



# The NEW AT&T Trade-in Program Dealer Kick-off Presentation

# Overview

The new **AT&T Trade-In Program** supports both trade-in and recycling initiatives by providing customers with **instant store credit** on qualified trade-ins *plus* environmentally sound recycling methods for used devices.

Return. Recycle. Reward.

# AT&T Program Results

	AT&T Trade-in Program
<b>Average Trade-in Value</b>	<b>\$70 - 80</b> (\$140 avg. peak 1 <sup>st</sup> day of iPhone 5 release)
<b>Additional revenue from Trade-in credits</b>	<b>\$1000/mo. per door</b>
<b>Highest Number of Trades per Month for a Location</b>	<b>81</b>
<b>Total Locations</b> (Dealer + COR + Telco)	<b>Over 3400</b>
<b>Number of Locations for Largest Active Dealer</b>	<b>Over 200</b>

# Starting a Trade within RQ4



- Begin a customer transaction as normal.
- Click on AT&T Trade-in icon.



- Enter manufacturer and or model.
- Models will be presented. Carefully pick the right model, especially with iPhones (See Tips)
- Phones, tablets and air cards accepted. Laptops cannot be traded.
- Click the Next button.

## Select a device

A screenshot of a web interface titled "Select a device". It features a search box with a "Search" button to its right. The search box is currently empty and has a light green background. Below the search box is a large, empty rectangular area, likely intended for displaying search results.

Enter the customer's device name into the search box on the left.

### iPhone Identification Tips

<http://support.apple.com/kb/HT3939>

# Processing a Trade



Four required fields must be completed.

1. "Does the device power on and does the screen work properly?"
  - a) Turn the device off and then on again
  - b) Look for dead spots in the screen
2. Is anything on the device broken or cracked?
  - a) Even subtle cracks should be marked as broken
  - b) The battery and door backing need to be sent with the device
3. IMEI/ESN – Important for identification during inspection process
4. Wireless Number – Used to associate the trade with a customer
5. Reference number is optional for dealer or store use

A screenshot of a web form for processing a trade. The form has a light green background and contains several input fields. The first field is a dropdown menu with the question "Does the device power on and does the screen work properly?". The second field is another dropdown menu with the question "Is anything on the device broken or cracked?" and a sub-note "[Battery and battery door must remain with the device]". The third field is a text input for "IMEI/ESN/Serial #". The fourth field is a text input for "Customer's AT&T Wireless Mobile number" with a small icon of a phone. The fifth field is a text input for "Reference #". The sixth field is a text input for "Promotion Code".

## Important

- The Flipswap team can provide guidelines for evaluating device condition.
- iPhone 3 models have a high discrepancy rate. Be careful
- **Devices that are evaluated incorrectly will be reported as a discrepancy and may reduce payments made to dealers**



# Check Out

1. Review the quote with the customer and read the required statements.
  - Emphasize that the device cannot be returned
  - Service on the device should be terminated
2. Click on "I accept the Terms of Service" and click Finish to continue.
3. RQ4 applies the credit to the customer's transactions
4. Print the receipt.
5. Obtain the customer's signature on the receipts

# After the Trade



1. Place trade inside GREEN BAG with copy of invoice as soon as possible
2. Include Invoice and Battery/Door in the green bag
3. Put the device in a secure place designated by the store management team
4. Store manager or designated staff should ship phones at least weekly



# Trade-in Access for Reporting, Administration, & Shipping:

<https://att-dealer.flipswap.com/login.htm>

**LSO/Training ID:** xm##### or other unique ID provided by Flipswap.

**PDC Location Login:** lowercase (store dealer location code)  
*If your Dealer Code is different than your PDC code, use the Dealer Code.*

**Password:** Welcome1 (case sensitive)

**Users will be prompted to change their password after first login**

- Employees designated as Store or Company Managers can add, change, and deactivate users
- Passwords can be reset with a call to the helpline



# Manager Duties and Information



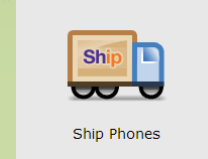
View Reports

## Website to ship phones and run reports

- <https://att-dealer.flipswap.com/login.htm>
- **Activity Report** - Shows detailed trade-in activity information about your company or store
  - Includes details on inspected trades
- **Store Trade-in Inventory Report** – Shows trades that have not been shipped
- **Store Receipt Tracking Report** – Shipped items not received. Items can take 3-5 days after delivery by FedEx to be 'Received'
- **Item Look-up Report** – Quick view for a specific trade. Good way to view inspection comments
- **Closed Trades Report** – Closed Trades

The reports with date ranges are limited to a 90 day range

# Manager Duties and Information



**Shipping Phones** - Store Managers or designated staff should ship phones at least weekly

1. Click on the 'Ship Phones' icon. Items that have not been shipped will be displayed
2. Match the phones in the store to the list and mark them by clicking on the appropriate check box
  - a. Trade paperwork needed for each device
  - b. Each device should be in a green bag
  - c. Errors cannot be corrected without cancelling a trade
3. Print the packing list and shipping label
  - a. Pop-up blockers may block label. Click on 'Show All Items Not Received' to bring items back and start over
4. Pack the items in the Flipswap box with the packing list
5. Call 1-800-GoFedEx to schedule an express pick-up
6. Flipswap pays shipping costs when our label is used

**DO NOT SHIP DEVICES TO PREVIOUS PROGRAM SHIPPING ADDRESS**

# Planet Policies

- Once a phone has been traded in you cannot return it
- No credits are given to customers as result of their traded in equipment, customers must purchase other accessories, phones, tablets, etc. to absorb credit amount given
- If a location's discrepancy percentage is higher than 10% this may result in termination of this program at that location. Discrepancies are caused when the questions in RQ are not answered correctly
- LMs are to ship phones weekly back to Flipswap via FedEx Express

# Important Contacts



**Help Desk** – General Questions/Cancel Trades/ Password Resets/ Supplies **(877) 244-9829** – Answered during all business hours

**Help Email** [support@atttradein.flipswap.com](mailto:support@atttradein.flipswap.com)

**Nicole Shaw** Southeast Region Field Support Manager  
[Nshaw@flipswap.com](mailto:Nshaw@flipswap.com) 404-402-2329

**Gary Deutsch** – FSS Dealer Channel Manager  
[gdeutsch@flipswap.com](mailto:gdeutsch@flipswap.com) 404-808-9694

Include your store location code and user ID in all help requests