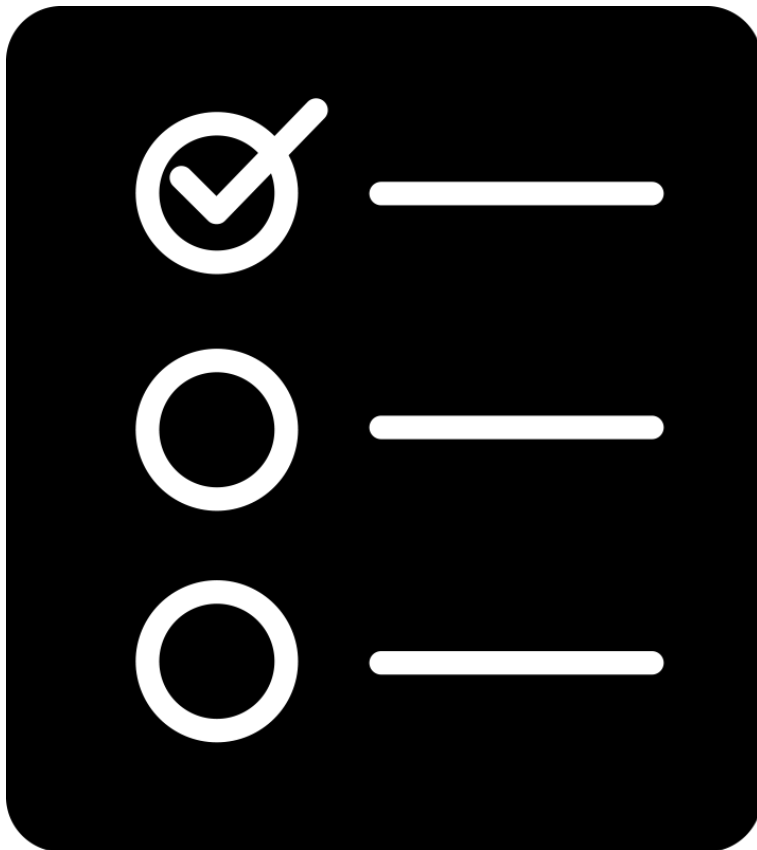




Apple Service Fundamentals

Course Description



Apple Service Fundamentals

Apple Service Fundamentals is a 2-day course that teaches students the skills they need to handle face-to-face customer interactions involving all Apple devices. Successful completion of the Apple Service Fundamentals Exam (SVC-16A) fulfills the prerequisite for Apple Certified Mac Technician (ACMT) 2016 and Apple Certified iOS Technician (ACiT) 2016 certification. Interactive discussions and hands-on exercises guide students through the best way to manage customer interactions, the required safety precautions, and basic troubleshooting skills. Students' knowledge and skills are tested and reinforced by working through real-world scenarios and role-playing. Training for Apple Service Fundamentals is available to technicians who work at or wish to work at Apple-authorized service facilities.

Objective

- Identify and validate customer engagement skills such as empathy, setting expectations, positioning a refusal of service, and conflict resolution.
- Position a repair, upgrade, or attachment so it's clear that the recommendation helps to solve the customer's issue.
- Identify and validate strategies for setting realistic resolution expectations.
- Identify and practice ESD precautions.
- Identify the customer statements that generate a Safety First case.
- Demonstrate the proper and safe handling of batteries and portable computer case assemblies with a built-in battery, and respond to events that involve these batteries.
- Explain why documentation is important to the service workflow. Understand the components of clear, concise, and complete case notes and the negative impact of poor case notes.
- Find and use any Apple product's serial number to determine its level of coverage.
- Describe the importance of accurate troubleshooting to the business and the customer.
- Demonstrate basic troubleshooting and deductive reasoning skills, including the use of smart questioning techniques and first-level evaluation and isolation skills.
- List the tools and resources that are available to help troubleshoot.

Agenda

Customer Experience Skills and Managing Customer Expectations: This lesson has two parts. The Customer Experience Skills section teaches students how to communicate and partner with the customer, and the Managing Customer Interactions section teaches students how to handle interactions in the supportive and sensitive manner that defines Apple's superior customer service.

Determining Service Levels: Students learn how to determine the current service level or warranty status of any Apple product.

Documenting Customer Interactions: Students understand how both good and poor case notes affect service metrics and learn how to write clear, easily understood notes that can be used effectively as part of a repair and its history.

ESD Precautions: Students understand why an ESD-safe working environment is important.

Recognizing Safety Issues: Students recognize potential product safety issues, and customer-facing technicians learn the right vocabulary, phrases, and positioning statements to use when they transfer customers to a supervisor.

Embedded Battery Safety: Students learn about embedded batteries and the important safety procedures they must follow when they work with and near these batteries.

Basic Troubleshooting: Students explore the Evaluate, Isolate, and Resolve troubleshooting model and learn how to begin troubleshooting by using deductive reasoning, smart questioning techniques, and first-level evaluation tools and resources.