

Optimum Mobile Trade-in Customer Experience Overview

About Trade-in

Please note that should the customer choose to trade in their device, trade-in credit will be earned and applied in installment credits over the course of 36 months, starting within 1-2 billing cycles. **Customers will not receive a single, lump sum payment, but rather monthly installment credits to their Optimum account.** Customers will continue to receive trade-in credits monthly for 36 months provided they maintain service in good standing each month with Optimum.

How does Trade-in Work?

Retail: Customers trading in their device at a Retail Location:

- + An agent will lead the customer through the Trade-in Process through the POS.
- + Customer will answer a few basic questions including make, model and carrier of the device.
- + Agent will verify the answers submitted by the customer and the condition of the device.
- + The POS will inform the customer of offer with the trade-in value.
- + If the customer accepts the offer, have them electronically sign the terms and conditions.
- + The system will generate the tracking number via the Retail Shipping Manager located at <https://tradein.asurion.com/optimum/retail>.
- + Remind the customer to back-up their phone and reset to factory settings.
 - Please reference the “Preparing their Device” section for specifics on data backup, factory reset and other information for both iPhones and Androids.
- + Retrieve the device from the customer and set in box for proper shipping back to Asurion.
- + Once the trade-in has been fully submitted, the customer will receive an email with their tracking number of their trade-in device.
- + **As a reminder, all trade-ins in retail locations are final and the trade-in value cannot be revised.**

Online: Customers submitting a Trade-in Online:

- + Customers can initiate an online trade-in via their Self-Service portal located at <https://tradein.asurion.com/self-service/optimum>.
- + Customers will be asked a few basic questions about their device to determine an offer estimate.
- + Asurion will then send a confirmation email with a QR code for customers to use at a UPS Store location to send their device in. Customers will also have the option to use a printable pre-paid label to ship their device at any UPS drop-off location. Customers are responsible for packaging their device.
 - Once the customer’s device is received, the device will be inspected to verify the description provided.

- + After inspection, the customer will receive their credit or receive a notice to accept or decline a revised offer.
- + Offers are revised if the customer’s device doesn’t match the make/model or condition information they provided or if it was received more than 21 days after receipt of the offer price from Asurion.
- + If the customer’s offer is revised, they will be notified via email and will have the opportunity to accept or reject the new offer. After 14 days, the revised offer will be automatically accepted and trade-in will be processed.

Call Centers/CARE Team: Customers calling into call centers/CARE Team:

- + If a customer calls in asking how to complete a trade-in, please reference the “Customers submitting a Trade-in Online” instructions or direct them to visit a retail location.
- + Status Updates: If a customer is calling in requesting an update on their trade, updates can be found the following two ways:
 - **Agent Portal:**
- + The agent can sign into the Agent Portal located at <https://asur.me/optimumportal>.
 - Agent will need the customer’s email address and Trade-In ID to view status updates.
- **Self Service Portal:**
- + Customers may visit their “Self-Service” portal located at: <https://tradein.asurion.com/self-service/optimum>.

When can a customer trade-in a device?

- + Trade-in is only available at the time of a new device purchase.

What devices are eligible for trade-in?

- + Smartphones and basic phones may be eligible for trade-in. Any device not eligible will not display a trade-in value. A customer can only initiate a trade-in in conjunction with a new device purchase.
- + Customers must be the rightful owner of any device traded in. Devices that are active on a device payment plan are not eligible to trade-in until they have been paid in full. Devices cannot be lost or stolen and must be free from activation locks and any carrier finance locks.

Can customers combine a Trade-in with another offer?

- + Yes, they may combine a device Trade-in with other eligible offers. Be sure to check the terms of the offer before trying to combine with a Trade-In.

Who is eligible to trade-in a device?

- + Both new and existing customers may be eligible to trade-in their devices when purchasing a new device from Optimum Mobile. Existing customers may also be eligible for trade-in if they upgrade their device.
- + During checkout, select the Trade-in option and the customer will answer the questions about their device to check eligibility and receive their estimated offer. The customer's device must be fully paid off and unlocked by their previous carrier. Please note that until the customer sends in their device and its condition is confirmed, Trade-in eligibility and offer value are not final.

How many devices can a customer trade-in?

- + Optimum Mobile customers may trade-in one device per new line/phone on their account.

Can a customer trade-in a device that has not been paid off yet?

- + No. One eligibility requirement for Trade-ins is that the current device must be fully paid off. This is also a requirement for carriers to unlock the device.
- + Existing Optimum mobile customers can [check the remaining balance or pay off a device](#) by signing into [MyMobile](#).

How long is the trade-in offer valid?

- + **Retail:**
 - All trade-ins are final after the customer leaves the store. The offer is guaranteed and not subject to any revision.
- + **Online:**
 - Once the trade-in is initiated and confirmed, the trade-in offer estimate is valid for 21 days. Any trades received after 21 days will be graded at current pricing at time of inspection and offers may be revised.
 - Asurion will always notify the customer if the trade-in offers value changes for any reason and ask the customer to approve or decline the offer. If declined, the device will be mailed back to the customer at no cost. If the customer does not respond within 14 days, the trade-in will be automatically accepted.

How long does the trade-in process take?

- + **Retail:**
 - Trade-ins are confirmed with guaranteed pricing upon turning in the device in store. Although the offer price is guaranteed, the credit isn't issued until the device is inspected (typically ~7-10 days later).

- + **Online:**

- Once the customer's device is received at Asurion, it is typically inspected within 3 days and the customer's credit is typically issued within 7 business days of final inspection.
- Please encourage your customers to send their device in on time to ensure the device is received within 21 days and to ensure they get their credit quickly.

How do customers find the Serial Number or IMEI of their device?

- + Dialing *#06# on their keypad displays their IMEI number, which is the smartphone's unique identification number
- + Additional options:
 - Android™: Settings → About Phone
 - iPhone: Settings → General → About → IMEI
 - Basic phones: Tools & Settings → About Phone → Status

Can customers get their device back if they change their mind?

- + **Retail:**
 - No, all trades are final in retail locations.
- + **Online:**
 - Once shipped, all trades are final unless the offer changes.
 - Once received, Asurion will inspect the customer's device to confirm the device model and condition.
 - If the trade-in offer is unchanged, the customer's trade-in will be automatically finalized.
 - If the trade-in offers changes, the customer will receive notification of the revised offer. If the customer does not respond within 14 days, the trade-in will be automatically accepted.

Can a customer return the new device they purchased with their Trade-In?

- + Yes, as long as they return their new device within the appropriate timeframe, the customer may receive a refund or store credit. Keep reading for more on Optimum Mobile's [return policy](#).
- + In most cases, the amount paid will be reimbursed to the original payment method.

Can a customer trade-in their current device and finance their new one?

- + Yes, we allow for trade-ins on eligible lines alongside the purchase of a new device with 36-month financing for qualified customers. To receive financing, customers must meet certain requirements, including passing a credit check.

Can Optimum Mobile refuse a customer's device Trade-in?

- + Yes, Optimum Mobile can reject Trade-ins if the device or account is considered ineligible for Trade-in.
- + We cannot proceed with the Trade-in if their current device is not in good working condition, has no Trade-in value, or has been reported as lost or stolen.
- + The customer's account must also be eligible for Trade-in, which includes being in good standing and able to purchase a new device (as required for Trade-in).

Why did the trade-in offer change?

- + Upon receipt, Asurion inspects the device. If the device doesn't match the make/model or condition information they provided or if it was received after 21 days, the trade-in offer may change. If the offer is revised, they will be notified via email and have the opportunity to accept or reject the revision. After 14 days, it will automatically be accepted and processed.

Preparing the device for Trade-In

Retail:

What do customers need to do before turning in their device at a retail location?

- + After the customer agrees to the trade-in, we strongly recommend they backup and transfer their data, erase and reset their device.
- + Turn off Find My iPhone/Find My Device.
- + Remove any SD cards or SIM cards.
- + See iPhone and Android specifics to the right.

Online:

What do customers need to do before preparing to ship their device?

- + After the customer agrees to the trade-in, we strongly recommend they backup and transfer their data, erase and reset their device.
- + Turn off Find My iPhone/Find My Device.
- + Remove any SD cards or SIM cards.
- + See iPhone and Android specifics to the right.

iPhone

- + [How do I back-up my device?](#)
- + [How do I load backed up data onto my new iPhone?](#)
- + [How do I turn off Find My iPhone?](#)
- + [How do I erase and reset my iPhone?](#)
- + [How do I remove a SIM card from my iPhone?](#)
- + [Disconnect Your Device From Accounts and Devices](#)

Android

- + [How do I back-up my device?](#)
- + [How do I load backed up data onto my new Android?](#)
- + [How do I turn off Find My Device for Android?](#)
- + [How do I remove factory reset protection from my Android?](#)
- + [How do I erase and reset my Android?](#)
- + [How do I remove a SIM card from my Android?](#)
- + [Disconnect Your Device From Accounts and Devices](#)

Sending in the device

Retail:

How do I ship devices to Asurion?

- + When you need to prepare a shipment to send to Asurion, use the menu in the top left to view a history of pending shipments in the Shipping Manger tool located at <https://tradein.asurion.com/optimum/retail>
 - Click “Pending shipment” to view a list of devices that need to be shipped to Asurion.
 - Scan the QR code on the return merchandise authorization (RMA) and click “Create shipping label.”
 - Use a supplied box that can be reordered through the Optimum ordering system. Shipments should be sent weekly or once a box is full – whichever comes first using the UPS daily pickup process.

How do I see what devices have been shipped to Asurion?

- + Select the Menu bar in the top left corner and click on “Shipping History”.

Should I ship accessories with their device?

- + Accessories should not be sent in with the customer’s device. Any accessory received will be recycled and will not be returned. Be sure to have the customer remove any SD cards or SIM cards as well.

Online:

What packaging should customers use to return their device?

- + Customers can use the box they received their new device in. Please remember to package it safely to avoid damage in transit.

Payment

How will the customer receive credit for their trade-in device?

- + After the trade-in device is received/ inspected and the trade-in is processed, the customer will earn the trade-in value as a bill credit over 36 months, starting within 1-2 billing cycles. **Customers will continue to earn trade-in credits monthly for 36 months provided they maintain service in good standing with Optimum.**

What happens if a customer terminates service with Optimum before receiving all of their trade-in credits?

- + Customers can only earn trade-in credits monthly for 36 months provided they maintain service in good standing with Optimum.

What if they do not have the original box to return their device?

- + If the return packaging is no longer available, customers can use their own packaging. Please remember to package it safely to avoid damage in transit.

Should the customer ship accessories with their device?

- + Accessories should not be sent in with their device. Any accessory received will be recycled and will not be returned. Be sure to remove any SD cards or SIM cards as well.

How should they ship their Trade-in device?

- + After initiating a trade-in, the customer can choose between UPS Store drop off or printing a prepaid shipping label to send in their device via UPS drop off.
- + If sending in multiple devices, be sure to pack and ship each device separately.

How does a customer track their trade-in?

- + The customer will receive a link by email to a status portal to track the progress of their trade-in and see next steps.
- + Customers may also log into their Self-Service portal located at <https://tradein.asurion.com/self-service/optimum> for status updates.

The customer declined the revised offer and has not received their device back, what is the tracking number?

- + Declined devices are typically shipped within 2 business days. Once shipped, the customer will receive an email with a tracking number.

Can the customer opt to receive trade-in credit as a lump sum instead?

- + No, at this time, customers cannot receive a lump sum payment. Customers can only earn trade-in credit via a bill credit spread out over 36 months. **Customers will continue to earn trade-in credits monthly for 36 months provided they maintain service in good standing with Optimum.**