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# In-store Training for New Staff

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■ Name:

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# SENSE MIND

In-store Training for New Staff

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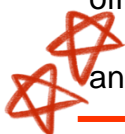




## We put SENSE into our practice!

### GO on SENSE!

LG U+ is committed to  
providing expertise based on its **Specialty**,  
helping its customers with **Emotion**,  
identifying their **Needs**,  
offering **Support** from their perspective,  
and delivering the best **Experience**.



## SENSE

### [S] Specialty

A deep understanding of products, pricing plans, and systems builds confidence and enables personalized recommendations for customers.

### [E] Emotion

Every interaction should be genuine, leaving a lasting impression, until the moment the customer walks out the door.

### [N] Needs

Attentive listening uncovers customer needs. Asking the right questions helps reveal what really matters to them.

### [S] Support

Simple, clear explanations build a strong foundation for great service. It's important to ask for consent before offering solutions and options.

### [E] Experience

A positive experience leads to increased customer satisfaction and loyalty.

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# Communication Techniques

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## Empathic Listening – B.M.W

**BODY**

- Posture (leaning forward or to the side to show interest)
- Movement (rhythmic, shaking, patting)
- Nodding

+

**MOOD**

- Pitch & Tone (excited, calm)
- Speed & Rhythm
- Breathing (regular or irregular)
- Response (I see, okay)

+

**WORD**

- What you discuss with the other person

## Small Talk: Casual conversation to break the ice

### 1. Engage with “Greeting + a”

- ▶ “Hello. Oh, it's been a while. / Did you find it difficult to get here? / Please take your time and let me know if you need anything.”

### 2. Make small talk without forcing conclusions

- ▶ “Sure, please hold on for a moment.” / “Feel free to take your time and look around.”

### 3. Respond positively to small talk initiated by others

- ▶ Customer: “What movies are good these days?”  
Staff: “Oh, I don't watch many movies myself, but it sounds like you're going to see one today. That sounds great!”

### 4. Consider small talk as a means, not the end

- ▶ The key is to ask appropriate questions and encourage the customer to speak more!

### 5. Compliments are the best form of small talk

- ▶ “Hello! Oh, where are you off to today?”  
“You look so happy, it makes me want to smile, too.”

### 6. Build a strong foundation for conversation

- ▶ Stay informed about daily events, issues, movies, books, and various news and trends!”



## Basic Communication Techniques: 1. Small Talk

### # Importance of Small Talk

**“Everyone wants to feel a connection.”**

#### ✓ Weather and Seasons

- I heard the air is pretty bad today. Would you like a cup of citron tea? It's good for your throat.
- It's really cold out, isn't it? Let me get you a nice cup of warm tea.

#### ✓ Time

- Looks like you stepped out for a quick break. I'll make it quick.
- Have you had lunch yet? If you like pizza, there's a new place out front that's really good!

#### ✓ Observation and Compliment

- Your child looks so pretty—just like her mom.
- Your baby is absolutely adorable in that dress.
- I see you've been grocery shopping. That looks heavy—let me help you with that.

#### ✓ Observation and Suggestion

- You've kept your phone in excellent condition! It's over two years old, yet it looks almost new. Let me just replace the screen protector for you.  
(while replacing the protector) How's the battery holding up?
- Did you catch 000 yesterday? It seems fewer people are watching shows when they're broadcast live these days. Most of our customers prefer on-demand.  
What do you usually watch on—TV or phone?



## Basic Communication Techniques: 2. Top-Down Communication

**Respond to the customer's requests and intentions first,  
then provide explanations.**

: This emphasizes stating the solution or key point upfront, followed by the rationale, background, and specific actions.



## Basic Communication Techniques: 2. Top-Down Communication (Practice)

**Customer: "Can I switch my plan to a cheaper one?"**

- Staff: If you switch now, you may have to pay 00 more due to your high usage. Why don't you switch on the 1st of next month?

➤ **Change this to top-down**

=>Write here:

**Customer: "How can I transfer my account to someone else?"**

- Staff: Transferring your account involves personal information. You will need to bring your ID, a family relationship certificate, and the phone you want to change the name on. Both the current and new account holders must visit the store together.

➤ **Change this to top-down**

=> Write here:

**Customer: "Do you replace screen protector for free?"**

- Staff: Did you purchase your phone from us? If you didn't, you can sign up. We offer a free replacement for our customers.

➤ **Change this to top-down**

=> Write here:

**Customer: “If I pay for one out of the two months of my unpaid bills, can I use my phone?”**

- Staff: You may contact customer service to check if paying for the bill will reactivate your phone service temporarily.

➤ **Change this to a top-down**

=>Write here:



## Basic Communication Techniques:

### 3. Cushion Statement

**“Statements placed at the beginning of a request, favor, or refusal to ensure a smooth and polite conversation.”**

I know you're busy, but /  
I'm sorry for the inconvenience, but /  
I know it might be a bit of a hassle, but /  
If it's possible / If it's okay with you /  
If it's not too much trouble

**+** **request/favor/refusal**



## Basic Communication Techniques:

### 3. Cushion Statement (Example)

**Customer: “I'd like to switch my plan.”**

- Staff: I'll assist you with changing your plan. Did you bring your ID?

➤ **With cushion statement:**

I'll be happy to help you with that.

**I know it might be a bit of a hassle,** but could you please show me your ID for verification?"





## Basic Communication Techniques:

### 3. Cushion Statement (Practice)

**Customer: “I don’t have much time. How long will I have to wait?”**

- Staff: Just a moment, please.

➤ **With cushion statement**

=> **If it's okay with you**, may I ask you to wait just a moment? I'll assist you as soon as we finish helping the first customer.

**Customer: “Can I park in front of the store?”**

- Staff: You can't park at the front of the store due to a surveillance camera on the road.

➤ **With cushion statement**

=> We have a parking lot in the basement. **I know it might be a bit of a hassle, but** it would be better to park your car there.

**Customer: “Has my phone case arrived yet?”**

- Staff: I apologize for the delay. We'll contact you when it does.

➤ **With cushion statement**

=> **I'm sorry for the inconvenience. Due to carrier difficulties**, the case is scheduled to arrive tomorrow. **If it's okay with you**, we'll notify you as soon as it arrives.

**Customer: (arrives without an ID for a SIM card change)**  
**"I'm in a hurry. Can't you just do it without my ID?"**

- Staff: We need to check your ID to proceed with your request.

➤ **With cushion statement**

=> **I'm sorry for the inconvenience, but** we need to check your ID to proceed with your request. **I know it might be a bit of a hassle, but** please bring your ID and visit us again."

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# DISC

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## Effectively Utilize the DISC Model to

analyze **behavioral styles**,  
as well as understand and acknowledge their differences as a tool for  
creating personalized response strategies.



## Four DISC Personality Traits

### ① Dominance

- **Strong personal opinions** and firm beliefs
- Confident, **direct, and to the point**
- **Goal-oriented** and **outcome-driven**

### ② Influence

- Loves attention and seeks recognition
- Talkative, and **enjoys social interactions**
- Fun-loving, **happy, and positive**

### ③ Steadiness

- Prefers a quiet, **predictable environment**
- **Patient** and doesn't rush
- Avoids conflicts and values harmony in interactions

### ④ Conscientiousness

- Tends to be a perfectionist
- Prefers making plans, approaches decisions **carefully**, and acts with **caution**.
- **Thinks deeply** before taking action



## How to Respond to DISC in Different Situations

### 1. Paying Overdue Bills

Customer		Staff
Type	Request	Response
D	I'm parked out front and in a hurry. Can you assist me quickly?	"Of course! Let me help you <b>right away</b> ."
I	"No, that's not it. I was going to pay last month, but..."	"Oh, I see! That's happened to me before, too. Would next month be okay?"
S	"Oh... I'm sorry. I should have paid earlier, but I missed it."	" <b>That's alright</b> . I'll go ahead and process the overdue amount of 00 for you."
C	"My bill wasn't this high last month. What happened? "	" <b>Last month</b> , your usage was lower, but after reviewing your bill, I see that <b>this month</b> includes a charge for 00."

### 2. Replacing Screen Protectors

Customer		Staff
Type	Request	Response
S	"Hmm... Which is better, a tempered glass or a urethane film?"	"Tempered glass is --, while urethane film is --. <b>Take your time</b> to decide, and let me know what works best for you."
D	"You misaligned it yesterday! Please fix it now!"	"I'm sorry about that. I'll replace it for you <b>right away</b> ." (work on it quickly)
C	"Make sure there's not a single speck of dust in it."	"Of course! I'll do my <b>best</b> to make it <b>perfect</b> ."
1	"My son said he would replace it, but it's been months (blah blah)"	" <b>Oh, I see</b> ! So, <b>your son</b> hasn't..."



## How to Respond to DISC in Different Situations

### 3. Dealing with Waiting Customers

Customer		Staff
Type	Request	Response
C	"With so many people waiting, why are there so few staff around? "	"A <b>few of our staff are off today</b> , which is causing longer wait times <b>than usual</b> . I'll be able to assist you <b>in five minutes</b> . I apologize for the inconvenience."
S	.".....(waiting)"	"I <b>apologize</b> for keeping you waiting. <b>Would you like a cup of tea while you wait?</b> "
1	"Oh! What is this? Is it a new product? It looks cool!"	" <b>You have a great eye</b> . This is our new product. Feel free to try it out while you wait!"
D	"How much longer do I have to wait?"	"I <b>apologize</b> for the wait. I'll <b>get to you in five minutes</b> ."

### 4. Offering Refreshments

Customer		Staff
Type	Request	Response
C	"I'd like something without caffeine, please."	"Sure! I'll <b>get you a caffeine-free juice</b> . Please hold on for a moment."
1	"Oh, do you have drinks, too? What do you have? I like coffee! Have you tried the cafe next door? It's really good."	" <b>Really? I'll have to check it out!</b> In the meantime, let me get you a coffee."
D	"I drink it with ice. Don't you have any ice? Oh, I really prefer it cold!"	"Unfortunately, we don't have ice at the moment, <b>but I can serve it with chilled water instead</b> ."
S	"Anything is fine with me"	"In that case, how about coffee? <b>Our coffee is really good!</b> "

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# Serving Customers

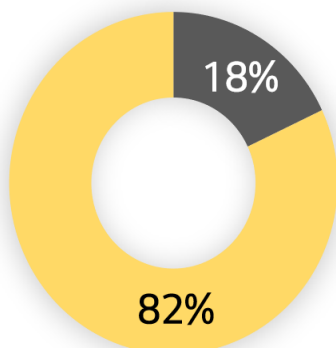
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## Basic Elements of Phone Conversation



**18%** of communication is based on what you say, while **82%** relies on auditory factors.

“When handling calls, pay attention to your tone of voice, speaking speed, and intonation as these make impression on customers.”



## Call Handling MoT



### Receiving Calls

- › Answer the call within three rings.
- › Speak slowly and clearly when greeting the caller.
- › Provide sincere and attentive service during the call.
- › Allow the customer to finish speaking before responding.
- › Avoid unnecessary noise and chatter while on hold.
- › End the call with a suitable closing remark.
- › Let the customer hang up first.



### Making Calls

- › Have your points ready before making the call.
- › Speak slowly and clearly when greeting the caller.
- › Introduce yourself and check if it's good time to talk.
- › Be mindful of non-verbal cues, like sighing.
- › End the call with a suitable closing remark.
- › Let the customer hang up first.



## 6 Steps of Call Handling

Greeting

Hello, this is △△△ from U-Plus ●●● Store.

\* If you pick up the phone after more than three rings:

"I apologize for the delay." This is △△△ from U-Plus ●●● Store."

Identify Needs

How can I assist you today?

Verify Identify

Sure, I'll check that for you right away.

First, for verification, may I confirm that I am speaking with 000?

Confirm Needs

Thank you for your confirmation.

Process Request

I'll be glad to assist you with processing 00 immediately.

Processing has been completed. Is there anything else I could assist you with?

Close

Thank you! I hope you have a great rest of the day.

\* Write down the request information in the memo.

**[Attention] Follow these steps if you have difficulty handling callers as a new staff:**

Greeting

Hello, this is △△△ from U-Plus ●●● Store.

\* If you pick up the phone after more than three rings:

"I apologize for the delay." This is △△△ from U-Plus ●●● Store."

Identify Needs

How can I assist you today?

Confirm Needs

I'm sorry, but all of our staff is unavailable right now.

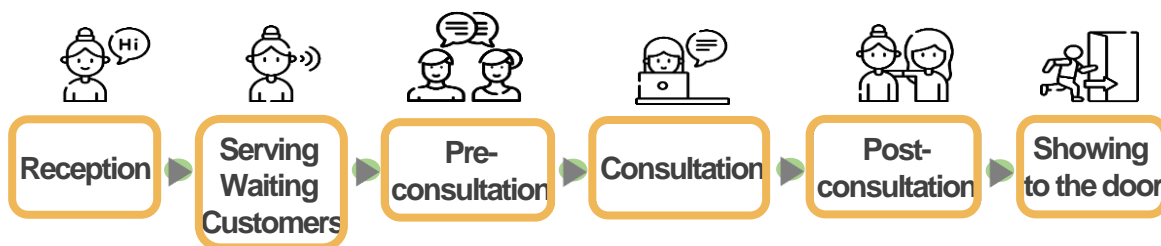
May I take a message and return your call as soon as they finish?  
(Write down the message and pass it on to the next available staff member.)

Close

We will call you back as soon as possible. Thank you.



## 6 Steps of Consultation



Reception	Greeting	"Hello, welcome!"
Serving Waiting Customers	Introduction	"Sorry, but all our staff members are currently unavailable. If you could wait about 0 minutes, we will assist you as soon as possible."
	Offering Refreshments	"Please make yourself comfortable while you wait. Would you like some hot/cold tea?"
	Product Demonstration	"While you wait, would you like to watch 00 on our IPTV?"
Pre-consultation	Identify Needs	"How may I assist you today?"
	Directions to Consultation Seat	"Let me assist you with 00. Please have a seat here, and we will get started shortly."
	Business Card	"I am 000 from 00 Store, and I will be assisting you today. (Hand over business card.) Are you here for 00?"
Consultation	ID Verification	"May I have your identification, please?" (upon receipt) "Thank you."
	Time Estimation	"This will take about 0 minutes. Would you please hold on for a moment?"
Post-consultation	Closing	"Okay, it's done. Is there anything else I can assist you with today?"
Showing to the door	Saying Goodbye	"Thank you. I look forward to seeing you again."

# Customer Service Checklist



## SENSE Basic MoT Checklist

Step	Situation	Process	B.M.W
1. Reception	Greeting	<input type="checkbox"/> Stand up and make eye contact with the customer.	B
		<input type="checkbox"/> Greet the customer with a 30-degree bow.	B
		<input type="checkbox"/> Example Line: "Hello, welcome!"	W
2. Serving Waiting Customers	Introduction	<input type="checkbox"/> Establish eye contact and maintain a professional posture when acknowledging the customer.	B
		<input type="checkbox"/> Example Line: "Sorry, all our staff members are currently unavailable. If you could wait about 0 minutes, we will assist you as soon as possible."	W
	Offering Refreshments	<input type="checkbox"/> Guide the customer to a seat with hand gestures, offering the beverage with both hands	B
		<input type="checkbox"/> Example Line: "'Please make yourself comfortable while you wait. Would you like some hot/cold tea?"	W
	Product Demonstration	<input type="checkbox"/> Maintain respectful posture during the interaction.	B
		<input type="checkbox"/> Example Line: "While you wait, would you like to watch 00 on our IPTV?"	W
3. Pre-consultation	Identifying Needs	<input type="checkbox"/> Face the customer and make direct eye contact.	B
		<input type="checkbox"/> Example Line: "How may I assist you today?"	W
	Directions to Consultation Seat	<input type="checkbox"/> Escort the customer with a half-step lead while maintaining an attentive listening posture (LLL).	B
		<input type="checkbox"/> Guide the customer to a seat by pointing with your open palm. Take your seat once they are seated.	
		<input type="checkbox"/> Example Line: "Let me assist you with 00. Please have a seat, and we will get started shortly."	W
	Business Card	<input type="checkbox"/> Present your business cards while standing and with both hands.	B
		<input type="checkbox"/> Example Line: "I am 000 from 00 Store, and I will be assisting you today. (hand over business card) Are you here for 00?"	W
4. Consultation	ID Verification	<input type="checkbox"/> Receive the customer's ID with both hands, maintaining a respectful posture.	B
		<input type="checkbox"/> Example Line: "May I have your identification, please?" (upon receipt) "Thank you."	W
	Time Estimation	<input type="checkbox"/> Avoid leaning back; lean slightly forward toward the customer	B
		<input type="checkbox"/> Ensure your focus is not solely on the screen, and adjust the tablet so the customer has a clear view.	
5. Post-consultation	Closing	<input type="checkbox"/> Example Line: "This will take about 0 minutes. Could you please hold on for a moment"	W
		<input type="checkbox"/> Example Line: "Okay, it's done. Is there anything else I can assist you with?"	W
6. Showing to the door	Saying Goodbye	<input type="checkbox"/> Escort the customer to the exit and say Goodbye with a 30-degree bow.	B
		<input type="checkbox"/> Maintain a consistent facial expression and professional attitude, regardless of the sales outcome.	
		<input type="checkbox"/> Example Line: "Thank you. I look forward to seeing you again "	W

□ M: Polite tone, appropriate response    □ B: Proper posture, eye contact, and friendly smile

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# Mobile

In-store Training for New Staff

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## Essential Mobile Service Guidelines

### [1] Number of Mobile Phone Lines: The number of lines that can be assigned to a single subscriber

Category		Number of Lines (Max.)
Individual	Underage (Ages 4–18)	2
	Adult (Ages 19 or older)	3
Corporate		4

① Individual - Up to 3 lines, Organization (corporate) – Up to 4 lines

② Underage (ages 4–18): Up to 2 lines

③ Subscribers with a low **credit score (below 709)**: Up to 2 lines

④ Credit delinquents - 1 line

⑤ KAIT payment defaulters - **Not Available**

(If registered as a defaulter, activation is prohibited for both prepaid and postpaid plans, regardless of the carrier.)

### [2] Number of Installment Plan Lines: The number of devices a single subscriber can purchase on installments

Category		Installment Plan Lines (Oct. 15, 2019 - )
Individual	Ages 4–18	Remaining installment plan lines of the legal guardian (installment plan contract holder is the legal guardian)
	Ages 19–59	Credit Rating 1–3: Up to 6 devices Credit Rating 4–10: Up to 4 devices
	Ages 60 or older	
Foreigner	F-5 (Permanent Residents)	Follows previous guidelines: based on residency status
	Other Visa Types	
Corporate		Default Limit: Up to 3 devices (additional lines will be available based on the corporate installment guarantee insurance coverage.)



## Mobile Options

### 1) USIM: Universal Subscriber Identity Module

- Price: KRW 7,700
- A card-shaped module that stores subscriber information and provides authentication, billing, and security services for mobile devices.

### 2) eSIM: Embedded SIM

- Price: KRW 2,750
- A built-in subscriber identity module within the device.

### 3) 2nd Device: Non-smartphone Devices & Accessories

- Types: Tablets / Smartwatches



## Discount & Subsidy Programs

### 1) Public Subsidy: Discount on Phone Cost

- Applies to new devices
- Amount varies based on policies
- Basic Plan: Early termination or downgrading within 24 months incurs a penalty.
- Six Plan: Plan changes (up or down) allowed after 180 days.

### 2) Optional Contract Discount: 25% Off Monthly Plan

- Available for new or used devices without public subsidies
- 25% off the monthly plan
- 1 year (12 months) or 2 years (24 months) with the same discount amount

### 3) Premier Plan Contract Discount: KRW 5,250 Off Per Month

- 5G/LTE Premier Plan subscribers
- 24-month contract
- KRW 5,250 off per month
- Early termination or downgrading within 24 months incurs a penalty.

### 4) Subsidy for Switching Service Provider

- Additional discount for switching: KRW 0 to 500,000
- Similar to public subsidies and provided to eligible customers
- Conditions vary based on policies.



## 5G Premier Plans

Plan	5G Signature	5G Premier			
		Super	Plus	Regular	Essential
Monthly Price (KRW)	130,000	115,000	105,000	95,000	85,000
with Optional Contract Discount	-32,500	-28,750	-26,250	-23,700	-21,250
with Premier Contract Discount	-5,250	-5,250	-5,250	-5,250	-5,250
Voice/Text/ Extra Call	Unlimited Landline/Mobile Phone Call (Extra Call: 300 minutes) Text provided as basic services				
Data	Unlimited				
Tethering/Sharing	120GB	100GB	100GB	80GB	70GB
Easy Family Data	60GB	50GB	-		
2nd Device	2 Lines	2 Lines	2 Lines	1 Line	-
Child Discount	-33,000	-			
Standard Contents	U+ Mobile TV (Standard)				
Media Service (Select 1)	① Vibe (Mobile + PC)	① Vibe (Mobile)	① Vibe (Mobile)	① Vibe 300 (Mobile)	-
	② Millie's Library	② Millie's Library	② Millie's Library	② Millie's Library	
	③ UPlay	③ UPlay	③ UPlay	③ UPlay	
	④ Children's Country Standard + Learning	④ Children's Country Standard + Learning	④ Children's Country Standard + Learning	④ Children's Country Standard + Learning	
	⑤ Genie Music	⑤ Genie Music	⑤ Genie Music	⑤ Genie Music	
Benefits	Select 1 from Category Pack			-	-
	Select 1 membership benefit (VIP Kok)				



## 5G Standard Plans

Plan	5G Standard	5G Standard Essential	5G Data Super	5G Data Plus	5G Data Regular
Monthly Price (KRW)	75,000	70,000	68,000	66,000	63,000
with Optional Contract Discount	-18,750	-17,500	-17,000	-16,500	-15,750
Voice/Text/Extra Call	Unlimited Landline/Mobile Phone Call (Extra Call: 300 minutes) Text provided as basic services				
Data	150GB	125GB	95GB	80GB	50GB
Throttled Speed After Limit	5Mbps	5Mbps	3Mbps	1Mbps	1Mbps
Tethering/Sharing	60GB within the limit	55GB within the limit	50GB within the limit	45GB within the limit	40GB within the limit
Benefits	Select 1 membership benefit	-	-	-	-



## 5G Teens / Kids Plans

Plan	Monthly Price (KRW)	Data	Voice/Text/Extra Call	Benefits
5G Lite Teens	45,000	8GB/month (Throttled Speed After Limit : 1Mbps)	Unlimited Landline/Mobile Phone Call (Extra Call: 300 minutes) & Text provided as basic services	U+ Mobile TV (Lite)
5G Kids 45	45,000	9GB/month (Throttled Speed After Limit : 1Mbps)		Vibe Music (300 plays)
5G Kids 39	39,000	5.5GB/month (Throttled Speed After Limit : 1Mbps)		
5G Kids 29	29,000	3.3GB/month (Throttled Speed After Limit : 400Kbps)	Unlimited Landline/Mobile Phone Call (Extra Call: 100 minutes) & Text provided as basic services	-

- Only one line can be subscribed to per child for the 5G Lite Teens plan.
- If a 5G Lite Teens plan subscriber does not switch to another plan before turning 20, then the plan will be automatically switched to 5G Lite Plus on the 1st day of the following month after the subscriber's 20th birthday.
- 5G Kids 29-45 plans are available to customers aged 4 to 12 years old.
- On the 1st day of the month following their 13th birthday, the 5G Kids plan will be automatically switched to the 5G Lite Teens plan.



## 5G Senior/Welfare Plans

Plan	Age Requirements	Monthly Price (KRW)	Data	Voice/Text/Extra Call	Benefits
5G Senior A	Ages 65–69	45,000	10GB (Throttled Speed After Limit: 1Mbps)	Unlimited Landline/Mobile Phone Call (Extra Call: 400 minutes) & Text provided as basic services	U+ Mobile TV (Lite)
5G Senior B	Ages 70–79	43,000			
5G Senior C	Ages 80 or older	39,000			
5G Welfare 75	-	75,000	150GB/month (Throttled Speed After Limit: 5Mbps)	Unlimited Landline/Mobile Phone Call (Extra Call: 600 minutes) & Text provided as basic services	U+ Mobile TV (Monthly Price)
5G Welfare 55	-	55,000	14GB/month (Throttled Speed After Limit: 1Mbps)		U+ Mobile TV (Lite)

- The 5G Senior A, B, and C plans are available for 5G mobile phones only, with a limit of one line per subscriber.
- 5G Senior A plan (formerly 5G Lite Senior) will be automatically switched to 5G Senior B upon turning 70 years old and to 5G Senior C upon turning 80 years old.
- Only holders of a Welfare Card for the Disabled are eligible to subscribe to 5G Welfare plans (one line per subscriber), regardless of the type of disability.
- Foreign nationals are not eligible for 5G Welfare plans, as Welfare Cards for the Disabled are not issued to them (regardless of their eligibility for disability discounts).



## LTE Premier Plans

Plan	LTE Premier Plus	LTE Premier Essential
Monthly Price (KRW)	105,000	85,000
with Optional Contract Discount	-26,250	-21,250
with Premier Contract Discount	-5,250	-5,250
Voice/Text	Unlimited Landline/Mobile Phone Call (Extra Call: 300 minutes) & Text provided as basic services	
Data Sharing	50GB + 50GB	15GB + 15GB
Smart Device	11,000/device (max. 2 devices)	
Benefits	Select 1 from Category Pack	
	Select 1 membership benefit (VIP Kok)	





## Category Pack

Frequently used content is bundled as a pack by category and can be added to your plan at discounted rates.



## Types of Category Pack

Type	Category Pack	Description
5G	OTT Pack	YouTube Premium (Discount) Pack, Netflix Pack, Disney+ Pack, TVING Pack
	Device Pack	Galaxy Watch 7 Pack, Galaxy Buds 3 Pack/ Buds 3 Pro Pack, iPad 10 Pack
	Subscription Pack	Hello Rental Subscription Pack, illy Coffee Subscription Pack
	Travel Pack	Smart Air_Travel Pack
	U+ Service Pack	Multi-Pack, Home Guard Easy2
LTE	OTT Pack	Disney+, TVING Pack
	Subscription Pack	Hello Rental Subscription Pack, illy Coffee Subscription Pack
	U+ Service Pack	Multi-Pack, Home Guard Easy2+



## SOP by Category



**Mi-ri Na**

- ✓ Age: 30s
- ✓ 5G Premier Essential Plan
- ✓ Uses 50GB Data
- ✓ Tablet user

Since you use a lot of data and even have a tablet, why not subscribe to an OTT service as well? With the 5G Premier Plus plan, you can **choose one OTT service from YouTube Premium, Netflix, TVING, or Disney+**, all at no extra cost. Plus, your tablet usage is free, making it an even better deal! You can also **switch** to a different OTT service **every month** if you want.



**Cheol-su Kim**

- ✓ Age: 40s
- ✓ 5G Premier Essential Plan
- ✓ With child (underage)
- ✓ Requires a lower plan for child

Did you know we have a plan that offers additional discounts on your child's mobile plan? The 5G Signature plan not only includes **Category Packs** and **Media Services**, but also provides a **KRW 33,000 discount per month** on your child's plan. It's a much more economical choice compared to the plan you're using now.

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# Home Products

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## U+ Internet

Category		Premium Safe & Secure 100M	Premium Safe & Secure 500M	Premium Safe & Secure 1G	Premium Safe & Secure 2.5G
Price (KRW)	3-Year Contract	27,500	39,600	45,100	50,600
	Bundled with IPTV		34,100	39,600	45,100
Standard Package	Devices	Giga Wi-Fi 6			Giga Wi-Fi 7
			Additional Giga Wi-Fi 6		
	Standard Services ①	Safe Service 2 (Blocking harmful website, Protection against phishing & hacking)			
	Standard Services ②		Financial Fraud Coverage (Up to KRW 3 million/year)		
			PC/Laptop/TV Repair Coverage (Up to KRW 500,000/year)		
			Additional Device Service (Up to 3 PCs/Laptops)		



## 1G Internet Recommendation

### Two Key Aspects of the Internet

- Download: Receiving Signals (e.g., game screens, video streaming, file downloads)
  - Upload: Sending Signals (e.g., game controller inputs, video streaming, online classes, file uploads)
- ✓ 1G plan is an ideal choice for a seamless internet experience for the entire family—whether it's a dad practicing golf by watching YouTube, a daughter attending online classes on Zoom, a son playing online games, or a mom enjoying dramas on Netflix).



## U+ Internet Optional Devices

### 1) Giga Wi-Fi 6

- Fast and stable Wi-Fi connectivity
- Seamless performance with multiple users accessing at the same time
- Enhanced security for safe internet browsing

### 2) Additional Giga Wi-Fi 6

- Medium-sized to large-sized homes
- 3–4 member families with heavy Wi-Fi usage
- Homes with three or more rooms, especially, if there are connectivity issues in certain areas



## Additional U+ Internet Services

### 1) Safety Service 2 (free for 100M or higher plans)

- Automatically blocks harmful and malicious websites
- Protect against phishing and smishing threats
- Helps protect children from accessing inappropriate content online

### 2) Financial Fraud Coverage (free for 500M or higher plans)

- Up to KRW 3 million per household per year
- Available to customers of all ages using financial services
- Equal compensation for family members under the same plan

### 3) PC/TV Repair Coverage (1G or higher plans)

- Up to KRW 0.5 million per year (KRW 100,000 deductible)
- Ideal for heavy internet users, particularly in their 20–30s
- Offers repair costs for family member's PCs, laptops, and TVs

### 4) Additional Device Service (free for 1G or higher plans)

- Connect up to 3 devices as standard
- Subscription Price: KRW 5,500 per month
- Ideal for homes with multiple PCs



## SOP 1G Internet Proposal

### 1. Inquiry & Address

"Would you like me to check if **1G Internet service is available** at your address?"

"It'd be a good idea to look into it while you're here."

### 2. Check Installation

"Your home is eligible for high-speed 1G Internet. Did you know that?"

### 3. Highlighting the Benefits - Compliment

"Did you know that less than half of the country has **access to 1G Internet service**? You're lucky to live in a place where it's available—it's a great opportunity!"



## Key SOP Recommendation Points

### Families of Four or Concurrent Users

"When Dad works from home, Mom streams OTT content, and the kids take Zoom classes, having Wi-Fi 6 ensures seamless wireless internet access throughout the house without interruptions!"

### Streaming & Watching High-Quality Video

"You enjoy watching popular streamers and videos, right? With 100M Internet, you might experience a 1–2 second delay, but with 1G Internet, everything plays instantly. Plus, with so much 4K content available, you can enjoy it all without interruptions."

### Ticketing / Booking / Class Registration

"**Tickets to concerts and baseball games are first-come, first-served when they're open.** With 1G Internet, you can secure your tickets quickly and easily."

### YouTubers / Broadcasters

"Many people upload daily videos to YouTube for fun. Whether you're uploading or downloading **a 10GB file, it only takes about 2 minutes**—making it incredibly convenient!"



## Smart Home

### ▶ Package Plans



#### Home Care for Kids

A smart home package designed for working parents, enabling real-time remote monitoring and care for their children.



#### Home Care for Family

A smart home package tailored for first-time users, seniors, and single-person households, offering easy customization and seamless service enjoyment.



#### Home Care for Pets

A smart home package that allows users to monitor and care for pets in real time, even when they're away.



#### Home Guard Easy2+

An easy-to-install smart home security solution with insurance coverage.



\* Optional Smart Home Devices: Momca, Mood Lamp, Button Bot, AI Remote 2

### ▶ Home Care for Pets



U<sup>+</sup> PETOY



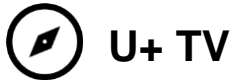
맘카



제휴혜택

(Monthly Price: KRW 11,000)

- Device Options (Select 2) : PETOY / Momca / Remote Pet Feeder / Mood Lamp
- Liability coverage up to KRW 5 million, condolence benefit of KRW 100,000, and various partner offers



Category	Plan (Number of Channels)	Monthly Price (KRW)	Included			Monthly Price /VOD Offers
		Bundled with Internet (3-year Contract)				
Standard	Basic (213)	12,100	Children's Country Mobile App	-	-	-
	Premium (255)	16,500		VIP Zone	-	-
	Premium Plus (260)	17,600			Free UHD Pack	-
Combo	Premium VOD (260)	18,700				Monthly VOD coupon worth KRW 5,500
	Premium Switch (260)	25,300				Switch channel every month (Select 1 from SBS, MBC, JTBC, MBN, TV Chosun, and Channel A)
	Premium Choice (260)	27,500				Select one offer every month (Movie Premium/Kids Package/ VOD coupon worth KRW 16,500)
OTT Combo	Premium Disney+ Standard (260)	24,600				Disney+ Standard (FHD, 2 concurrent users)
	Premium Disney+ (260)	28,600				Disney+ Premium (UHD, 4 concurrent users)
	Premium TVING (260)	29,600				TVING Standard (1080p FHD, 2 concurrent users)
	Premium TVING Plus (260)	33,100				TVING Premium (1080p FHD+4K, 4 concurrent users)
	Premium Netflix HD (260)	27,800				Netflix Standard (HD, 2 concurrent users)
	Premium Netflix UHD (260)	31,300				Netflix Premium (UHD, 4 concurrent users)





## U+ Set-top Box

### 1) UHD4

- Dolby Vision, Dolby Atmos
- AI-powered Audio, Built-in OTT Service

### 2) Chromecast with Google TV

- Clean, ultra-compact design that blends into any home interior / wireless connection

### 3) TV Free

- Portable TV at home and tablet PC on the go.

### 4) Soundbar Black 2

- Dolby Vision, Dolby Atmos
- 8 JBL speakers
- Bass Reflex Port for minimum floor noise



## U+ tv Recommendation Points

### 1) U+ TV Next

- Easily browse OTT, VOD, and live streams with an intuitive launcher
- Unified search for easy access to your favorite OTT content

### 2) U+ Children's Country

- Library: Personalized book recommendation for your children
- English Kindergarten: Level-based tests and learning, with content from **Chungdahm Academy** program, **Oxford Readers**, and more.
- Disney Learning+: Learn English with popular Disney characters.
- Sing & Dance: Dance along with the **Yuppi Pen**, which recognizes your movements



## 1) Internet

Category	Plan	Monthly Price (KRW)
Internet	Giga Safe (1G)	38,500
	Giga Slim Safe (500M)	33,000
	LAN Safe (100M)	22,000
Pay Safe	Giga Pay Safe (1G)	41,800
	Giga Slim Pay Safe (500M)	36,300
	LAN Pay Safe (100M)	25,300
Business Wireless Internet	Lite	7,700
	Basic	30,250
	Premium	38,500
Cash Note Plus	Giga Safe (1G)	44,000
	Giga Slim Safe (500M)	38,500
	LAN Safe (100M)	29,700

## 2) Internet Phone

Product	Plan	Monthly Price (KRW)	Free Call (min.)
Internet Phone	Standard	2,200	-
	Premium	3,300	-
	Free Call 3	5,500	25
	Free Call 4	6,600	50
	Free Call 6	8,800	100
	Free Call 8	11,000	150
	Business AI Phone	9,900	-

## 3) U+ Intelligent CCTV

Product	Monthly Price (KRW)	Include
S-1 Safe	13,200 per Unit	Two S-1 Emergency Responses per month & Security Stickers

## 4) U+ TV

Plan	Number of Channels	Monthly Price (KRW)
Basic	213	12,100
Premium	255	16,500

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# Together/Partner Discount

In-store Training for New Staff

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## U+ Together Discount

### 1) What is Together Discount?

- A group plan exclusively for U+ subscribers with unlimited data plans, offering greater discounts as more subscribers join.

### 2) Eligible Plans for Together Discount

- 5G Premier Line: Premier Essential (KRW 85,000) or higher
- LTE Premier Line: Premier Essential (KRW 85,000) or higher

\* LTE Unlimited Series 78/88/105 are not eligible.

### 3) Together Discount Options



**2 Subscribers**  
KRW 10,000 off  
per subscriber



**3 Subscribers**  
KRW 14,000 off  
per subscriber



**4 or 5 Subscribers**  
KRW 20,000 off  
per subscriber



**Bundled with  
Internet (max. 5 lines)**  
Additional  
KRW 11,000 off

### 4) Eligible Family Members for Together Discount

- Spouse
- Parents, children, grandparents, grandchildren , siblings
- Spouse's parents and siblings
- Sons-in-law and daughters-in-law

### 5) How to Apply

- Family Plan: Submit a family relationship certificate.
- In-network Plan: Use unified billing.



## Easy Family Discount

### 1) What is Easy Family Discount?

- A group plan offering discounts on mobile bills for all family members without complicated requirements, based on their selected plans.

### 2) Mobile Together

- Discounts apply based on mobile plan, without the need for an internet subscription.
- Up to 10 lines can be added.

### 3) Home Together

- Discounts apply to internet bill based on the internet speed.
- Internet plans cannot be grouped together.

#### Discount Based on Speed (max. 3 lines)

100MB	500MB	1GB
KRW 5,500	KRW 9,900	KRW 13,200



**MEMO:**



## Partner Card Discount

### 1) What is Partner Card Discount?

- A partnership between a mobile carrier and a credit card company, offering discounts on mobile bills and various benefits based on card usage.

### 2) Benefits

- Makes it easier to attract subscribers to premium plans.
- Reduces the financial burden when purchasing high-end devices.
- Offers significant discounts through the partnership.

### 3) Types

- Long-term Installment / Auto-payment



**MEMO:**



## Daemyung Partner Program

### 1) What is the Daemyung Partner Program?

- The Daemyung Partner Program is a collaboration between LG U+ and Daemyung "I'm Ready," offering cost savings on mobile bills along with various life style services.

### 2) Why Recommend It?

- Reduces mobile expenses / Provides a variety of bundled services

### 3) Subscription Requirements & Discounts

- Daemyung U-Life Club 594
- ▶ Price (KRW 44,000) / Required subscription period (135 months) / Discount amount (KRW 40,000) / Discount period (24 months)
- Daemyung Life Care (Must maintain subscription for additional 60 months)
- ▶ Price (KRW 59,400), Required subscription period (100 months) / Discount amount (KRW 45,000) / Discount period (24 months)

### 4) Life Service Benefits (select 1)

- Travel (Cruise) / Golf / Foreign Language Course / Funeral Service

### 5) Subscription Process

- Proposal: Introduce Daemyung Partner Program benefits.
- Registration for Consultation: Register on U-cube
- Center Connection: Connect within one hour of U-Cube registration

### 6) Final Steps for a Smooth Experience

- Set up automatic credit card payments > Add the Daemyung customer service number > Complete e-contract procedures



MEMO:

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# Sales Support System

In-store Training for New Staff

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## Sales Support System: UCRM

### 1) What is CRM?

- CRM (Customer Relationship Management) is a system designed to manage, track, and store information about current and potential customers.

### 2) UCRM Support

- Monitor mobile/home service usage
- Track customers' birthdays
- Manage appointments with customers
- Ensure personal information protection
- Provide personalized product recommendations
- Handle and resolve customer complaints



**MEMO:**



## My Customers

나의 고객 리스트에서는 고객들의 여러가지 기본정보를 한눈에 볼 수 있도록 구성되어 있습니다.  
또한 다양한 메뉴구성을 통해 고객을 분류하고, 조건에 맞는 고객을 찾는 것에 용이합니다.

1. Search: Easily search for customers by their name and notes.
2. Filter: Filter customer information for personalized recommendations.
3. List: Check key customer information at a glance.

고객의 상품/결합/요금제/약정/특이사항/활동이력 등 상세정보 확인이 가능합니다

- ① Grouped home member information from U+ and other mobile carriers
- ② Customer details registered on Ucube
- ③ History of appointments with customers



## Daily Schedule

### What is Daily Schedule?

- It allows you to review and manage five types of customer care activities.

#### 오늘의 할일 \_ 메인화면

#### 오늘의 할일

- ① 생애주기
- ② 일반약속
- ③ 가입초기케어
- ④ 방문계획약속
- ⑤ 재케어

5가지의 고객 케어 항목을 확인하고 실행할 수 있으며, 이것을 통해 고객과의 신뢰 관계를 구축할 수 있게 도와주는 기능

**UCRM**

개발자 사원 / P95341

오늘의 할일\_V2

캘린더인\_V2

타사캘린더인\_V2

나의고객\_V2

가입초기케어\_V2

나의실적\_V2

우리상권CRM

설정\_V2

오늘의 할일 리스트

일시	유형	구분	고객명	내용	전화연결	완료여부
20/08/27	생애주기	문자	[M+3 / 모바일고객 혜택안내]			미완료
20/09/05	가입초기	내방	학습입력			미완료
20/10/26	생애주기	통화	[D+3 / 모바일가입내역안내] 가...			미완료
20/10/30	생애주기	문자	[D+7 / 모바일고객 고객약속사...			미완료
20/11/01	생애주기	문자	[M+9 / 모바일고객 내방유도]			미완료
20/11/03	생애주기	문자	[M+3 / 모바일고객 혜택안내]			미완료
20/11/05	생애주기	통화	[D+3 / 모바일가입내역안내] 가...			미완료

10월 26일 이전자 고객 약속 수정/삭제

약속구분	대상	상당	통화	문자	방문상당
약속내용	[D+3 / 모바일가입내역안내] 가입감사인사 및 가입내역 재안내				
약속일시	2020/10/26 10 시 00 분				

**오늘의 할일 유형-**

- ① 생애주기
- ② 일반약속
- ③ 가입초기케어
- ④ 방문계획약속
- ⑤ 재케어

- ① Life Cycle (auto-created)
- ② General Appointment (manually created)
- ③ Initial Care (manually created)
- ④ Scheduled Meeting (manually created)
- ⑤ Campaign Service Follow-up (manually created)

**MEMO:**

43



## Default Number System

### ■ How to Use the Default Number System - Sign In

The screenshot shows the CTI login window. A black banner at the top contains the text: ★중요★ 대표번호시스템 사용등록 인원은 UCUBE로그온과 동시에 "대표번호시스템 로그인" 화면이 자동 팝업 됨. The login form has fields for \*ID (fly5800) and \*공용계정 (선택). A dropdown menu for \*공용계정 is open, showing options 6620041 and 6620042. Red arrows and numbers point to these fields: 1 points to the \*ID field, and 2 points to the \*공용계정 dropdown. To the right, two pink boxes provide instructions: ① 마당ID : 사용자 마당ID 확인 and ② 전화 좌석ID (POS별 좌석 1-3 배정, 선택하여 로그인). The bottom of the window shows buttons for 확인 and 취소.

① ID: Sign in with the User Hub ID

② Shared Account: Sign in with the Office Phone ID

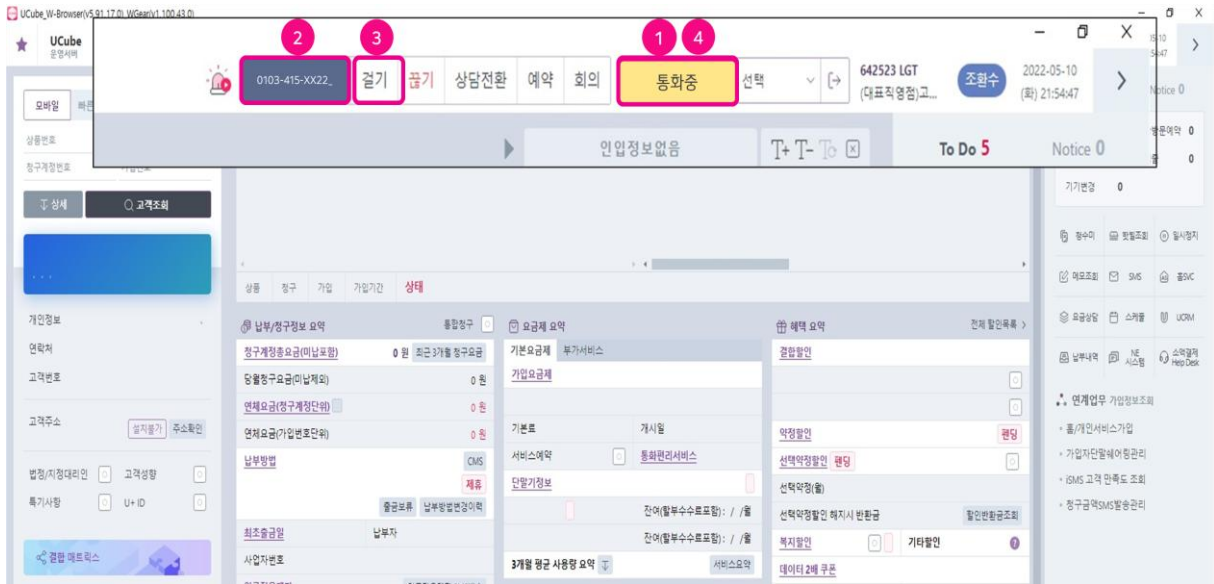


**MEMO:**



## Default Number System

### ■ How to Use the Default Number System - Making Calls



- ① Make a call when the status is set to "Ready."
- ② Select a landline or mobile phone number.
- ③ Click "Call."
- ④ If connected, your status will change to "In a Call."

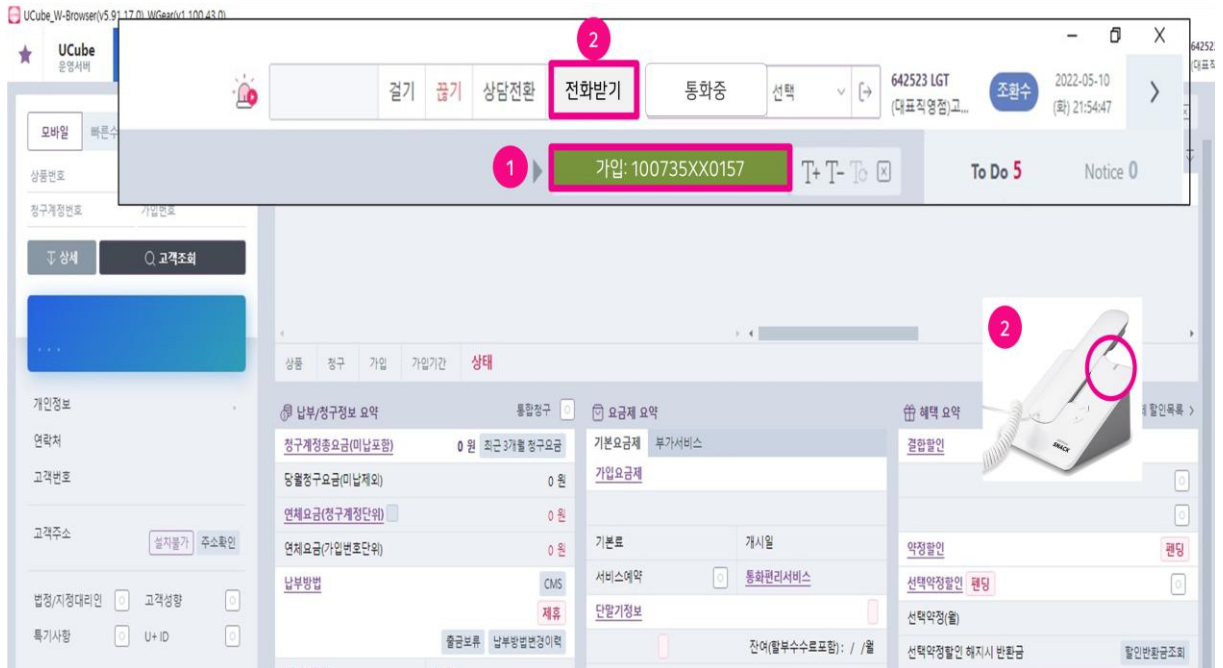


### MEMO:



## Default Number System

### ■ How to Use the Default Number System - Receiving Calls



- ① When a call comes in, the customer registration number will appear on the screen. Click the number to view the customer's information.  
- For VIP customers, their registration numbers will be highlighted in red.
- ② When a call comes in, the LED indicator will blink. Pick up the phone and press the Ucube Call Connect button to answer the call.



**MEMO:**



## Default Number System

### ■ How to Use the Default Number System – Switching to Consultation

상담호전환

상담구분 ☒ 고객센터 ☐ 대리점

\*고객센터 매장대표번호시스템

1 상담부서 모바일-로밍상담 대기고객(0) / 대기상담사(0) 새로고침

내선번호 5150 통화자관계 선택 ☐ 인증여부

Total : 19

선택	상담부서	서비스	상품	상담유형	업무상세	SMS문구	발신번호
<input type="radio"/>	TV요금제변경	통	IPTV	일반	TV요금제변경 및 TV요금제 ...		
<input checked="" type="radio"/>	기가하향	통	통	일반	인터넷요금제 기가하향, 광랜...		
<input type="radio"/>	IoT장애상담호전환	통	IoT	기술	스마트를 IoT 서비스 장애상담		

2 전환텍스트

\*호전환 메모

SMS 발송 ☐ 연락처 변경 ☐ SMS 발송거부

3 회의통화 해제 끊기 그룹전환

모바일-로밍상담  
모바일-통품상담  
모바일-일반상담  
홈-일반상담  
홈-기술상담

① Select the customer service department for the consultation request.

E.g., mobile-roaming / call quality complaints / foreign customers

② Enter the details of the customer consultation.

③ Click the "Conference Call" button.



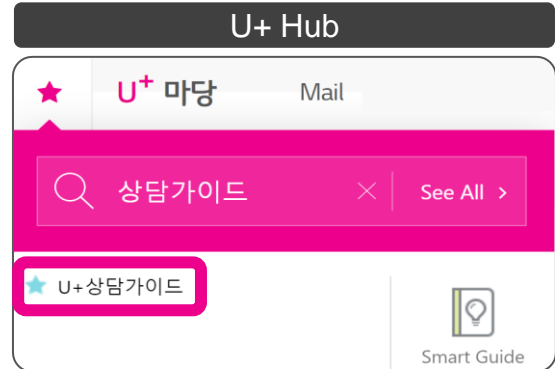
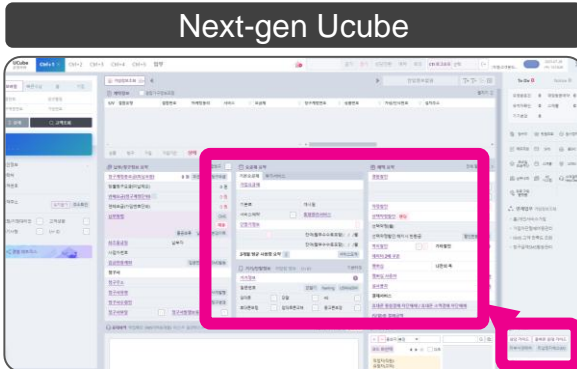
**MEMO:**



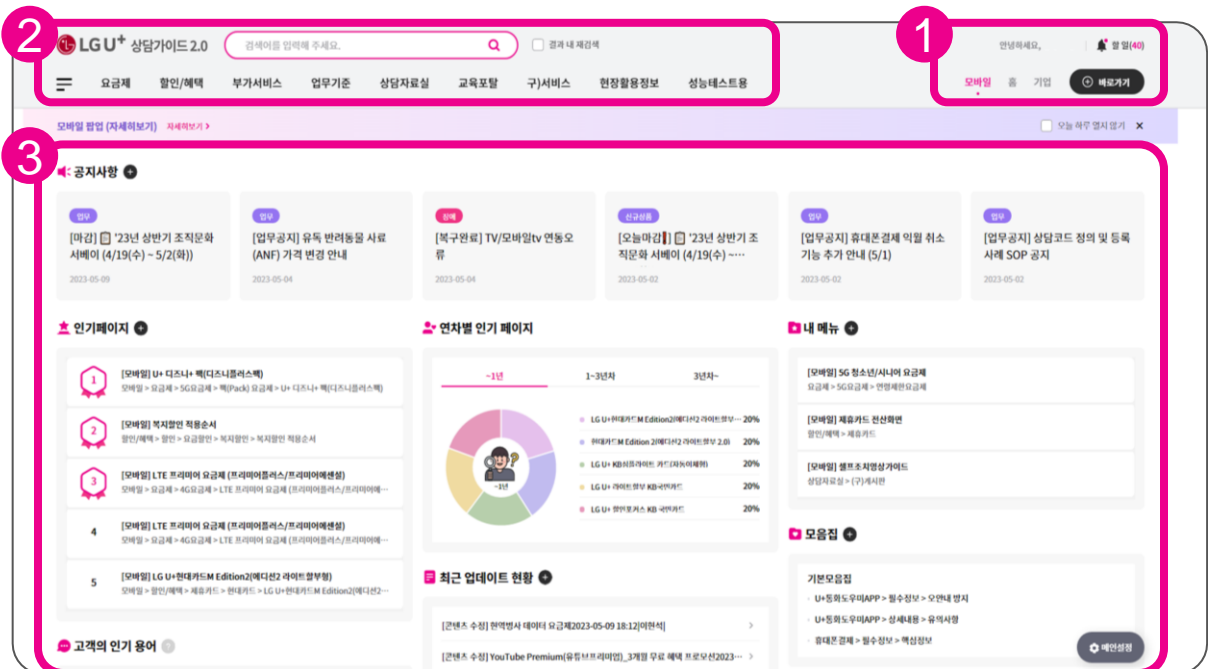
## Service Guide 2.0

### How to Connect

You can search through the **U+ Hub website** or click the **Quick Menu** on the **Next-gen Ucube**.



### Main Menu Layout



- ① **Mobile/Home/Business:** Organize menus and layout based on category.
- ② **Search or Menu:** Quickly access the guide you need.
- ③ **Notice and Updates:** Check favorite or popular webpages for quick reference.





## Service Guide 2.0

### ■ How to Use ① Search

When searching for information, keyword-related menus and categories are displayed in order, making it easy to view the relevant content.

\* Categories include Menu, Product/Service, Work Procedure, Resource Center, Notice, Required Documents, Social, and Library.

**LG U+ 상담가이드 2.0** | 제휴카드

제휴카드 검색결과입니다. 0.01초

모바일 (657) | 홈 (6647) | 기업 (6165)

전체 | 메뉴 (49) | 상품/서비스 (89) | 업무기준 (12) | 상담자료실 (112) | 공지사항 (880) | 구비서류 (73) | 소셜 (4946) | 도서관 (413)

**메뉴 (49건)**

- 모바일 > 할인/혜택 > 제휴카드 > 제휴카드 요청절차
- 모바일 > 할인/혜택 > 제휴카드 > 제휴카드 전신화면
- 모바일 > 할인/혜택 > 제휴카드 > 하나카드 > 더심플 하나카드
- 모바일 > 할인/혜택 > 제휴카드 > 삼성카드 > LG U+삼성카드
- 모바일 > 할인/혜택 > 제휴카드 > 롯데카드 > LGU+ 롯데카드 Version 2 (버전2)

전체보기 (49건) >

**상품정보**

모바일 > 할인/혜택 > 제휴카드 > 제휴카드 요청절차

**필수정보** | 제휴카드 한눈에보기

'24년 7월 제휴카드 한눈에 보기' ※ '24년 7월 프로모션 내용이며, 매월 1일자로 교육자료/프로모션 내용 업데이트

검색어를 입력하세요.

[카드사] 이름	이미지	할인금액	조건	연회비	인정 : 불 제외 : 불
[하나] 더심플 하나카드		30만원 ↑ 1.0만 80만원 ↑ 1.5만  - 25개월 이후 30만원 ↑ 1.0만 80만원 ↑ 1.5만	- 자동이체 필수 - 장기할부 선택 * 최소 결제: 10만 ↑, 24개월 * 할부이자 : 연5.9%	2.5만	

최대 : 36만

### ■ How to Use ② Field Essentials (incl. SOP)

The Field Essentials section provides access to the Sales Standard Operating Procedure (SOP) by product, along with service guides for tasks that new staff may find challenging (e.g., account holder name change, welfare discounts, mobile plan subscription or change).

☰ | 요금제 | 할인/혜택 | 부가서비스 | 업무기준 | 상담자료실 | 인적/구비/충분도 | 구)서비스 | **현장활용정보(SOP)**

세일즈가이드 > - SOP

**매장 가이드** > - 매장 운영 표준 | **매장 고객 응대 매뉴얼**

현장 활용 시스템 > - 스마트 상담 - 스마트 가입 - UCRM - 대표 번호 시스템

현장 신입 가이드\_가입 > - 휴대폰 가입/변경 유형별 - 단말기별 가입

현장 신입 가이드\_변경/기타 > - 명의변경 - 복지할인 - 일시정지/해제 - 작업 가능기간

소매 매장 MVNO > - CS 가능/불가업무 - MVNO 선불폰 가입(소매 매장)

상황별 활용 가이드 > - 현장 자주 묻는 문의

**매장 고객 응대 매뉴얼**

SENSE 센스 고객 응대

IB/OB 전화 응대

민원/불만 고객 응대

진정성서비스

**외국인 고객 응대**

문제 행동 소비자 응대직원 자기보호 매뉴얼

**외국인 응대가이드(FLS)**

1. 외국인 응대가이드(FLS)  
외국인이 방문하면 전화 한 통

2. 외국인 고객 응대를 위한  
배포 된 고객 안내용 자료를 활용  
제작물 수령 전 일 경우, 첨부한  
(그 외 언어는 기존대로 대응 - 반



## Service Guide 2.0

### ■ How to Use ③ Quick Menu

The Quick Menu includes **Recommended Menus, My Menu, Collections, Required Documents, Date/Age Calculator, Store Information, Library, Device Loss Coverage Calculator, Billing Schedule**, and other useful features. It provides quick access to essential information and frequently used sections, helping save time and improve work efficiency during customer consultations.

순번	구분	제목	첨부파일	요청자	등록일시	처리상황	답변일
1	공편미답변	유튜브 프리미엄 이용 불가 확인요청 (2)	-	성고은	2024-07-18 18:24	답변완료	2024-07-22
2	공편미답변	[넷플릭스] 500199477436 / 넷플릭스 계정연동 했으나 이용권 구매 화면 뜸 (1)	-	이지혜	2024-07-09 11:15	답변완료	2024-07-11



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# Smart Consultation

In-store Training for New Staff

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Step		Situation	Process
1. Reception	Basic MoT	Greeting	<div><div><div><div></div></div><div>Stand up and make eye contact with the customer.</div></div><div><div><div></div></div><div>Greet the customer with a 30-degree bow.</div></div><div><div><div></div></div><div>Example Line: "Hello, welcome!"</div></div></div>
2. Serving Waiting Customers		Introduction	<div><div><div></div></div><div>* Extra points are given for one of the following Basic MoT when there is a wait line.</div></div>
3. Pre-consultation		Identifying Needs	<div><div><div><div></div></div><div>Face the customer and make direct eye contact.</div></div><div><div><div></div></div><div>Example Line: "How may I assist you today?"</div></div></div>
		Directions to Consultation Seat	<div><div><div><div></div></div><div>Escort the customer with a half-step lead while maintaining an attentive listening posture (LLL).</div></div><div><div><div></div></div><div>Guide the customer to a seat by pointing with your open palm. Take your seat once they are seated.</div></div><div><div><div></div></div><div>Example Line: "Let me assist you with (mobile and home plans). Please have a seat, and we will get started shortly."</div></div></div>
		Business Card	<div><div><div><div></div></div><div>Present your business cards while standing, handing it over with both hands.</div></div><div><div><div></div></div><div>Example Line: "I am 000 from 00 Store, and I will be assisting you today. (hand over business card) Are you here for a (mobile and home plan)?"</div></div></div>
Smart Consultation Etiquette		<div><div><div><div></div></div><div>Adjust the Smart Consultation Screen (monitor or mobile phone) toward the customer.</div></div><div><div><div></div></div><div>Maintain eye contact with the customer throughout the consultation.</div></div></div>	
4. Consultation & Product	Basic MoT	ID Verification	<div><div><div><div></div></div><div>Receive the customer's ID with both hands, maintaining respectful posture.</div></div><div><div><div></div></div><div>Example Line: "May I have your identification please?" (upon receipt) "Thank you."</div></div></div>
	Start	Menus for Refreshments	<div><div><div><div></div></div><div>Engage in small talk while offering beverages from the menu.</div></div></div>
	Mobile Presentation	Device Screen > Specifications	<div><div><div><div></div></div><div>Show the service device screen and guide the customer through the selection process.</div></div><div><div><div></div></div><div>Provide a detailed explanation of available service plans and specifications.</div></div></div>
	Identify Preferences	Plan Recommendations > Credit Card > Life Care > Together Discount Options	<div><div><div><div></div></div><div>Select according to their needs.</div></div><div><div><div></div></div><div>Example Line: "Let me help you find the best plan based on your needs. We also have discounts that may apply to you!"</div></div></div>
	Plans	Selected Plan Screen > Details Screen > Personalized Plan Recommendations Screen	<div><div><div><div></div></div><div>Display the detailed plan options on-screen and offer personalized recommendations.</div></div><div><div><div></div></div><div>Example Line: "Based on your usage, we recommend the 000 plan. Since you are interested in 000, this plan includes 000 for free."</div></div></div>
	Discount Options	Discount Options Screen	<div><div><div><div></div></div><div>Explain and recommend the best option between an optional contract and a public subsidy.</div></div></div>
	Together Discount	Together Discount Screen	<div><div><div><div></div></div><div>Show the bundled discount benefits.</div></div><div><div><div></div></div><div>Point out increased discount if family members join the plan.</div></div></div>
	Partner Cards	Partner Cards Screen	<div><div><div><div></div></div><div>Present available partner card options (highlighting the discounts on monthly bills).</div></div><div><div><div></div></div><div>Example Line: "We also offer partner card rewards with 00. If you like, I can assist you with issuing this card for you."</div></div><div><div><div></div></div><div>*Extra points are given for addressing objections.</div></div></div>
	Daemyung U-Life	Daemyung U-Life Discount Screen > Daemyung U-Life Club Screen	<div><div><div><div></div></div><div>Use the Daemyung visuals to explain discounts that are directly applied to the bill (highlighting the discounts on home/mobile plan bills)</div></div><div><div><div></div></div><div>*Extra points are given for addressing objections.</div></div></div>
	Additional Services	Summary/Additional Services Screen	<div><div><div><div></div></div><div>Introduce mobile insurance and additional options, explaining their benefits.</div></div></div>
	Identify Preferences	Home/SOHO > Personalized Plan Recommendations Screen > Consultation	<div><div><div><div></div></div><div>Show the internet service plan recommendations on the screen.</div></div></div>
	Internet Rates	Personalized Plan Recommendations Screen > Details Screen	<div><div><div><div></div></div><div>Display internet plans with detailed discount options.</div></div><div><div><div></div></div><div>Example Line: "The best plan for you is Premium Safe 1G Plan, which includes a standard gigabit Wi-Fi router and a choice of O, O, or O." (Show the available offers.)</div></div></div>
	TV Rates	TV Plans Screen	<div><div><div><div></div></div><div>Show available TV plans.</div></div><div><div><div></div></div><div>Example Line: "For TV plans, we have popular recommendations. Let me demonstrate it on the screen for you."</div></div></div>
	Set-top Box	Set-top Box Options Screen	<div><div><div><div></div></div><div>Introduce set-top box options (e.g., Soundbar Black).</div></div></div>
	Gift	Gift Screen	<div><div><div><div></div></div><div>Explain gift cards and promotional giveaways, displaying them on-screen.</div></div></div>
Installation	Installation Fees Screen	<div><div><div><div></div></div><div>Clarify installation fees, specifying that they will be charged on the next month's bill.</div></div></div>	
5. Post-consultation	Proposal	Share Proposals > Print Proposals	<div><div><div><div></div></div><div>Print and share the proposal summary with the customer.</div></div></div>
	Registration	Save Session/Loyalty Program Registration Screen	<div><div><div><div></div></div><div>Offer to register the customer for a loyalty program for future benefits.</div></div><div><div><div></div></div><div>Example Line: "Is there anything else I can assist you with?"</div></div></div>
6. Showing to the door	Basic MoT	Closing	<div><div><div><div></div></div><div>Escort the customer to the exit and say "Goodbye" with a 30-degree bow.</div></div><div><div><div></div></div><div>Example Line: "Thank you. I look forward to seeing you again."</div></div></div>
		Saying Goodbye	

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# Suspicious Sales Activities & Data Protection

In-store Training for New Staff

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## Importance of Personal Information

### 1) What is Personal Information?

Under the **Personal Information Protection Act**, it refers to information about an identifiable **individual**, including their name and resident registration number. (This also includes information that, while not identifiable on its own, can be **easily combined with other data to identify a specific individual**.)

### 2) Types of Violation

- Doxing: Results in invasion of privacy and defamation
- Identity Theft: Causes financial loss and physical or mental harm
- Voice Phishing: Leads to financial fraud



## Areas of Focus at Work

### 1) Documents containing personal information

### 2) ID/password

### 3) PC security

### 4) Personal information stored in PC (Local/Cloud PC)

### 5) External storage devices

### 6) Unauthorized softwares/websites

### 7) CCTV notices

### 8) Returned devices



## Three Suspicious Sales Activities

### 1) False Activation - Mobile

- Activating a service with the **intention of deception instead of actual use**
- Customer-level and point-of-sale activation

### 1) False Activation - Home

- Activating a service at a **false address**
- Activating a service in the name of the "Company" or a sales representative without intent to use, for illegal loans, fee collection, or fraudulently obtaining gift certificates through third-party names

### 2) Reactivation After Cancellation - Mobile

- **Canceling the existing number after activating a new line** when the customer requests switching device.

### 2) Reactivation After Cancellation - Home

- **Canceling a home service subscription and re-subscribing** to a similar product.

### 3) Identity Theft - Home/Mobile

- Activating a service in another person's name **without their consent**



## Prevention of Identity Theft

- **Collect** all required documents during registration.
- **Verify the physical ID** and its **photo**.
- Check the **ID's authenticity** immediately.
- Make sure the subscription application and consent form are **signed/ stamped by the account holder**.
- For agent applications, collect the **agent's documents, confirm consent** with the account holder by phone, and then **document the details**.
- If a minor comes in without a legal guardian, collect the **required documents, confirm consent** with the legal guardian by phone, and then **document the details**.



## Subscription Scanning

### 1) Subscription Scanning Check Process

- Activation (D) > 1st Review (D+5) > Request for update from the center (D+6) > Additional update (Request Date+5) > Final review (D+12) > Penalty (around 25th on the closing month)

### 2) Subscription Scanning Guidelines

- ① Review and collect **all application forms and required documents**
  - Scan the account holder's the original ID and required business documents (cannot be updated later)
- ② Inform customers about **subscription details** and **provide documentation**
  - Failure to inform customers about subscription details result in complaints
  - Failure to provide documentation may lead to penalties.
- ③ **Double-check the required and updated documents**, as well as **Ucube data**, during **the 1st Review (D+5)**
  - 5G subscribers: Check for consent
  - Minors: Make sure that both harmful content blocking service options are checked
  - Verify that device pricing, plans, installment months, partner cards, and optional contact match the system records.



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## Database Search Precautions

### 1) Unauthorized Inquiries without Consent

- Any inquiries made without customer's consent, including those by the customer's family or friends, former colleagues of staff, or employees of other carriers.
- Credit checks conducted without customer approval and unrelated to service.
- Inquiries for personal use not related to service process.

### 2) False Registration and Unauthorized Use of Information

- Sharing customer information with third parties without consent
- Providing personal information on Ucube without customer's consent
- Entering false information such as e-mail, billing address, and contact information

### 3) Additional Precautions

- Sharing IDs and passwords on the database without authorization
- Posting customer information on social media.
- Taking screenshots or capturing Ucube screens that may expose personal information.



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