

Content Strategy for Trade-in Management Hub



JAPAR, ROBIN
SR LEAD CONTENT STRATEGIST

In this document



The
Journeys



Focus Areas



The Words
Matter



Product
Teams



Success
looks like...

Our goal is to reimagine a device trade-in experience that empowers customers to complete their trade-in seamlessly while building confidence and trust in AT&T's Trade-in Program. To support this goal, our content strategy focuses on:

- Instilling customers with confidence to appraise their trade-in device
- Making it easy to pre-qualify for the best available trade-in offer
- Setting clear expectations around the trade-in process
- Keeping the customer well-informed throughout their journey

Journeys that Matter

Nearly 70% of trade-in customers are existing wireless customers who upgrade their device through a promotion, especially around hero events. When talking trade-in flow, this is our journey that matters. Other actionable audiences will need to be accounted for in future PIs including:

- Add a line
- Bring my own device to trade-in
- New wireless account/service

- Signature program

- FirstNet program
- Small business

CX Focus Areas

Autonomy

Forward-looking: Shape content in ways that is meaningful to the customer by emphasizing “what’s now” and “what’s next.”

Conversational: Messaging should be conversational yet integrate key words for clear understanding by customers and smart technology alike.

Clear: Be simple and direct. Don’t write more than what is needed. Think mobile first meets Earnest Hemingway!

Concise: Use words that customers know, understand, and can relate to. Avoid using “buzz” terms.

Inclusive: Account for visual impairment, reading level and other accessibility factors.

Personalize

Accurate: Know the customer no matter where they interact with us.

Proactive: Anticipate and account for the customer’s needs and behaviors.

Insightful: Empathize with and show customers a deep understanding of their world and what’s important to them.

Empathetic: Demonstrate a knowing and understanding of the customer’s needs without being creepy.

Relevant: Provide only the most relevant products, services, options, recommendations, and support.

Unified Experience

Consistent: Ensure the same experience follows the customer throughout their journey. Don't change mental models mid-funnel.

Timely: Deliver a real-time, relevant experience matching the customer's moment of intent.

Omni-channel: Allow for seamless transition between digital and physical interactions, this includes using the same voice and approach across all channels, not just in the content but also verbally from rep and support center.

Ease

Focus: Keep customers focused on one purpose, one topic, or one decision at a time. Don't require customers to navigate away from their intent.

Progressive disclosure: Minimize the cognitive load by allowing for quick scans of content and providing clear entry points into more detailed information.

Automation: Introduce/improve omni-channel automation to decrease burden on the customer and reps alike.

Trust & Loyalty

Meaningful: The experience needs to be meaningful, providing real value based on intent.

Inspiring: Goes beyond pricing to embrace the greater good.

Comprehensive: Set the customer's expectations throughout the experience.

[\(back to top\)](#)

The Words Matter

Terminology can either ground customers in an experience or add to the confusion. When it comes to our complicated trade-in offers, this is most certainly true. Here is a list of recommended words that are clear/concise and leave little room for misinterpretation. Because these terms are commonly used in other industries, they'll help to ground our customers in the trade-in experience.

Appraisal vs assessment

Customers understand what it means to need an appraisal, whether they're buying/selling a house, car, an antique, grandma's jewelry or a phone, an appraisal is a word consumers can relate to. We want to recommend that you use the word "assess" or "assessment" when talking to the act of determining the value of the old device. Use the word "appraisal" or "appraised" when talking about the value assigned to the device after it is assessed. Don't use the two terms interchangeably.

Pre-qualified vs qualified

The customer understands the concepts behind the terms "pre-qualified" vs "qualified" whether they're applying for a new credit card, a car loan or a mortgage. As we know, completing the online experience only "pre-qualifies" the customer for the promotion. They don't become "qualified" for the promotion until their device is professionally appraised by AT&T. When setting the customers' expectations around the trade-in credit, it is going to be crucial to make clear distinctions between these two terms, using them deliberately and consistently throughout the customer's journey.

Trade-in credit vs trade-in value

The bottom line is that customers want to know, "How much will AT&T give me for my trade-in device?" In content audit, we've seen the two terms; credit and value used interchangeably. Again, we want to use these terms deliberately and consistently throughout. Use the word "credit" when speaking to the actual amount that AT&T will post to either the customer's account or promotion card.

Use the word "value" when speaking to *"the quality of anything which renders it desirable."* The word value has been so abused across the marketing industry that customers neither understand nor trust the term in context of the trade-in offer. We recommend limiting the term "value" to be used only when expressing that exact sentiment; for example, *"You've self-appraised the iPhone X at \$90 value, which pre-qualifies it for \$350 in credit when you trade your iPhone X in toward the purchase of a new 5G device."*

Activate

Our offer details state you must “activate” an unlimited plan. The word “activate” doesn’t clarify if the customer needs to be moving from an old plan to a new unlimited plan to qualify, or if already on a qualifying unlimited plan. This content could be framed with simple language, i.e., “Make sure you have an unlimited plan.” This issue spans across channels. When a customer spoke to a rep about trade-in she was told, “You don’t qualify since you have a 20 GB plan.” This language must be more inclusive, for example, if the rep had said, “In order to qualify, you’ll need to change to an unlimited rate plan. Can I help you with that?” The customer would have understood that she could take steps to become eligible for participation in the trade-in promotion. Brand voice training should be extended to the product level and include all channels for cohesiveness and comprehension.

Please ensure that these terms are used deliberately and consistently throughout the end-to-end trade-in journey!

[\(back to top\)](#)

Product team dependencies

See the [Content Model](#) for the specifics!

Global Nav

The link to the Trade-in Management Hub is prominent within the navigation menu (utility nav, primary nav & footer nav).

Account Overview

The upgrade card is presented above-the-fold for existing wireless customers; CTA should go directly to trade-in management hub.

Communications

All post-transaction communications are timely, relevant, and meaningful. They should be tracked and managed as part of the Communications Lifecycle Management (CLM).

[See recommendations](#)

Search

For SEO, set to no index/no follow as this hub is an account management/buy flow service; however, internal search will be key for customers to easily find information or garner support around their inflight or future trade-ins.

Cart/checkout

- Cart pricing should reflect trade-in credits inline/context of the purchase
- Simplify the checkout process leveraging automation for account, delivery, and payment information for existing customers
- Provide options to pay through alternative methods such as digital wallet or EZ Pay.

Billing

Ensure the trade-in credit appears accurately beginning with the first bill (post-transaction) and carrying through until the terms of the trade-in agreement are completed.

Omni-channel

All information about the customer's trade-in and status should be accessible across the digital channels to ensure seamless transition between the physical and the digital (online, in-store, call center) touchpoints throughout the customer's trade-in experience.

Return Hub

In the instance that the device doesn't appraise for credit, allow for the customer choices: opt for the device to be either returned to them or recycled. Account for buyer's remorse, allowing customers to undo the transaction if the discrepancies between expectation and final appraisal are vastly different.

Services

Update the Customer Service Summary (CSS) to accurately reflect the device trade-in quotes, estimates and impacts to the estimated total bill.

Chat/AI/IVR

Proper content tagging must be in place for chatbots and virtual support agents to assist customers with trade-in as needed. Also impacts the ability of assistive and support technologies to access information around a customer's inflight or intentioned trade-ins.

Personalization/data

Leverage consumer data to deliver real-time, tailored 1:1 experiences within the trade-in hub. Make the experience meaningful and valuable to each individual customer, including but not limited to: custom pricing in relation to their prequalified trade-in credit, automation of trade-in device appraisal as obtained from account and service data, tracking of trade-in status, etc.

GVP/Media

Create a video that raises awareness of how AT&T appraises devices & educates customers to more accurately appraise their own device for trade-in with AT&T. Demonstrate the common defects, and really showcase the most commonly missed defects. Be sure to tie the content in the video to the categories and questions in the self-appraisal.

Development/CI

Provide accurate content/document tagging for seamless automation & tracking of dynamic content throughout the experience.

- Adhere to [Best practices for SEO](#) because they're also the best practices for serving dynamic content (ML/ AI/ Personalization!)
- Name content & image files with impacted key words

Keep it on brand

- Follow the [AT&T Style guide](#)
- Adhere to the [Digital Design Hub](#); leverage reusable components
- Support [digital browser & device standards](#)

[\(back to top\)](#)

What does success look like?

For the customer

The customer completed the entire trade-in independently. The process was simple, experience was seamless, and the customer wasn't filled with confusion, nor left with doubts or lingering questions regarding their trade-in.

For the business

Advance the trade-in experience to meet customer's expectations in digital at least as well as we do in other channels, keeping them informed and comfortable throughout the experience.

How to achieve it

The customer:

- Understands the value of their trade-in
- Trusts that AT&T will honor the trade-in credit
- Has confidence to make the trade-in digitally
- Receives clear, meaningful, and timely communications
- Sees their credit accurately applied on the first bill following the transaction
- Has the ability to engage with trade-in across multiple channels; i.e., BOPIS/curbside

How to achieve it

- Transparency in pricing with their trade-in value
- Enable price comparison shopping while clearly communicating the estimated trade-in value
- Provide timely, relevant, accurate and meaningful communications
- Improve device value estimation process
- Offer flexible return options (print label, order return kit, drop off at store)
- Track the device return status
- Emphasis the environmental impacts of upcycling/recycling device with AT&T

How to measure it

- Use CSAT & NPS to determine if we meet customers' expectations for:
 - Trade-in value and process
 - Flexible trade-in & return options
 - Post-transaction communication
- Decrease the level of effort to complete the funnel by 50% (stretch goal 75%). The average trade-in with current upgrade experience takes 22 minutes to complete.

How to measure it

- Improve digital conversion rate from 50% to 60% (stretch goal: 75-80% to match conversion rate in other channels)
- Call shed reduction
- Improve trade-in completion rate

[\(back to top\)](#)

CX Handoff Docs



Content Model w/ Strategy & Flow Diagram



UX Flow Diagram (p/w: cxstrategy)



AT&T Trade-in Prototype (p/w: cxstrategy)



Trade-in/Return - Journey Map



CX Synthesis

Content Audits w/ Data



Existing Customer: Upgrade w/ Trade-in Audit & Analysis



New Customer: Trade-in Audit & Analysis



Communications Audit, Analysis & Strategy

Proof of Concepts



User study (round 1)



Prototype #1 (P/W: cxstrategy)

Concept #1: promotion eligible, yes or no?



User study (round 2)



Prototype #2 (p/w: cxstrategy)

Concept 2: appraised value vs promotional credit.



User study (Round 3)



Prototype #3 (p/w: Trade-in.Proto)

Concept 3: trade-in credit meter and QR code automation