



# STS Guidelines

# What is our role as STS Agents?

STS stands for **Save to Stop**. Our role as STS agents is find out the reason behind cancellation and to retain our beloved customers by

1. Highlighting the benefits of keeping a subscription
2. Reinforcing the value of The New York Times
3. Offering incentives to stay as a Subscriber

Let's talk  
about the first  
two...



How can I do that? You might think...something that will help us doing this is to first think that the customer already purchased the subscription, so the interest in having it was there in the first place.



With that said, the first thing we must find out why did they subscribe for the first time

Highlighting  
the benefits  
of keeping  
the  
subscription

# How can we highlight benefits for each customer?

**Check the account:** What subscription type they have? Are they subscribed to a specific newsletter? Are they sharing their subscription with a friend or relative? Are they on the best rate? Is this an international or US subscriber?

**Ask probing questions:** Use appropriate questions to determine why the customer subscribed for the first time and why are they cancelling now.

\*This does not mean you will play the FBI agent with the customer, but asking the right questions in a friendly tone will help you to gather useful information

**Get familiar with NYT products:** knowing all the benefits we have to offer, will allow you to gather more confidence while saving.

Remember, we can't talk about a product if we do not know it well. Let's test it out and find out what you personally like about them!