



Quick Training Series AppleCare+

Service and support from the people who know your Apple product best.

What your customers should know:

- One-stop service and support from Apple experts, with most issues resolved in a single call.
- Apple experts can answer any questions about iOS, iCloud, FaceTime, Keynote, iPhoto, and other Apple-branded apps.
- Repair or replacement coverage, for both parts and labor, from Apple-authorized technicians.
- Coverage for up to two incidents of accidental damage for iPad or iPhone—including cracked screens, spills, and liquid submersion—each subject to a \$49 service fee.

Use this approach to deliver a great customer experience and help your customers choose AppleCare+.

Connect



Connect with your customers by greeting them and starting a conversation about what they're looking for.

Discover



Ask questions to better understand your customers' needs.

Examples:

- "Is this your first iPad or iPhone?"
- "How do you plan to use your iPad or iPhone?"

Show



Demo the product and point out the benefits of Apple integration.

Example:

- "iOS updates are free, and they're available to download wirelessly on your iPad or iPhone."
- During the demo, discuss the added benefits of AppleCare+.

Example:

- "With AppleCare+, you get access to Apple experts for two years of service and support, including answers to your questions about iOS updates, as well as FaceTime, iPhoto, Keynote, and other Apple-branded apps."

Close



Ask for the sale when your customer is ready. Make sure to recap what your customer receives with AppleCare+.

Example:

- "You can only buy AppleCare+ within 30 days of your iPad or iPhone purchase. Your AppleCare+ benefits start immediately, so you can contact Apple experts for help with setting up your device and connecting to wireless networks."

Learn more:

Go to www.apple.com/support/products/ipad.html to learn more about AppleCare+ for iPad.

Go to www.apple.com/support/products/iphone.html to learn more about AppleCare+ for iPhone.

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Technical support



Customer comment

"I've never used an iPad or iPhone before."

"I'm not sure how to sync or back up my device."

AppleCare+ response

- "Apple experts can answer questions about your new iPad or iPhone and iOS, as well as Apple-branded apps and services."
- "You can call Apple to get help managing your content in iCloud and backing up your important data."

Hardware coverage



Customer comment

"What does AppleCare+ cover?"

"What kind of accidental damage does it cover?"

AppleCare+ response

- "AppleCare+ provides repair or replacement coverage for your iPad or iPhone, as well as your battery and included accessories. It also covers up to two incidents of accidental damage, each subject to a \$49 service fee."
- "It covers dents, cracked screens, spills, and liquid submersion affecting the functionality of iPad or iPhone. It doesn't cover cosmetic damage that doesn't affect the functionality of iPad or iPhone."

Value and convenience



Customer comment

"I didn't budget for the extra expense."

"I plan to upgrade my iPhone or iPad next year."

"When can I call for technical support?"

"I don't live near a store if I have an issue."

AppleCare+ response

- "Without the plan, telephone support is \$29 per incident after 90 days. And out-of-warranty repairs usually cost more than AppleCare+."
- "The plan is transferable, so whoever purchases your iPhone or iPad will have access to Apple's award-winning service and support."
- "Apple advisors are available 7 days a week, and you can use the Apple website to schedule a call at a time that's convenient for you."
- "Aside from carry-in repairs, you can mail in your iPad or iPhone. Apple can even ship you a replacement before you return your device."

Service coverage is available only for the iPad or iPhone and its original included accessories for protection against (i) defects in materials or workmanship, (ii) battery depletion of 50 percent or more from original specification, and (iii) up to two incidents of accidental damage from handling of your iPad or iPhone, each incident being subject to a \$49 service fee plus applicable tax. Replacement equipment that Apple provides as part of the repair or replacement service may be new or equivalent to new in both performance and reliability.

AppleCare+ benefits are in addition to any legal rights provided by consumer protection laws in your jurisdiction. The company obligated under AppleCare+ in the United States is AppleCare Service Company, Inc., an Arizona corporation and wholly owned subsidiary of Apple Inc., doing business in Texas as Apple CSC Inc. AppleCare+ is subject to acceptance of the Terms and Conditions. Purchase of the plan is not required to purchase the covered equipment.