

CUSTOMER ENTERS THE STORE IN A HUFF AND WALKS UP TO CSR, WHO IS A NICE LOOKING YOUNG MAN, WITH AN "EAGER TO HELP LOOK ON HIS FACE". HE IS UNDAUNTED BY THE CUSTOMER'S ATTITUDE. THE CUSTOMER IS HOLDING THE OLD PHONE IN HIS FACE	CUSTOMER (Angry):	I REALLY NEED YOUR HELP. IT'S USELESS...STATIC, DROPPED CALLS, WON'T EVEN WORK IN PLACES IT USED TO...OH PLEASE, OH PLEASE, OH PLEASE?
	CSR (Politely)	WOW, YOU REALLY KNOW HOW TO GET SOMEONE'S ATTENTION... ...LET'S SEE HOW I CAN HELP YOU. WHAT IS YOUR CELL NUMBER.:
	CUSTOMER (Still Angry)	858-300-9205.
THE CSR TURNS TO HIS COMPUTER ON THE COUNTER AND ENTERS THE NUMBER.	CSR (Politely)	YOU ARE "AMY JAMISON". AH, THERE IS A PASSWORD ON THE ACCOUNT.
	CUSTOMER:	MARCO
	CSR (With Humor)	POLO...SORRY, I COULDN'T RESIST. WELL...
CSR HAS A SATISFIED LOOK ON HIS FACE AS THE COMPUTER PULLS UP THE CORRECT FILE AND DISPLAYS THE PROFILE FOR THAT CUSTOMER	CUSTOMER (To Camera)	HERE IT COMES...NOTHING!

	CSR:	AMY, I SEE THAT YOU BOUGHT THIS PHONE AND STARTED SERVICE IN MARCH OF 1998. FIRST, THANK YOU FOR BEING A LOYAL CUSTOMER SINCE THEN AND WE CERTAINLY DON'T WANT TO SEE YOU GO TO ONE OF OUR COMPETITORS. SECOND, I SEE THAT YOU DO USE YOUR PHONE EXTENSIVELY, SO WE WANT TO MAKE SURE THAT YOU ARE NOT WITHOUT SERVICE. THE PROBLEM IS THAT THE MANUFACTURER'S WARRANTY, AND OUR EXTENDED STORE WARRANTY YOU PURCHASED HAVE BOTH EXPIRED ON YOUR PHONE. YOU DID GET A LOT OF GOOD SERVICE FROM THAT PHONE.
		BECAUSE OF YOUR FREQUENT USAGE AND THE TIME YOU HAVE BEEN WITH OUR SERVICE, I AM AUTHORIZED TO OFFER YOU AN UPGRADE TO A NEW PHONE WITH SOME GREAT NEW FEATURES AT AN ATTRACTIVELY REDUCED PRICE.
CUSTOMER TURNS TO CAMERA AND SPEAKS	CUSTOMER (Pleasantly Surprised)	WELL, THIS IS A SWITCH. I THINK THEY ACTUALLY MAY HAVE MORE INSIGHT INTO ME AS A VALUABLE CUSTOMER AND SEEM TO GENUINELY CARE ABOUT ME.

<p>CSR LEADS CUSTOMER TO SHELF OF DEMO PHONES</p>	<p>CSR:</p>	<p>AS YOU CAN SEE, WE HAVE A LOT OF CHOICES, BUT FROM YOUR CUSTOMER PROFILE, I WOULD RECOMMEND THIS MODEL. IT HAS A LOT OF NEW FEATURES THAT YOUR OLD PHONE DIDN'T LIKE DUAL MODE, CALLER ID, VOICE MAIL, INTERNET ACCESS FOR EMAIL AND STOCK QUOTES...AND IT HAS NATIONWIDE COVERAGE WHICH WILL BETTER MEET YOUR CALLING PATTERNS. THE BEST PART IS THAT BECAUSE YOU ARE A VALUED CUSTOMER, WE CAN GIVE YOU A GREAT PRICE ON THIS MODEL.</p>
<p>THE CUSTOMER IS IMPRESSED AND NODS APPROVAL. AS THEY MOVE BACK TO THE COUNTER, SHE TURNS AND TALKS TO THE CAMERA</p>	<p>CUSTOMER (To Camera)</p>	<p>THIS IS GETTING BETTER ALL THE TIME.</p>

<p>THEY RETURN TO THE COUNTER. THE CSR REACHES UNDER THE COUNTER AND PULLS OUT A NEW PHONE IN A BOX. AS HE OPENS IT, HE SPEAKS.</p>	<p>CSR (To Customer)</p>	<p>AMY, I WOULD ALSO LIKE TO RECOMMEND THAT WE SWITCH YOU TO A NEW CALLING PLAN. I SEE HERE (REFERRING TO MONITOR) THAT YOU CONSISTENTLY OVERRUN YOUR ALLOTTED MINUTES EVERY MONTH AND HAVE TO PAY A PREMIUM RATE FOR EXTRA MINUTES. ALSO, YOU ARE PAYING EXTRA FOR LONG DISTANCE WHEN YOU TRAVEL, WHICH LOOKS TO BE ON A REGULAR BASIS. I WANT TO RECOMMEND A NEW CALLING PLAN THAT WILL INCREASE YOUR MINUTES, GIVE YOU NATIONAL COVERAGE...AND...SAVE YOU MONEY AT THE SAME TIME. OH, I REALLY LIKE CONSTRAINED OPTIMIZATION.</p>
<p>CUSTOMER TURNS TO CAMERA</p>	<p>CUSTOMER (To CSR)</p>	<p>WHAT???</p> <p>HE JUST LOST ME THERE, BUT I THINK HE LIKES ME, HE REALLY LIKES ME...AND THIS DEAL SOUNDS GREAT.</p>
<p>WIDE SHOT AS CUSTOMER AND CSR COMPLETE TRANSACTION OF PURCHASE OF NEW PHONE AND CHANGE OF CALLING PLAN.</p>	<p>CUSTOMER (To CSR)</p> <p>CUSTOMER AND CSR:</p>	<p>OK, LET'S DO IT.</p> <p>(Dialogue continues briefly that will continue transaction.)</p>

<p>DISSOLVE TO CUSTOMER, PHONE PACKAGE IN ONE HAND, NEW PHONE IN THE OTHER LEAVING STORE</p>	<p>CUSTOMER:</p>	<p>THANKS FOR ALL YOUR HELP. THIS HAS REALLY BEEN A NICE EXPERIENCE.</p>
<p>AS THE CUSTOMER LEAVES, THE CSR TURNS TO CAMERA AND SPEAKS</p>	<p>CSR (To Camera)</p>	<p>SHE THOUGHT THIS WHOLE TIME THAT I DIDN'T SEE YOU. (motioning to computer) THIS CUSTOMER INSIGHT SOFTWARE HELPED ME MAKE THE RIGHT DECISIONS I NEEDED TO KEEP AMY AS A VALUABLE CUSTOMER. I WAS ABLE TO NOT ONLY UPSELL HER INTO A NEW PHONE, BUT CLEAN-UP HER CALLING PLAN SO THAT SHE SAVED MONEY.</p>
<p>DISSOLVE TO STORE EXTERIOR. CUSTOMER COMES OUT DOOR AND IMMEDIATELY IS PLACING A CALL ON HER NEW PHONE.</p>	<p>CUSTOMER (To Camera While Waiting For Call To Connect)</p>	<p>OK, OK, I WAS WRONG. BUT IT'S ABOUT TIME THAT SOMEONE REALIZED I WAS A <u>GOOD</u> CUSTOMER...WITHOUT ME HAVING TO TRY TO CONVINCING THEM MYSELF. WISH MY BANK AND INSURANCE COMPANY WOULD DO THE SAME.</p>
	<p>CUSTOMER (Into Phone)</p>	<p>...OH HI, IT'S AMY. I'M CALLING YOU ON MY NEW CELL. (pause) WELL, IT SHOULD SOUND BETTER, BUT THAT'S NOT ALL. THIS SALES GUY WAS SO HELPFUL...HE EVEN SAVED ME MONEY ON MY CALLING PLAN SO NOW LONG DISTANCE CALLS ARE THE SAME PRICE AS LOCAL CALLS. WHAT A SURPRISE...I JUST HAD THE "ULTIMATE CUSTOMER EXPERIENCE". YES, THAT'S WHAT I SAID. A TRULY GREAT EXPERIENCE.....(voice trails off)</p>

<p>DISSOLVE TO HNC LOGO CARD: THEN SUPER: “THE ULTIMATE CUSTOMER EXPERIENCE... ...POWERED BY HNC SOFTWARE”</p>	<p>VO ANNCR</p>	<p>HNC EMPOWERS COMPANIES SO THEY CAN MAKE THE RIGHT DECISIONS...FOR THE RIGHT CUSTOMERS...AT JUST THE RIGHT TIME. THAT’S THE TRUE MEANING OF “CUSTOMER INSIGHT”.</p>
--	-----------------	---