

# Getting Started with AppleCare Adding Value with AppleCare+

## Quick Training Series



Mentioning AppleCare+ to every customer who purchases an iPhone, iPad, or iPod touch ensures that they get the greatest benefits from the first day they use their device.

In this second part of the Getting Started with AppleCare series, you'll learn about some of the key features of AppleCare+ and when to talk with customers about how AppleCare meets their needs and values.

### Accidental damage from handling



- Customers get coverage for up to two incidents of accidental damage, each subject to a service fee. This gives them peace of mind in the event of cracked screens, spills, or liquid submersion.
- Mention coverage for accidental damage from handling as an option when your customers tell you that they're looking for a cover for a new iPhone, iPad, or iPod touch.

### Express Replacement Service



- With this service, customers get a replacement device before they send in a damaged device. They can then transfer their data before sending in the damaged device, so they're never without an iPhone, iPad, or iPod touch.
- Mention Express Replacement Service to customers who can't take advantage of carry-in repair because of their location.

### Accessories and battery coverage



- Customers can get a replacement for any accessory that comes with their new iPhone, iPad, or iPod touch—such as a charging cable, for example.
- They can also get a replacement battery for their new device if the charge capacity has been depleted by more than 50 percent from its original amount.
- Show customers how to preserve battery life—for example, by turning off Background App Refresh for apps they don't use often. Then mention the added features of battery coverage with AppleCare+ when it makes sense. For more information on batteries, go to [apple.com/batteries/maximizing-performance](https://apple.com/batteries/maximizing-performance).