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Exhibit 9

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Your Expanded Role in Improving Customer Experience

This training provides an overview of your new expanded role and the positive impacts it will have on Customer experience.

Ω T	There is audio in this course.				
=	Your New Role				
=	What's the Strategy?				
=	Spend Time Listening to the Customer				
=	What You Need to Do				
CUSTOMER SCENARIOS					
=	How do we keep the Customer on full price?				
=	What if the Customer Rejects all of the Offers?				
=	What if the Customer is in Non-Pay?				
EXIT					

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Let's Practice

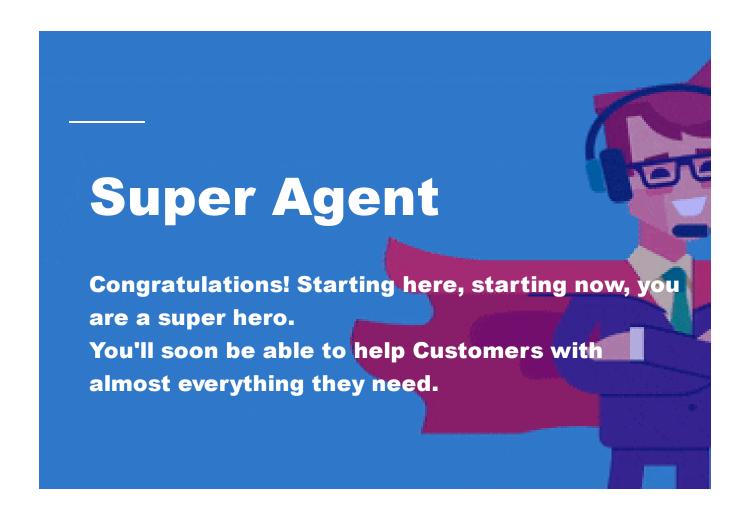
? Knowledge Check

Exit Course

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Lesson 1 of 10

Your New Role



How the Role of the SiriusXM Agent is Evolving

You have been selected to become one of our Super Agents to help improve our Customer Experience.

From now on you will be able to assist our Customers with almost all of their questions and concerns.

You've got the power!

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 $\widehat{\mathbb{Y}}$ Complete the content above before moving on.

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Lesson 2 of 10

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What's the Strategy?

You can do it all!

You will now be able to address almost all Customer questions and concerns without having to transfer to another line of business.

This includes:

- · Basic Troubleshooting
- Activations
- Consolidations
- Payment Processing
- · Billing Concerns
- Non-Pay
- · Cancel Requests

With the changes we will go through in this training, you will be set up for greater success in meeting our customer satisfaction and revenue targets.

P

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Why is this great for our Customers?

This new way of handling calls means that Customers are getting a better experience when they reach out to SiriusXM. Their questions and issues can be resolved faster, with fewer transfers to other departments.

Why is this great for you?

You will now have more power to be able to help Customers with almost all of their needs, which means happier Customers and higher CSAT scores for you!

Why is this great for SiriusXM?

This improved process is much more efficient and cost effective since we will be transferring Customers less often.

It is a win-win for both you and our Customers, which means it's great for SiriusXM, too!

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Types of Calls to Expect

You will now be empowered to address almost all of the Customer's concerns and questions, without having to transfer them.

Click each box below to reveal the different Customer questions/concerns you may encounter and how to approach them.

General Inquiry,
Make a Payment,
Basic Troubleshooting

Ask open ended questions and resolve by troubleshooting, collecting payment or updating the account.

Activation/Conversion

Follow your sales strategy/offer strategy to activate new service or convert the Customer

from a free trial to a

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Better Rate, Change Plan, Billing Concern, Non-Pay

Build Value!

 Confirm and review with the Customer the current package, along with the features and

Cancellation Request

If the Customer insists that they no longer want SiriusXM, follow the cancel task.

P

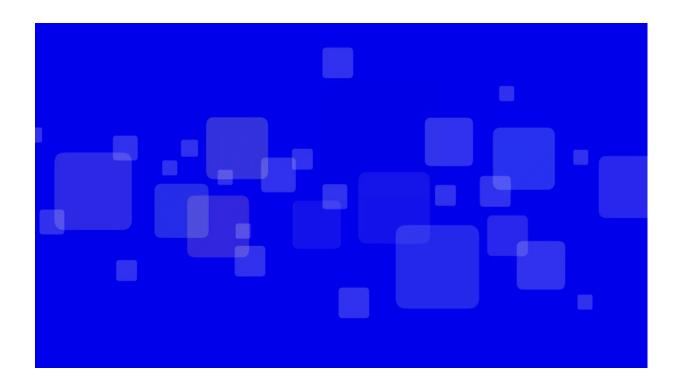
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Sounds pretty easy, right?



You're already a Super Hero when it comes to most of what we've covered so far.

It should all sound really familiar... because it's what you're already doing! That's why you're here!

P

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For the rest of this training we're going to focus on three types of Migration calls:

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1 Change plan or rate

Non-Pay

3 Cancel service

What's different in your new role as a Superhero?

We're going to show you some new and different ways to process these kinds of requests that are a better experience for both our Customers and you!

© Complete the content above before moving on.

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Lesson 3 of 10

Spend Time Listening to the Customer

Customer Intent as a Jigsaw Puzzle

Can you imagine trying to do a jigsaw puzzle but not knowing what it looks like? It would be very difficult, right?

To complete the puzzle you have to put the various pieces of information together, trying to fit it all in to understand the big picture.

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This is just like talking to our Customers!

When you are working with a Customer you have all of the puzzle pieces in front of you.

- Their Customer Profile
- Billing History
- Call Intent
- What the Customer says and requests

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It's just a matter of putting those pieces together to see the full picture!

CONTINUE

The System is smart, but you are smarter!

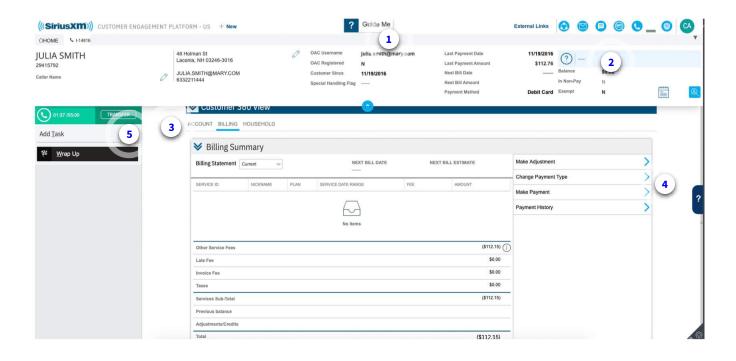
With our new desktop system, CEP, the good news is that it frees you up to listen to the customer and ask questions. You should not need to navigate away from the landing page in CEP right away.

Using the top information bar and Customer 360 View you can get almost all of the information you need to start building the full picture about the Customer.

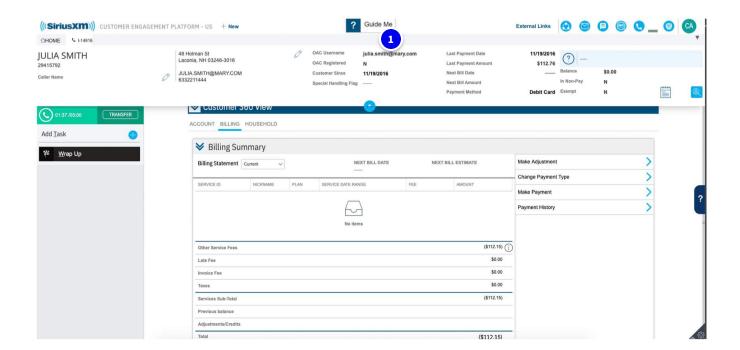
Click on the numbers below to learn more.

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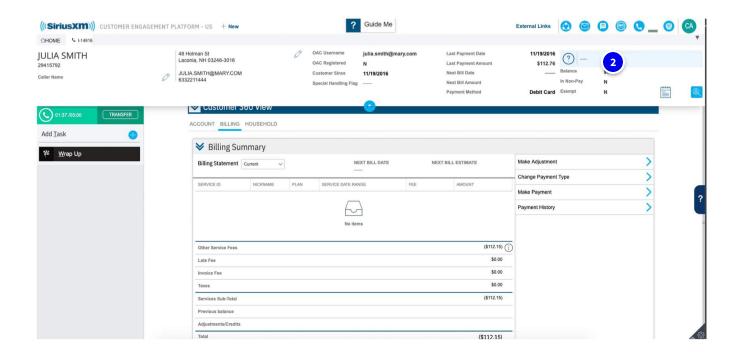
Customer Information

Here you'll find a lot of the information that will help you get a full picture of the Customer

You can easily see:

- · How long they have been a Customer.
- Have they used the Online Account Center.
- The amount of their bill and the last time it was paid.
- If they are in Non-Pay.

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Call Intent



This section will display different symbols that tell you what the Customer is calling about, based on information they provided or what we already know about them by identifying their phone number.

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External Links 🔞 🕲 😑 🔘 📞 __ 💿 CA ? Guide Me (((SiriusXM))) CUSTOMER ENGAGEMENT PLATFORM - US + New ⊕HOME 4 1-14816 48 Holman St Laconia, NH 03246-3016 JULIA SMITH ? OAC Registered Last Payment Amous \$112.76 29415792 JULIA.SMITH@MARY.COM 6332211444 Customer Since 11/19/2016 Next Bill Date \$0.00 Caller Name In Non-Pay Next Bill Amoun Special Handling Flag Payment Method = Customer 500 view ACCOUNT BILLING HOUSEHOLD Add Task ➢ Billing Summary Wrap Up NEXT BILL ESTIMATE Make Adjustment Billing Statement Current Change Payment Type > > Make Payment Payment History (\$112.15) Other Service Fees \$0.00 Invoice Fee \$0.00 Services Sub-Total (\$112.15) Previous balance

(\$112.15)

Customer 360 View

Provides an overview of the account.

What you'll find:

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- · All devices owned by the Customer
- Plan details
- · Links to Billing history, household information
- · Actions that can be taken on each device

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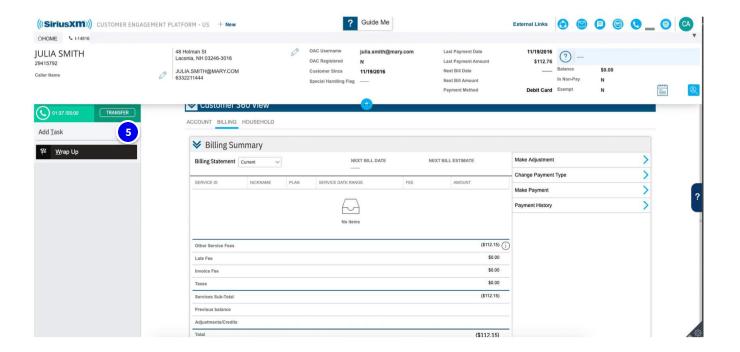
External Links 🔞 🕲 😑 🔘 📞 __ 💿 CA ? Guide Me (((SiriusXM))) CUSTOMER ENGAGEMENT PLATFORM - US + New ⊕HOME 4 I-14816 OAC Username julia.smith@mary.com 48 Holman St Laconia, NH 03246-3016 JULIA SMITH ? OAC Registered Last Payment Amount \$112.76 29415792 JULIA.SMITH@MARY.COM 6332211444 Customer Since 11/19/2016 Next Bill Date \$0.00 Caller Name In Non-Pay Next Bill Amount Special Handling Flag -Payment Method Debit Card Exempt = Customer 300 view 01:37 /05:00 ACCOUNT BILLING HOUSEHOLD Add Task **❤** Billing Summary ₩rap Up NEXT BILL ESTIMATE Make Adjustment Billing Statement Current Change Payment Type 4 Make Payment Payment History No Items (\$112.15) Other Service Fees \$0.00 Invoice Fee \$0.00 (\$112.15) Services Sub-Total Previous balance (\$112.15)

Actions

You can easily navigate to complete an action from here.

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Tasks

After you've look at all of the information about the Customer on this screen you can then use the "Add Task" section which has all of the possible tasks you can complete.

This page will help you understand the Customer's needs and reason for the call.

CONTINUE

Finding the right option for the Customer

Your goal is to use the information from the Customer and CEP to offer them options that will work best for them.

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By asking both open and closed questions you can begin to truly understand the Customer's intent.

Once you have the "big picture" you can use all of those puzzle pieces to respond in a tailored and customized way based on what the Customer shares.

CONTINUE

Talking to Customers

When you are speaking with a Customer who either wants to change their plan or term, or simply wants to cancel, the first thing you should do is **Build Value** of their current package.

- · Ask open and closed questions
- · Talk about features and benefits

The Customer may be new to SiriusXM, or may not be using all of our fantastic features and therefore not experiencing the benefits. It is your role to educate the Customers on all we have to offer and tell them what they may be missing out on.

CONTINUE

Migrating Customers to a Full Price Package is our #1 goal

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	ĺ	Use the CEP Landing Page _		
		Spend time reading through the Customer Information bar at the top and the Customer Information bar at the customer In	stomer 360 View page.	
		Ask yourself: What details do I see that might change what I should recommend	d?	
		Review Customer History _		
		Use all of the information available to you; it will tell you a lot! It gives you value determine how you can help the Customers.	able clues that help you	
		Listen to Customers _		
		Have an open conversation with Customers about best the options for them.		
		Build Value _		
		Remind Customers of the features and benefits of their current package.		
		Make Other Recommendations _		
		Acknowledge other package and plan options, educate Customers on what feat and how that might impact them based on their listening preference.	ures they may be losing	

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Complete the content above before moving on.

Lesson 4 of 10

What You Need to Do

Creating an Efficient, Uninterrupted Experience for the Customer

Our aim as Super Hero Agents is to always improve the Customer Experience. Therefore, you should aim to complete every transaction with the Customer as quickly and efficiently as possible.

A few things to remember:

- Present only what the system shows you. Trust the system!
- Avoid putting the Customer on hold or trying to pretend that you are looking for the best deal.
- Be enthusiastic about all of the features and benefits the Customer gets by subscribing to SiriusXM.

CONTINUE

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Stick to the steps and you can't lose!

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The Super Hero's Four Step Process



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Step 1

Keep Customers on Full Price

Your goal should **always** be to keep our Customers on a Full Price Plan.

Since you already know how to build value and present relevant features and benefits to each Customer, this should be a breeze!

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Step 2

Offer to downgrade to a less expensive full price package.

Being a Superhero means that you have the power to understand the needs of our Customers. When they push back, manage that resistance by offering to downgrade to a less expensive full price package.

Remember: Trust the system, and explain the features and benefits of the packages and plans that display on screen.

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Step 3

Offer a Discount

If the Customer is unwilling to remain on the package they currently have or downgrade to a different, less expensive, full price package... your next step is to offer a discount. Build value by matching features to relevant benefits and remind them of how much they'll save in their new package at a more affordable price.

Remember: Trust the system, the discounted packages are a great value and are specifically designed to help keep our Customers happy, so be sure to stick to what's on your screen.

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Step 4

Canceling

If you've gone through steps 1 - 3, made the corresponding offers and the customer still wants to cancel, you should honor that request and cancel their service.

Stick to the Steps!

If you follow this strategy, you can't lose!

P

Complete the content above before moving on.

Let's Review!

Put the steps of this process in the correct order.

Drag the box from left to right

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SUBMIT

P

Complete the content above before moving on.

Possible Offers

Depending on the Customer, the order of offers could differ. Consult the chart below to see the difference in offers the system may generate between All Access Customers and Customers currently on Select or Mostly Music.

Here is an example. Remember, trust the system!

Order of Offers	All Access	Select and Mostly
Order of Offers	Customers	Music Customers

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Order of Offers	All Access Customers	Select and Mostly Music Customers
1	Migrate to Select Full Price	Migrate to Mostly Music Full Price
2	Migrate to Mostly Music Full Price	Migrate to Premier Streaming
3	All Access \$9.99 / 12 Mo.	Migrate to Essential Streaming

Complete the content above before moving on.

(i) Honor, Not Offer

Our 'Honor, Not Offer' policy remains in effect. If a Customer *asks* for a specific promotion or discount, you should honor the request as you usually do!

Complete the content above before moving on.

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So, how do we do this?

In the next few sections we are going to cover some super helpful tips and strategies that you can use on every call to make sure you are able to understand Customers' concerns and address them in the most relevant way possible.

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Lesson 5 of 10

How do we keep the Customer on full price?

If you are talking to a Customer and they aren't happy with their current package, what should you do first?



- Acknowledge their request, ask open questions to find out more about the Customer, talk about features and benefits to build value of their current plan
- Acknowledge their request and offer a discount to get them to stay

Acknowledge their request and cancel their plan immediately

SUBMIT

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Complete the content above before moving on.

Stick to the steps!

1

Build Value!

While you are verifying the Customer, take the time to build value for the package the Customer is currently on.

Often, that's all it takes to keep the Customer happy and listening to SiriusXM!

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Ask Targeted Questions

Ask questions like the ones the Agent is asking to the left. These are examples of questions you can use to learn more about the Customer's listening habits.

Once you have answers to these questions, you can make a recommendation to migrate to a different plan or term option that would make sense based on their listening preferences.

3

Migrating to Another Package

After you've reinforced the value of the Customers current package, and asked targeted questions to understand the Customers situation, then you can start to discuss other options.



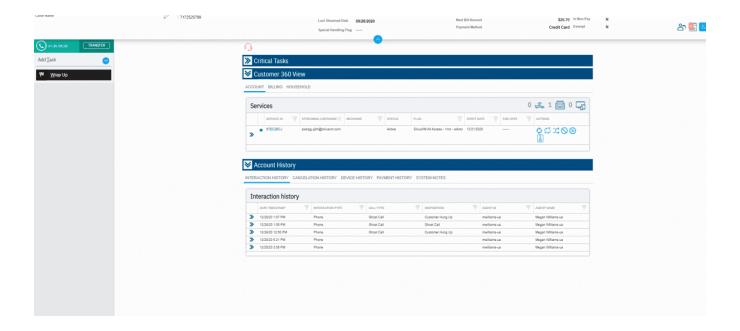
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Using the Change Plan Task



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Complete the content above before moving on.

Let's Break the Process Down

Click on the + hotspots below to learn more.

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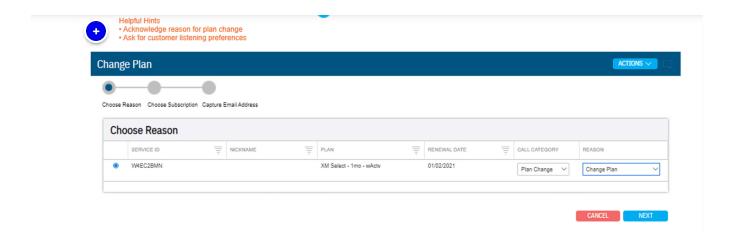
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 Acknowledge reason for plan change
 Ask for customer listening preferences + ACTIONS V Change Plan Choose Reason Choose Subscription Capture Email Address Choose Reason SERVICE ID ₩ NICKNAME ₩ PLAN RENEWAL DATE CALL CATEGORY REASON W4EC2BMN 01/02/2021 XM Select - 1mo - wActv Change Plan Plan Change ∨

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Helpful Hints

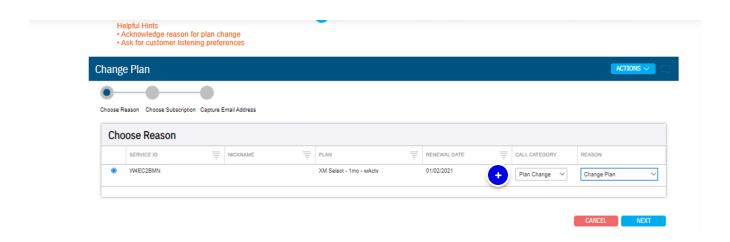
Be sure to keep your eye out for this section as you are working through tasks with Customers. Here you will find:

- Helpful prompts and reminders for each step in the process.
- Suggested phrases and questions you can use.
- · Guidance on the best way to follow the strategy.

Use this to your advantage! It will help guide the conversation with the Customer.

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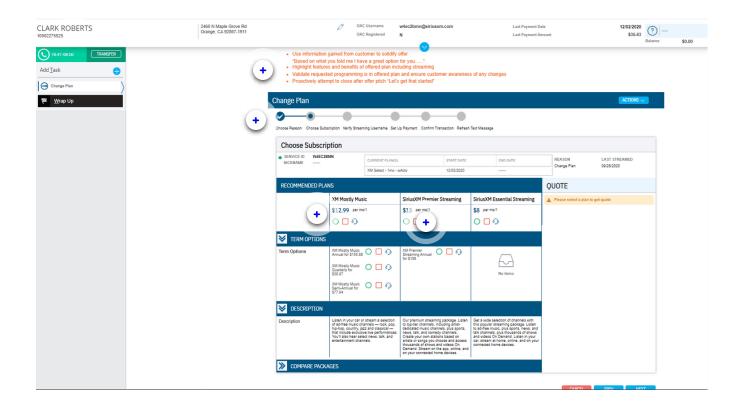
Call Category and Reason

When migrating a customer to a different plan you must select:

Call Category: Plan Change

Reason: Change Plan

Complete the content above before moving on.



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CLARK ROBERTS 2460 N Maple Grove Rd Orange, CA 92867-1911 \$35.63 Verify Streaming Username Set Up Payment Confirm Transaction Refresh Text Me: Choose Subscription QUOTE 0 🗆 0 0 🗆 0 0 🗆 0

Helpful Hints

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This section will change as you advance through each step in the task.

It will always be here to help you, but you don't need to follow it word for word.

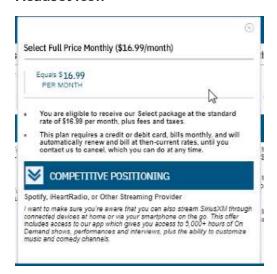
The most important thing is to listen to the Customer and recommend the best option for them using the Recommended Plans that are populated.

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CLARK ROBERTS 2460 N Maple Grove Rd Orange, CA 92867-1911 12/02/2020 \$35.63 "Based on what you told me I have a great option for you....."
Highlight features and benefits of offered plan including streaming Add <u>T</u>ask Validate requested programming is in offered plan and ensure custo
 Proactively attempt to close after offer pitch "Let's get that started" Change Plan Change Plan Wrap Up 0 0 Choose Reason Choose Subscription Verify Streaming Username Set Up Payment Confirm Transaction Refresh Text Messag Choose Subscription CURRENT PLAN(S)

XM Select - 1mo - wActv RECOMMENDED PLANS QUOTE 0 🗆 0 0 0 🗆 0 ▼ TERM OPTIONS (M Mostly Music O O Annual for \$155.88 XM Mostly Music O O O XM Mostly Music Semi-Annual for S77.94 **₩** DESCRIPTION COMPARE PACKAGES

Headset Icon



When you click on the headset icon you will see additional information and offer scripting.

RECEIVED NYSCEF: 12/20/2023

12/02/2020 \$35.63 CLARK ROBERTS 2460 N Maple Grove Rd Orange, CA 92867-1911 Validate requested programming is in offered plan and ensure cust Proactively attempt to close after offer pitch "Let's get that started" Change Plan -0on Choose Subscription Verify Streaming Username Set Up Payment Confirm Transaction Refresh Text Messag **Choose Subscription** CURRENT PLAN(S)

XM Select - 1mo - wActv QUOTE 0 0 0 🗆 0 0 🗆 0 M Mostly Music O O XM Mostly Music O O O XM Mostly Music Semi-Annual for S77.94 **₩** DESCRIPTION

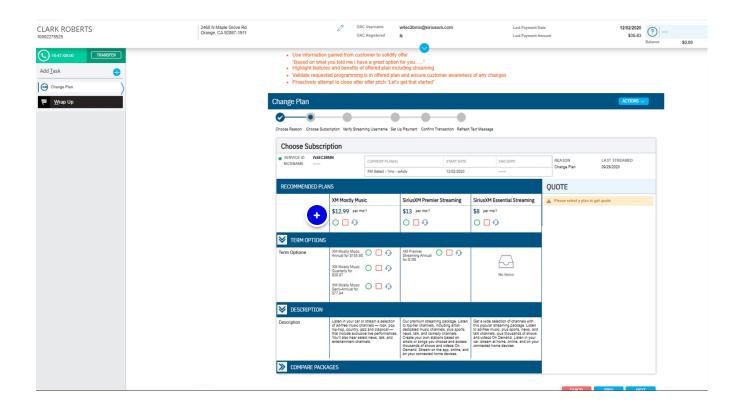
Steps in the Process

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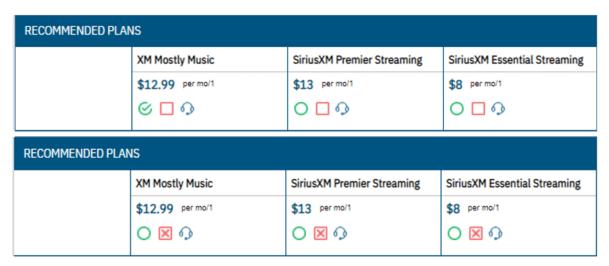
This is a visual reminder of all of the steps to be completed in the Change Plan task, and where in the process you currently are.

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Selecting a Plan



After you determine which plan is the best fit for the Customer's needs, you need to select the **Green Circle** with the check mark \checkmark in the Recommended Plan and Term Options Sections.

If the Customer declines the Recommended Plans, you need to select all of the Red Squares with the X symbol then click "Next".

This will return you to the Customer 360 View page.

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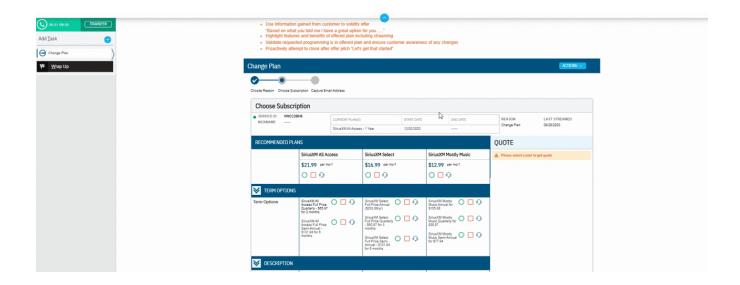
Lesson 6 of 10

What if the Customer Rejects all of the Offers?

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Present Additional Offers!

Watch the video below to see what will happen if the Customer rejects all of the offers you present in the Change Plan Task.



By listening to the Customer, using all of the puzzle pieces to determine Customer Intent and trusting the system you will be successful.

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(i) Keep in mind, you should not exceed 4 or 5 different plan offers to the Customer. Keep the call short and sweet!

CONTINUE

While we should always try to migrate Customers to a full price plan, we must also recognize that some customers may not be interested in any of our offers, no matter how good they are.

When customers make it clear that they truly want to cancel, we should always honor that request.

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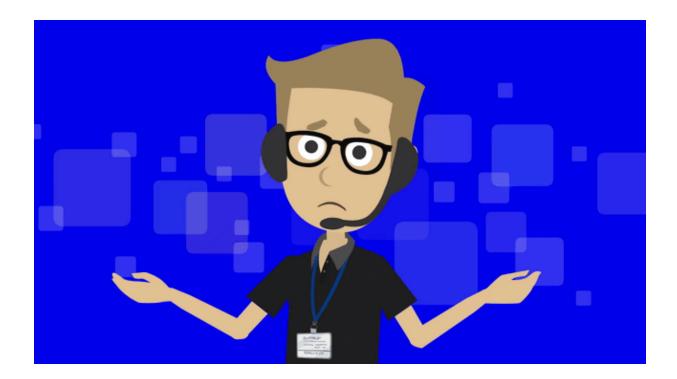
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To better serve our Customers, we should recognize when a Customer simply no longer wants SiriusXM. While you can try to demonstrate the value of our service and suggested the customized offers that will present to you in the **Change Plan Task**, sometimes Customers already have their minds made up about canceling. In those cases, any attempt on your part to save them can result in anger and frustration. We want these Customers to come back in the future, and if we anger them, they won't. In fact, they may even tell others about their bad experience!

In all cases, we want to provide fast, friendly and efficient service, whether you are getting them to stay and listen longer, or whether you are going ahead and fulfilling their request to cancel.

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Complete the content above before moving on.



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How can we tell if a Customer really wants to cancel?

Here are some examples of what a Customer might say when they are not receptive to offers and really want to cancel:

- I don't want to hear any more offers.
- This is taking too long and I just want my service canceled.
- I'm going to report you to the Better Business Bureau!
- I want to cancel, and I've said this multiple times already!

There could be other signs that a Customer truly wants to cancel their service and is not interested in any offers:

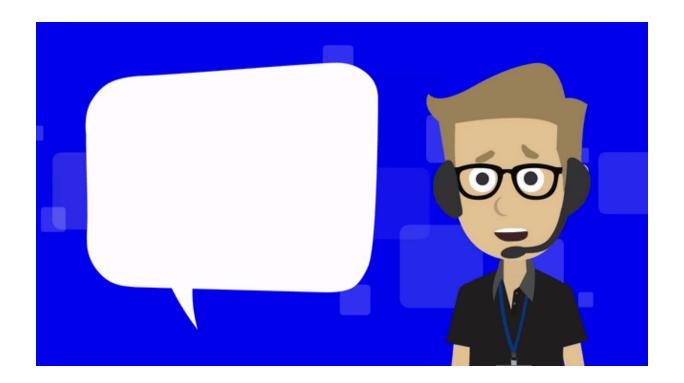
- They may not have been a subscriber long or haven't received promotional rates in the past
- If the call becomes excessively long more than 12 minutes. It's most likely time to move to canceling.



Complete the content above before moving on.

If the Customer is insistent, you can always ask something like:

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Being a Superhero Agent means providing the best possible Customer service. For some Customers, that means canceling their service promptly.

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Complete the content above before moving on.

What do you think?



If you think the process is quick and simple, we agree! This simplified migration and cancellation process is a better experience for both our Customers and you!

(8)

Complete the content above before moving on.

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Lesson 7 of 10

What if the Customer is in Non-Pay?

No More Transfers! You can handle Non-pay Customers, too.

Part of your new expanded role is that you can now address almost any Customer concerns, including if they have Non-Pay Status.

The process is quick and simple, just follow the strategy and trust the system!

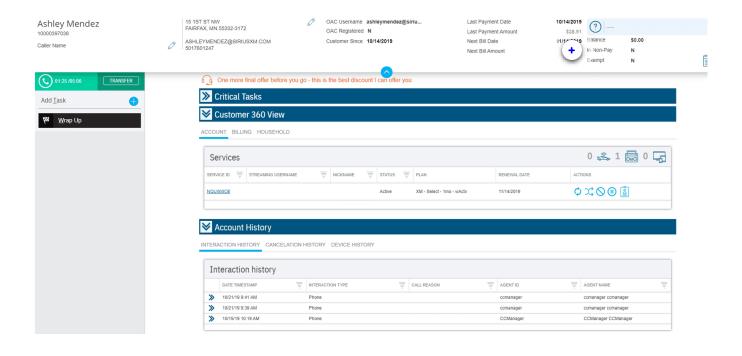
CONTINUE

The account information section near the top of CEP will indicate when an account is Non-Pay status. When viewing the Customer's information, there is an indicator labeled "In Non-Pay" toward the top right.

Click on the the "+" icon to continue.

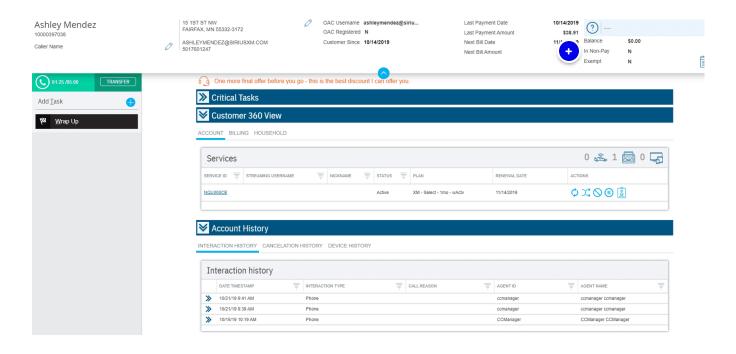
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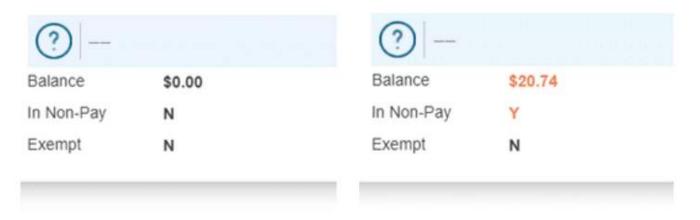


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Non-Pay Indicator



This is the Non-Pay Indicator on CEP.

It presents either a letter "N" or "Y" based on the Customer's status.

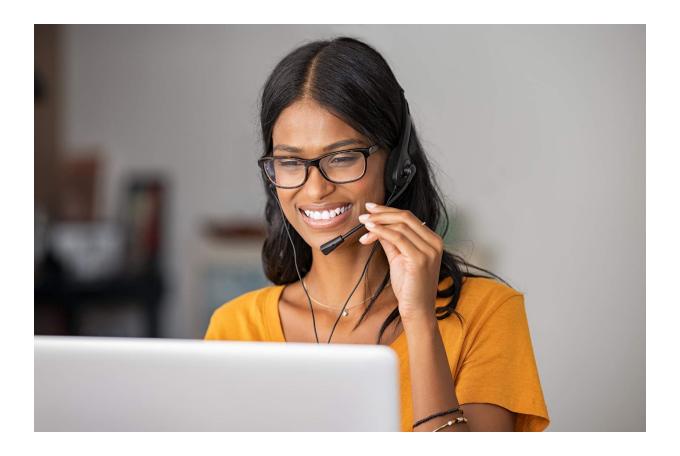
"N" is actually a good thing here, because it means the Customer's account is current, and the bill has been paid.

"Y" means that the Customer is in Non-Pay. This means the Customer has fallen behind and has not paid their bill.

P

Complete the content above before moving on.

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Your Role

Every time you speak to Customers that have an account in Non-Pay, your goal should be to resolve outstanding issues and retain them as active subscribers.

Maybe the issue isn't about the payment. Maybe the Customer is unhappy with something else that went on with their service. More often than not, it's a simple administrative concern on their side, where they may have forgotten to update their credit card.

CONTINUE

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Follow the strategy

Listen to the Customer's concerns, build value on their current plan, and if they want another option attempt to migrate them to a less expensive full price plan using the Change Plan Task.

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Your Key Actions

For Customers in the various stages of Non-Pay Stage, you will have different key actions to focus on during the call. Click on each tab below to see them.

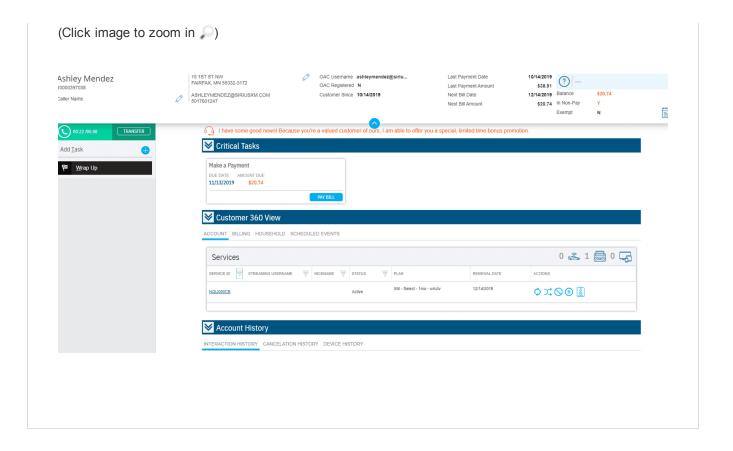
STAGE 1 STAGE 2 STAGE 3

Non-Pay Stage 1 occurs when a Customer is past due on their payment and carries a balance. The account status remains **ACTIVE** and they do not have a disruption in their service.

- 1. Determine what the Customer wants to do, drive the value on their current package. Always follow the strategy.
- 2. Discuss **migrating** the Customer to a less expensive full price plan using the options that populate in the "Change Plan" Task. Trust the system!
- 3. Capture credit card details and finalize the transaction which will address their outstanding balance.

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STAGE 1 STAGE 2 STAGE 3

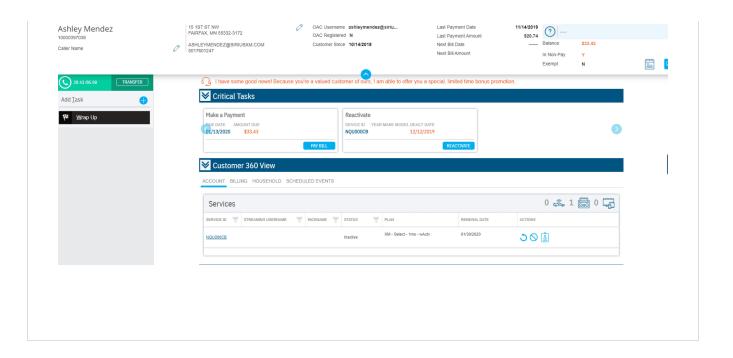
Non-Pay Stage 2 occurs when a Customer is past due on their payment and carries a balance. The account status is **INACTIVE** and they have a disruption in their service.

- 1. Collect payment for time used and a late fee (when applicable).
- 2. You would also need to collect payment a **second time** for the remaining balance of the current subscription term.
- 3. If the Customer wishes to continue listening to our service, go to the Change Plan Task and talk through the different options that populate there, then reactivate their radio afterwards.
- 4. Capture credit card details and finalize the transaction.

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STAGE 1 STAGE 2 STAGE 3

Non-Pay Stage 3 occurs when a Customer is 50 days past due on their payment and carries. The account status is CLOSED and they no longer have service.

- 1. Determine if the account has been sent to a third party collections agency. If not, you can reactive the radio.
- 2. Follow the same steps as Non-Pay Stage 2.

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External Links 🕞 🖺 🗐 🕒 🧓 (((SiriusXM))) CUSTOMER ENGAGEMENT PLATFORM - US + New 20819 FLOUR MILL CT GREAT MILLS, MD 20634-3319 OAC Username RND-j6AiKywi 06/10/2020 IANE CHASE OAC Registered N Last Payment Amount \$6.06 307007014742 07/10/2020 Balance JANECHASE159@YAHOO.COM 4438378854 \$0.00 Customer Since 07/07/2013 Next Bill Date \$6.06 In Non-Pay Next Bill Amount N 03:28 /05:00 Reactivate Reactivate 命 DEVICE ID YEAR MAKE MODEL DEACT DATE
048446542422 2013 Chrysler 200 08/27/2017 DEVICE ID YEAR MAKE MODEL DEACT DATE
AXJT1AW7 2015 JEEP GRAND CHEROKEE 05/28/2019 Add <u>T</u>ask **™**rap Up **❤** Customer 360 View ACCOUNT BILLING HOUSEHOLD POST CONSOLIDATION 1 🙈 0 👼 0 ⋤ Services SERVICE ID 🚃 STREAMING USERNAME 🚃 NICKNAME ■ RENEWAL DATE ■ ACTIONS \$ \$\$ \$\$ \Q \(\text{\tint{\text{\tin}\}\\ \text{\texi}\text{\text{\text{\text{\text{\text{\text{\texi}\\ \text{\text{\ti}\text{\text{\text{\text{\texi}\text{\text{\texi}\text{\text{\texi}\text{\text{\texi}\tittith}\\ \tittt{\texitit}\\ \tittt{\tex{\texi}\text{\texititt{\text{\texit{\text{\texi{\texi{\texi{\tex{ Chat Support

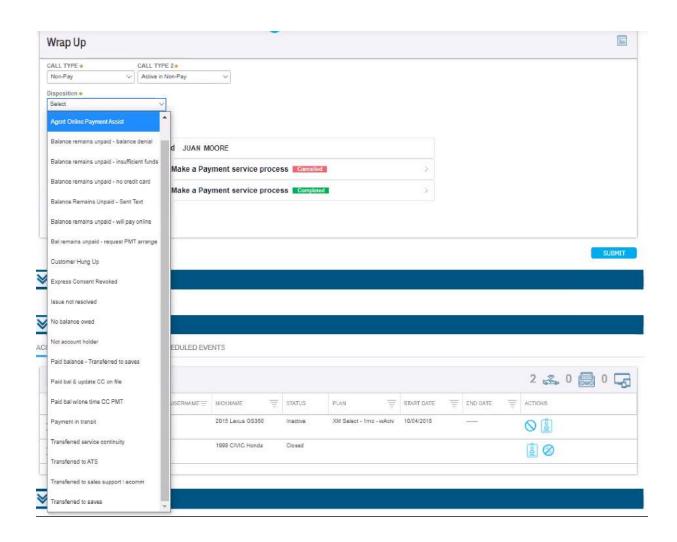
Wrap Up

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If the Customer is in Non-Pay and you collect the payment from them and then they would like to cancel you will have to manually select a Non-Pay disposition Call Type dropdown. This will ensure that the correct transaction is recorded by the System. Refer to ASC for more details.

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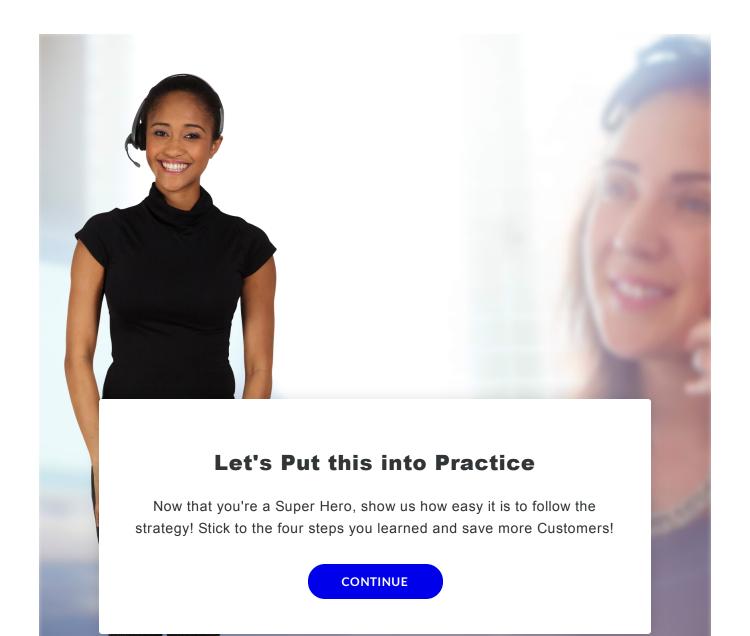
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Let's Practice

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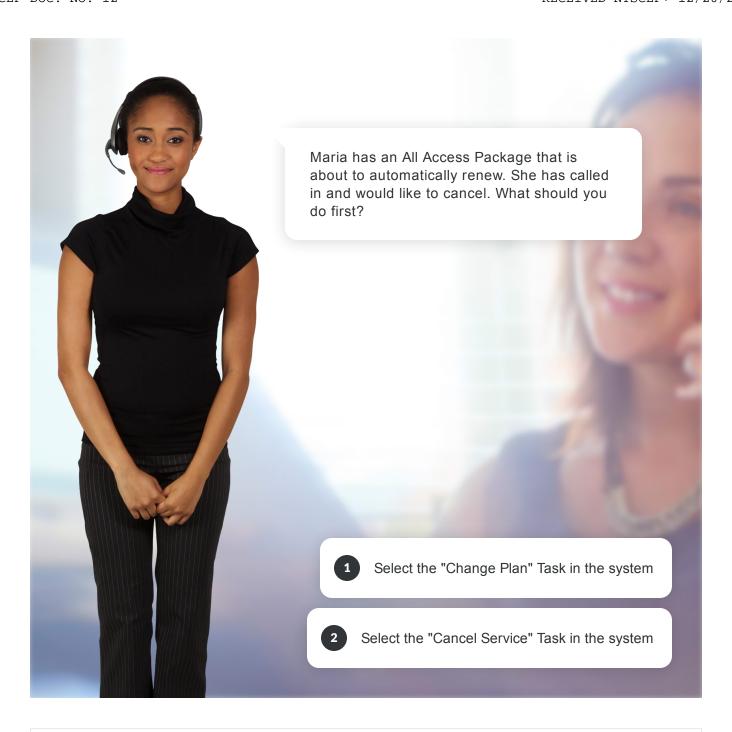
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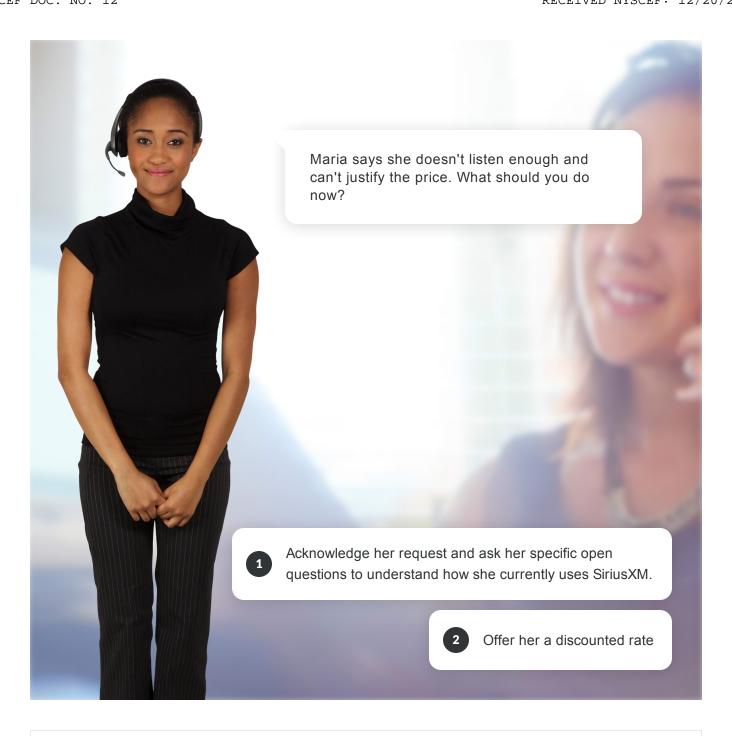
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Scene 1 Slide 3

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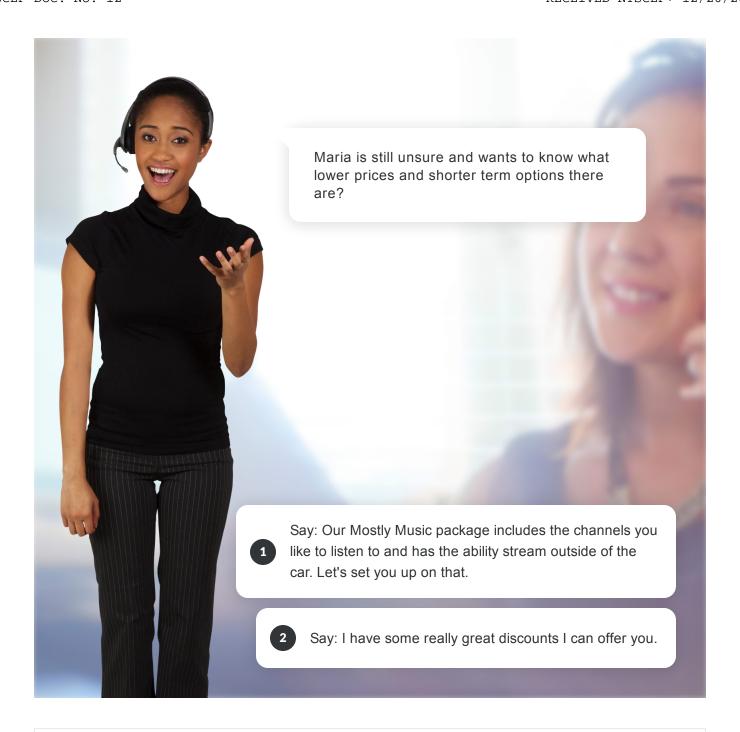
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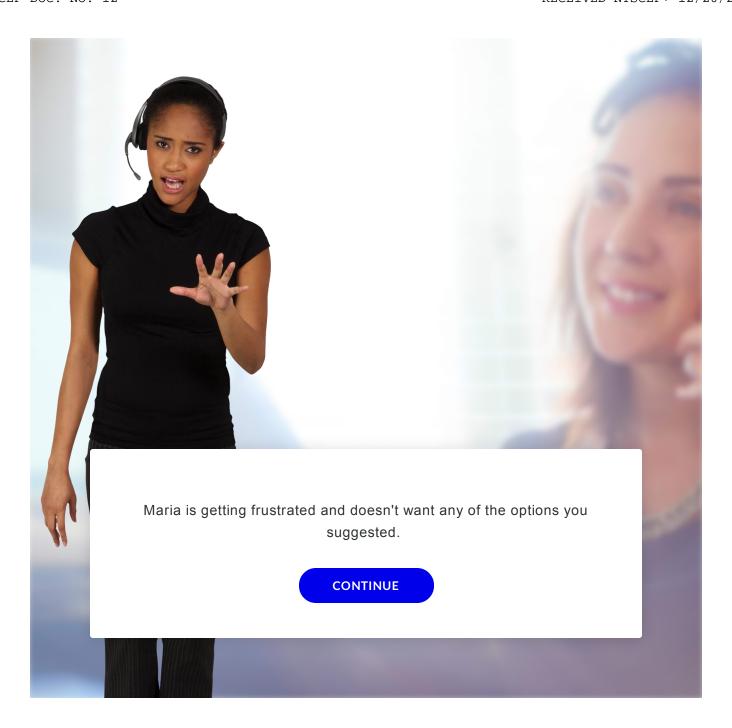
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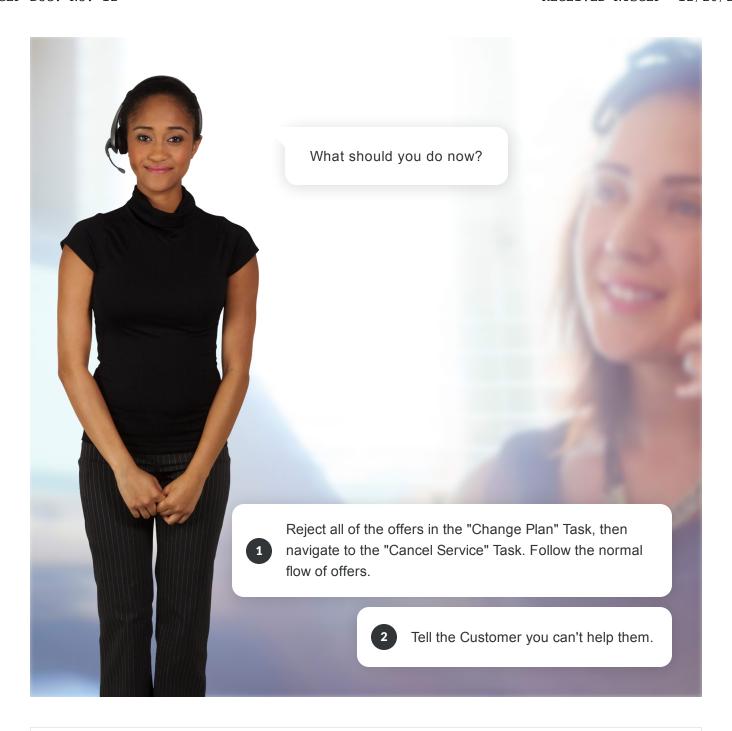
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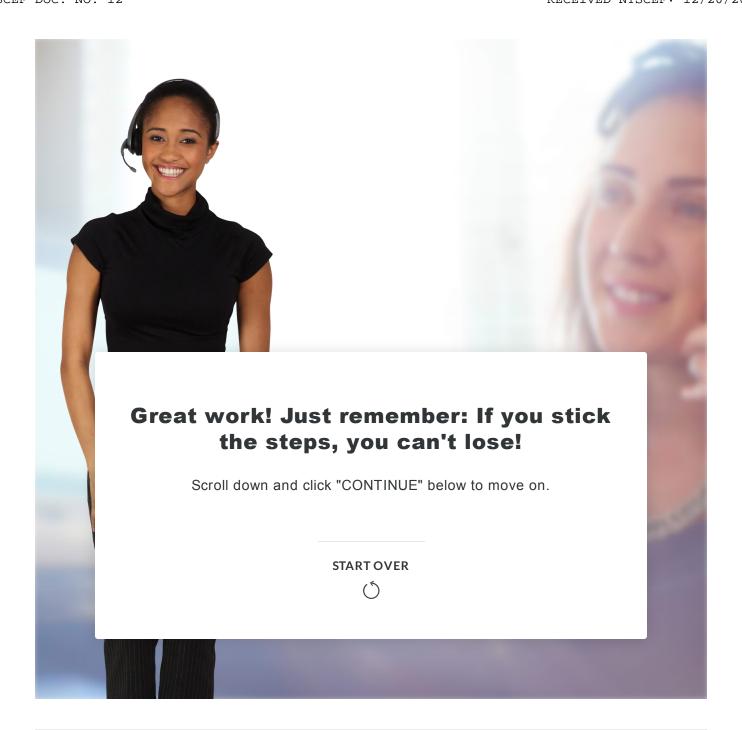


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Scene 1 Slide 8

Continue → End of Scenario

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Lesson 9 of 10

Knowledge Check

Now it's time to check your knowledge. You'll need a score of 100% to complete this course, but don't worry, you can try multiple times.

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Question

01/04

Put the steps of the strategy you should follow in the correct order.

Keep Customer on Full Price Package	Step 1
Offer Customer a Discount	Step 2
== Cancel Account	Step 3
Downgrade Customer to less expensive Full Price Package	Step 4

Question 02/04								
Which are examples of better open questions you might use to encourage the Customer to share more information so you can help build value for them?								
	Do you know what package you have?							
	How do you usually enjoy our programming?							
	What kind of music do you listen to?							
	Do you listen in the car?							
	What features of your service do you use most often?							

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NYSCEF	DOC. NO.	2 RECEIVED NYSCEF: 12/20/202
	Question	
	03/04	
	How many	offers should you present to a Customer?
	\bigcirc	4 or 5. Gauge the Customer's responses and see how receptive they are/
	\bigcirc	As many as the system shows you, give the Customer as many options as possible.
		Only one. The Customer can take it or leave it.

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NYSCEF	DOC. NO.	12	RECEIVED	NYSCEF:	12/20/2023
	Question 04/04				
	The Cust	comer you are speaking with is currently in Non-Pay Stage 2.	What sho	uld you d	lo?
		Help them			
		Transfer them to another line of business for help			
	\bigcirc	Hang up			

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Lesson 10 of 10

Exit Course

Great work!

Thank you for completing this course!

EXIT COURSE

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