



Strengthening Customer Relationships Through
Mobile Engagement

Introducing the Speakers



Keith Schumann

VP Marketing
Cricket Wireless



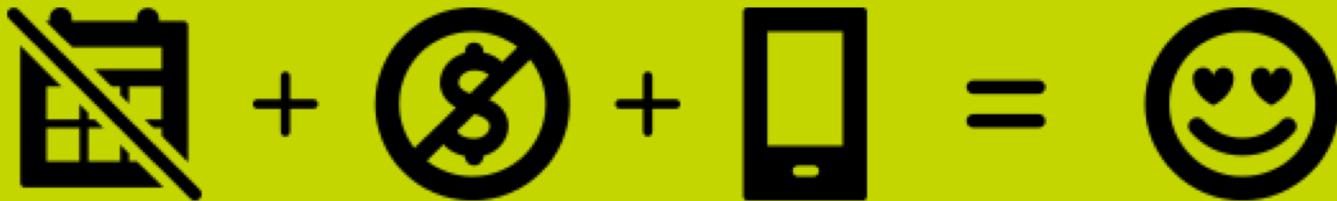
Matt Ramerman

President
Sinch Engage

Introducing Cricket

Smile, You're on Cricket: About Our Cell Phone Company

At Cricket Wireless, we're on a mission to make customers like You satisfied with your cell phone carrier like never before, providing you with wireless service to smile about. That means no annual contract, cheap cell phone plan prices and no surprises. How do we do that?



Icebreaker

Relevance is King

Source: Harvard Business Review 2018

70's



Mass Market

80's



Segment

90's



Customer

Relevance is King

Source: Harvard Business Review 2018

Incentive programs don't make me loyal.
-71%
of consumers

70's



Mass Market

80's



Segment

90's



Customer

00's



Loyalty

Relevance is King

Source: Harvard Business Review 2018

Incentive programs don't make me loyal.
-71%
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70's



Mass Market

80's



Segment

90's



Customer

00's



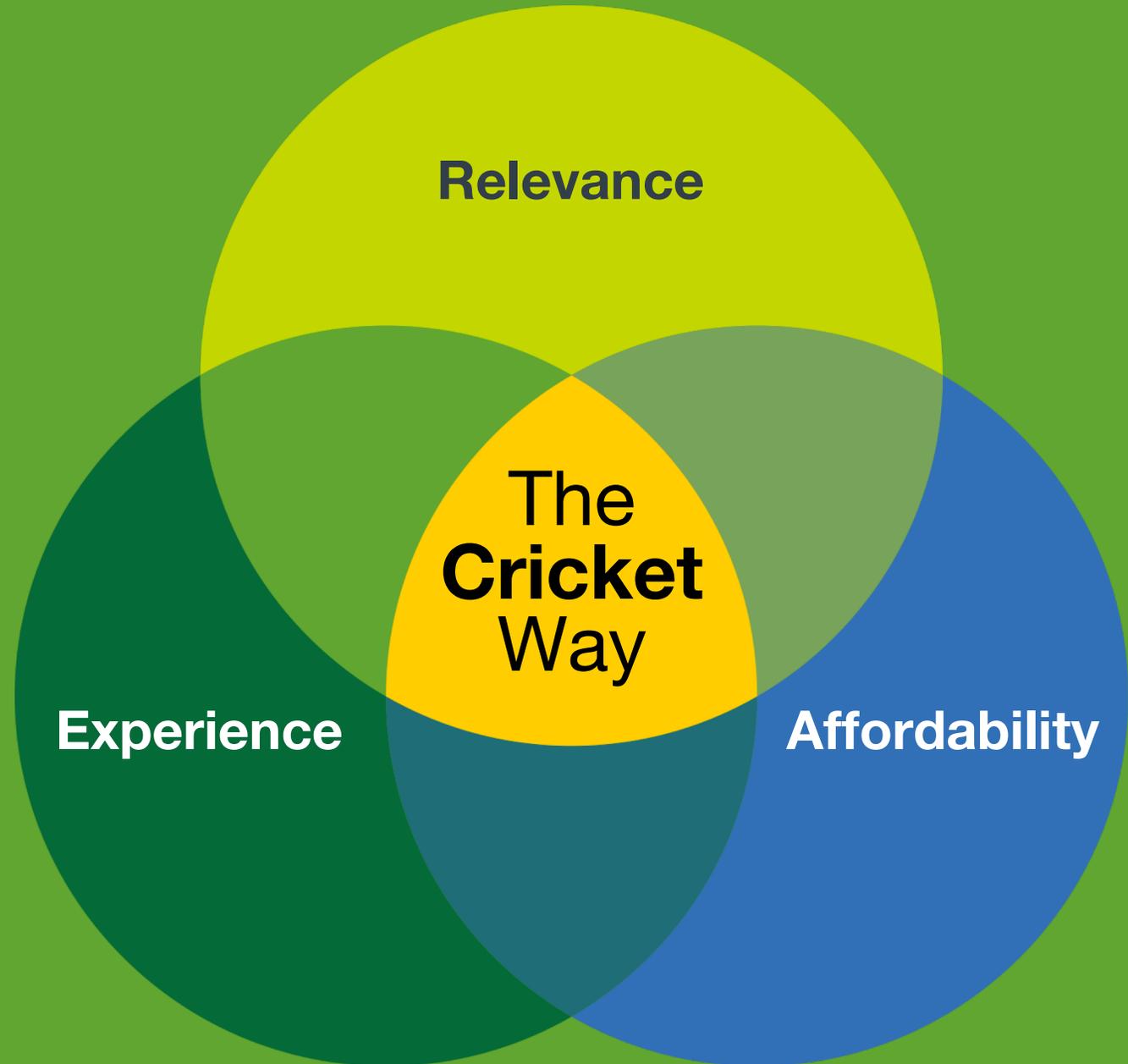
Loyalty

TODAY



Relevance

Our Approach



How do we do it?



How do we do it?



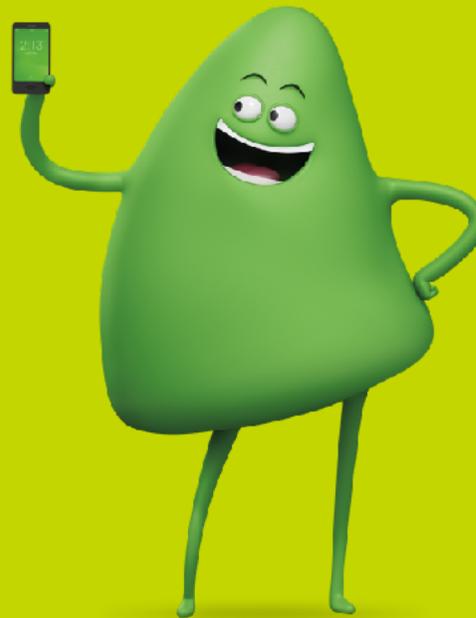
Engage
where they live.



How do we do it?



Engage
where they live.



Show
don't tell.



How do we do it?



Engage
where they live.



Show
don't tell.



Know
your customer

Cricket Customer Journey

On-Boarding: First 90 Days

Welcome Video



Account Overview Video



Account Summary Flyer



Re-Up Video



Tenure: Next 8 Months

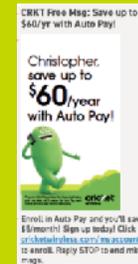
Auto Pay Flyer



3/6 Mo Anniv. Video



Auto Pay Flyer



Mature: 1+ Years

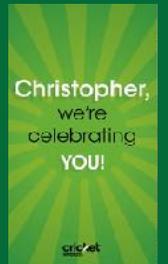
1 Yr Anniv. Video/Offer



Device Offer/Upgrade Offer



Yearly Anniv. Video



Ongoing Conditional Targeting

Upsell

Service Notice

Feature Announcements

Add a Line

Network

Refer a Friend Promo

Surprise & Delight

Surveys

Upgrade

Love your
phone?

[See details](#)

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& find out how to get a
\$100 account credit**

to bring your eligible phone to Cricket!

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Bring your eligible phone & get a

\$100 credit

Single use coupon redeemable in-store only.



**Bring in your eligible phone & get a
\$100 Credit**

Offer Expires: 8/1/2019



Use Code: MKQ9EKAQ



Terms and Conditions

Ends 8/1/2019. In-store only. Excludes upgrades & AT&T ports. Req's \$9.99 Cricket SIM Kit, activation of new line of service on min. \$55/mo. voice and data plan, and unlocked iPhone 6 or greater. Offer also valid on unlocked Samsung Galaxy S7 or greater. Receive \$50 account credit upon activation in-store; final \$50 account credit applied w/in 10 days prior to the end of second month of service. Account credit is not redeemable for cash, has no cash value & is not transferable or refundable. Credit forfeited if account is cancelled. 1 credit per qualifying line; 1 coupon code per customer. Activation fee (up to \$25/line) & add'l one-time (up to \$3 Customer Assistance Fee) fees may apply. Return: w/in 7 days. Up to \$25 fee may apply. See cricketwireless.com/fees for details. Transfer Number (Switch/Port), Upgrade or New Line pricing is available to customer once every 90 days. Limits: May not be combinable with certain offers, discounts, or credits. Phone may be restricted to Cricket svc during first 6 months after activation. By activating/using svc, you agree to Cricket Terms of Service (cricketwireless.com/terms). Svc good for 30 days and is subject to Cricket network management policies, see cricketwireless.com/mobile_broadband for details. Pricing, terms, & other restr's subject to change and may be modified or terminated at any time without notice. Coverage & svc not avail. everywhere. See cricketwireless.com for details.

**Get an exclusive coupon
& find out how to get a
\$100 account credit**

to bring your eligible phone to Cricket!

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Terms and Conditions
Ends 8/1/2019. In-store only. Excludes upgrades & AT&T Req's \$9.99 Cricket SIM Kit, activation of new line of service min. \$55/mo. voice and data plan, and unlocked iPhone greater. Offer also valid on unlocked Samsung Galaxy S greater. Receive \$50 account credit upon activation in \$50 account credit applied w/in 10 days prior to the end month of service. Account credit is not redeemable for cash value & is not transferable or refundable. Credit if account is cancelled. 1 credit per qualifying line; 1 coupon customer. Activation fee (up to \$25/line) & add'l one-time Customer Assistance Fee) fees may apply. Return: w/in 7 days. Up to \$25 fee may apply. See cricketwireless.com/fees for details. Transfer Number (Switch/Port), Upgrade or New Line pricing is available to customer once every 90 days. Limits: May not be combinable with certain offers, discounts, or credits. Phone may be restricted to Cricket svc during first 6 months after activation. By activating/using svc, you agree to Cricket Terms of Service (cricketwireless.com/terms). Svc good for 30 days and is subject to Cricket network management policies, see cricketwireless.com/mobile_broadband for details. Pricing, terms, & other restr's subject to change and may be modified or terminated at any time without notice. Coverage & svc not avail. everywhere. See cricketwireless.com for details.

Coupon



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08/01/2019

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Single use coupon redeemable in-store only.

Tap **Add** save this offer

Details
Tap "..." for details



Use code: MKQ9EKAQ

This pass will be added to Wallet
on your iPhone or iPod touch using iCloud.

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NAME John Smith DETAILS Tap "i" for details



123456789



Hi
John



Hi Christopher

4 Lines

\$100/mo

Cricket Unlimited 2

Sign up today!

Data speed ltd to max 3 Mbps; video streaming at SD quality. After 22GB/line/mo., you may experience slower speeds than other Cricket customers during network congestion.



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wireless

4 lines for \$100/mo.: Limited Time Offer. \$55/mo. Unlimited 2 plan required on four lines. Not elig. for Auto Pay credit or Group Save discount. Add'l fees & restr's apply.

The End

