

AppleCare for iPhone and iPad in Business

Quick Training



Learn how to talk about AppleCare products in a way that's quick and easy for customers to understand

Apple believes that it's the complete experience that enriches our customers' lives, so we want to make getting help as simple as possible. AppleCare supports businesses from small firms to large enterprises with configuration profiles and cross-platform integration—such as Mobile Device Management, profile deployment, and Exchange ActiveSync.

AppleCare products for business provide a consistent service experience, reduce support costs, and help ensure the long-term success of your clients' iOS device deployments. That leads to increased client satisfaction and additional sales through expansion and device repurchase.

Here are some ways to describe the advantages of AppleCare products to your business customers.



AppleCare+

AppleCare+ for iPhone or iPad enhances your experience with expert technical support, comprehensive hardware coverage, and enhanced service options.

AppleCare+ gives your organization two years of continued access to working devices with up to two incidents of physical and liquid damage protection—so your IT department can focus on the business and not worry about the hardware of your deployed devices.



AppleCare Help Desk Support

When deploying iPhone or iPad into your organization, AppleCare Help Desk Support provides the backup expertise your IT administrators may need. This plan provides priority access to Apple's technical support staff, who can answer technical questions about Apple-branded apps and the operating system. So you can manage resources more efficiently, improve response times, and reduce training costs.



AppleCare OS Support

AppleCare OS Support delivers enterprise-level phone and email support for integration, migration, and advanced server operation issues. Whether you have occasional questions or need immediate assistance, we're here to help. There are three plans that each provide one year of coverage.

AppleCare OS Support also incorporates AppleCare Help Desk Support to provide a complete Tier 2–Tier 4 enterprise solution.

To learn more about AppleCare Professional Support, go to apple.com/support/professional/

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Learn about your customers' needs to help them choose an AppleCare support solution that's right for them

Customers may know they need a support plan, but they may need more information or reassurance before they're ready to invest in a solution. Let customers know that all AppleCare products provide an exceptional support experience that only Apple can deliver. Then ask questions to learn about your customers' specific support needs so you can help them choose the support product that's best for them.

Here are some examples of customer profiles and the AppleCare advantages that you could share for each one. Keep in mind that every business customer has a unique set of needs, so every conversation will be different.

Daniel is the head of IT at SketchIT Inc.

Business size: 80 employees

Here's what you discovered about SketchIT Inc.:

- It works with clients on architecture-related jobs and is based in a city.
- It's expanding and wants devices that are supported while salespeople are in the field.
- It has more than 80 employees with a 15-person sales team.
- Each salesperson requires an iPad and iPhone in the field, so they can communicate to the office and work on specific projects for clients.

Based on that, you recommend AppleCare+, and here's what you can say:

- Your team will get support from Apple experts for their questions about setting up email and iCloud, connecting to a wireless network, and even using Apple-branded apps such as Pages, Numbers, and Keynote on their iOS device. This will allow your IT administrators to focus on priority issues instead.
- AppleCare+ has coverage for up to two incidents of accidental damage, each subject to a service fee. So your sales team will have peace of mind in the event of cracked screens and liquid submersions.

Here's something else you can share that might be useful to SketchIT Inc.:

- With Express Replacement Service, employees will never be without an iPhone or iPad. They'll get a replacement device sent to their location, so they'll never be without a working device.



Christina is the owner at New Vision Family Health

Business size: 150 practitioners

Here's what you discovered about New Vision Family Health:

- It's a health clinic with more 30 locations and 150 practitioners.
- Patient records are kept on a central server.
- Christina wants to deploy iPad units to the practitioners so they can make house calls.
- It has an IT department made up of two employees who are focused on developing internal systems to support the clinic's growth.

Based on that, you recommend AppleCare+ and AppleCare Help Desk Support, and here's what you can say:

- AppleCare Help Desk Support is a help desk for your help desk. Your IT department will have direct access to Apple's senior technical support staff.
- Your named contacts for the support agreement will have access to AppleCare Technician Training so they can become self sufficient. You'll be able to expand your IT staff's knowledge and give them the skills they'll need to troubleshoot by themselves in the future.

Here's something else you can share that might be useful to New Vision Family Health:

- Because you have a small IT department, AppleCare Help Desk Support covers an unlimited number of support incidents for hardware and software issues, diagnosis, and troubleshooting for Apple-based solutions for two technical contacts.



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Joward is the Managing Director of Avocado Please Inc.

Business size: 1000 employees

Here's what you discovered about Avocado Please Inc.:

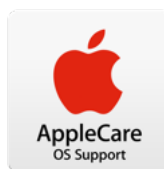
- Joward wants to use iPhone and iPad to train employees in each of the 200 store locations on processes, health and safety, and new employee orientation.
- Joward wants to make sure that the new devices are stable on the company's current network.
- The IT department manages devices with Mobile Device Management (MDM).
- Joward has concerns about new devices getting damaged, and he wants to make sure that stores are never without a device.

Based on that, you recommend AppleCare+ and an OS Support Agreement, and here's what you can say:

- To integrate this technology into your existing mixed environment, an OS Support Agreement gives your IT staff a direct link to Apple for questions about things like system components, network configuration and administration, professional software applications, and web applications and services.
- With Express Replacement Service, employees will never be without iPhone or iPad in the field. They'll get a replacement device at their location, so they'll never be without a working device.

Here's something else you can share that might be useful to Avocado Please Inc.:

- AppleCare+ has coverage for up to two incidents of accidental damage, each subject to a service fee. So you can control the cost of accidental damage if it occurs in your restaurants.



Jamie is responsible for mobile technology at Love What You Wear! Inc.

Business size: 5000 employees

Here's what you discovered about Love What You Wear! Inc.:

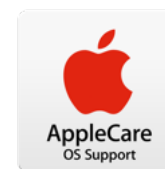
- It has more than 500 retail locations across the country.
- It's planning to purchase three iPad units for each retail location and wants to use iPad for point of sale and inventory management.
- It manages the devices with Mobile Device Management (MDM) and has a central CRM and database for all transactions.
- Jamie is concerned about the longevity of the iPad deployment, battery usage, and integration with current back-end systems. She wants to develop a centralized service strategy.
- Jamie wants a single point of contact for technical case escalations.

Based on that, you recommend AppleCare+ and a higher-level OS Support Agreement, and here's what you can say:

- With a Preferred or Alliance agreement, you'll get unlimited access to Apple's technical support and a dedicated Technical Account Manager. Your Technical Account Manager will help review your IT infrastructure, track issues, and provide monthly activity reports for support calls and repairs—so you and your team can get the most out of your agreement.
- To integrate this technology into your existing mixed environment, your OS Support Agreement gives your IT staff a direct link to Apple for questions about things like system components, network configuration and administration, professional software applications, and web applications and services.
- With AppleCare+ you can get a replacement for any accessory that comes with iPad and a replacement battery if the charge capacity has been depleted by more than 50 percent from its original amount. These features minimize the impact on your operating expenses in the future.

Here's something else you can share that might be useful to Love What You Wear! Inc.:

- With AppleCare+ you're eligible for the iOS Direct Service Program. This program allows your IT department to run remote diagnostics on your devices and facilitate device replacements, centralizing support for your new devices.



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