****Next page shows the only acceptable exterior clings, promotions, and other signs:**

You can only make exceptions for the following – any other exterior signage results in a 'no' for Q20 and requires a picture:

Store Front: Windows: LED & Non LED Window Frames

A	4G Smartphone Value Offer (NEW) T/TB90177.1.24x48.front (1st LED Frame) TD90177.1.24x48.EE/EB (T&B, back of 1st only)
	4G Smartphone Value Offer (NEW) T/TB90177.1.24x48.front.MPC (1st LED Frame) TD90177.1.24x48.MPC.EE/EB (T&B, back of 1st only)
	4G Smartphone Value Offer (NEW) T/TB90177.1.24x48.front.DC (1st LED Frame) TD90177.1.24x48.DC.EE/EB (T&B, back of 1st only)
B	Unlimited 4G Data (Existing) T/TB0136.3.24x48.front (2nd LED Frame) TD0136.3.24x48.EE/EB (T&B, back of 2nd T&B only)
C	Network (Existing) T/TB0134.5.24x48.front (3rd LED Frame) TD0134.5.24x48.EE/EB (T&B, back of 3+ T&B)
D	Add a Line A-Frame poster (NEW) T0130.5.24x36 * Bilingual is pull only from RRD
E	All Up Android Door Cling (NEW- arriving later) P/P90025.2.8x8
	Foursquare Cling (Existing) TM4444.1

*If your landlord allows you to use A-Frames, please display outside the front of your store during business hours. If your location is not allowed to use the A-Frame outside your store, please safely store in your back room for future direction.



Creative Marketing and Merchandising

CONFIDENTIAL T-Mobile USA, Brand Marketing

Playground Floorset Guidelines 2013



Wind Feather



Live handsets



Now hiring



Inflatable guy



MYSTIGLO

Open neon



Flip swap

SECTION 7 – EMPLOYEE GROUP PHOTOGRAPH

Employee Photo.



PICTURE REQUIRED. Take a group photo of all employees on duty. *You use the same employee photo for no response on Q6 & Q7 (note, you will need to re-title each time for uploading to the on-line form).



**Photo
clearly
shows shirt,
pants and
shoes**

Your photo should be formatted as follows:

- ✓ All employees should be lined up, facing forward
- ✓ Each employee should be visible from head to toe (showing shirt, pants and shoes).
- ✓ Photo should not be blurry or have poor lighting.

TROUBLESHOOTING – PROBLEMS YOU MAY ENCOUNTER

THE STORE IS CLOSED

- Verify you are at the correct address and during the store's normal business hours.
- If so, take several exterior photos including the T-Mobile sign if present, any displayed advertising and something showing your location (e.g. street sign, address numbers on building, etc.).
- Email photos and a short narrative describing situation to cdoomanis@dynamic-advantage.com.

THE MANAGER IS REQUESTING ID

- Verify you are at the correct address / store number.
- Politely inform the manager auditors are not issued company identification. Some managers are concerned about security issues, so offer to show them your state ID card to assure them of your intentions. You are not required to let the manager take your ID or copy any of your personal information.
- We are completing these audits on behalf of LP Innovations; the company list in your letter of authorization
- If the manager refuses, step outside and call Dynamic Advantage toll free at (866) 870-1251.
- If you are unable to reach us, write refusal on the Scorecard and have the manager/employee sign. Discreetly take whatever exterior photos you can and something showing your location (e.g. nearby street sign, address numbers on building, etc.).
- Email Scorecard, photos and a short narrative describing the situation and your time in and out to cdoomanis@dynamic-advantage.com.

THE MANAGER/EMPLOYEE IS REFUSING THE AUDIT

- Verify you are at the correct address / store number.
- Step outside and call Dynamic Advantage toll free at (866) 870-1251.
- If you are unable to reach us, write refusal on the Scorecard and have the manager/employee sign. Discreetly take whatever exterior photos you can and something showing your location (e.g. nearby street sign, address numbers on building, etc.).
- Email Scorecard, photos and a short narrative describing the situation and your time in and out to cdoomanis@dynamic-advantage.com.

THE MANAGER QUESTIONING SCORING / RESULTS

- If a manager asks how they are doing, about passing or failing, let them know you are going to leave them with a copy of your preliminary results, and the final version will be available from T-Mobile over the next few business days. Explain that you only fill out the yes/no answers based on the criteria you are given, and the computer will tally the official score after you input your report on-line. If you mark something 'no' you can explain the expected criteria / why you have determined that answer from your guidelines.

UPLOADING PICTURE & DOCUMENT ATTACHMENTS

- Prophet will not save attachments when using the Save Work feature.
- Attach photos and documents right before you submit the shop.
- We have found that some internet providers will limit data transferring; if you can't submit the audit because of attachments, please fill out your report and save your work, then email your pictures and documents to janp@dynamic-advantage.com and we will submit the audit for you.

FIREFOX BROWSER CONFLICTS (SERVER BUSY OR SERVER DISCONNECT ERRORS)

- Firefox users, some add-ons may conflict with Prophet, resulting in a server busy or server disconnect message when submitting a shop. If you have this problem all you need to do is restart your Firefox browser without add-ons. Here is how, under the help menu select "Restart with add-ons disabled" then you will need to click 'okay' to restart, this will pop up a small window and then you need to click on 'continue in safe mode' Firefox will then re-launch without add-ons, and you will be good to submit a shop with attachments.