

The Salt Lake Tribune stopped printing a daily paper in 2021, moving to a single weekend print edition. That year it also changed providers for its e-edition. Both changes resulted in an influx of customer support calls to its in-house call center. At the peak, the Tribune was averaging about 1,000 calls per day, said former Tribune Chief Revenue Officer Chris Stegman. In 2022, it added a second Wednesday print edition. The Tribune is delivered via the United States Postal Service.

Here are scripts it developed for its customer service representatives to address different scenarios over the course of its print transition:

- [Call-in scripts](#)
- [Digital activation](#)
- [Expiring print subscriptions](#)
- [New print subscriber onboarding](#)
- [Subscriber upsell](#)
- [Addition of Wednesday paper](#)
- [Voicemail scripts](#)
- [Email responses](#)

Call-in scripts

Caller – wants to cancel digital

Am I able to ask why you are canceling your subscription? I hate to see you leave if there is something I can do plus it helps to receive feedback and help us to improve where possible. I have gone ahead and changed your account to manual which means your account will expire on date, 2024. This will end your subscription per your request.

Caller – wants to cancel print

Am I able to ask why you are wanting to cancel your subscription? I hate to see you leave if there is something I can do plus It helps to receive feedback and help us to improve where possible.

Offer sale of soliciting pricing

Offer digital subscription

Offer to work with post office if its mail delivery problem and give a couple week credit if needed

Digital activation

Hello! This is {agent name} with the (The Salt Lake Tribune) How are you today? (GREAT!) I am calling today as I noticed you used to have a subscription to the newspaper. Did you know that we now deliver the paper 2 days a week via USPS? You can now have a paper delivered every Wednesday and Saturday. I also wanted to take this opportunity to let you know that with the print subscription you do have access to our full digital platform. Have you had a chance to get online at www.sltrib.com and take advantage of that site?

Fantastik, I am glad you have been able to get online and see all that we offer here at the Tribune.

If, answer is NO: Let's get you set up now then, do you have a few minutes? Do you have a computer or smart device in front of you, and I will walk you through the steps needed. (proceed to help them link the print account to the digital account.)

If there is no email on the account, make sure you get a current one so we can better communicate with them. Advise them that we update our site throughout the day. And that each morning we update the print version if they prefer to read that online as well.

Thank you for your support of The Salt Lake Tribune. Please let us know if you have any other questions or concerns.

Provide any additional services as needed below:

Customer Service Hours 801-237-2900

Monday – Friday 8:00 am to 4:00 pm

Saturday – Sunday Closed

www.sltrib.com/faq

- Mailing Address: Salt Lake Tribune PO Box 271641 Salt Lake City, UT 84127-1641
- Vacation Policy: Customer can pause delivery and restart. The account does not lose issues while on hold.
- Process for Digital log-in Go to: www.sltrib.com and click on login to access the digital online through a web browser. Download app on Google Play Store or Apple App Store
- Current newsstand rate? 5.00 per Sunday Print edition. 3.00 Weekday edition.
- Saturday (weekend edition), Wednesday (weekday edition) only delivery available at this time.

Expiring print subscription

Hello! This is !{agent name} with the (The Salt Lake Tribune) How are you today? (GREAT!) I have noticed your subscription is ending and I wanted to let you know that you can renew your subscription for just \$25. This gives you 5 weeks of Sunday and Wednesday delivery and continued free access to our digital website.

Fantastik, I am glad you have chosen to renew. Let's get you set back up so you continue to receive the Sunday paper. (renew with promo code '25homerenew')

1st Rebuttal: I understand your concern with the cost being too high. Let me see what I can do for you. (short pause) I do have an offer right now that is a great value at 40% off the retail rate, and keep in mind all the added benefits of our digital access! We sure don't want to lose you as a subscriber, so let's go ahead and get you renewed. For \$165 I can get you 53 issues, that is \$100 off our regular rate.

Great, let's get you signed up for this offer. (renew with promo code '01hundredoff53')

2nd Rebuttal: I definitely do not want you to miss out on the award winning content you are used to reading. Let's go ahead and get you set up on our \$39 13 week deal. This is our best offer that allows you to continue to support local journalism and have access to our full digital platform.

Thank you for renewing. (renew with promo code '01thirty913')

Digital Offer: I am sorry to hear that we cannot get you signed back up for our print subscription. I don't want you to lose out on our digital platform, so let's get you signed up for unlimited digital for \$7.99 a month. This will give you full access to our replica print edition as well as updated and current news at sltrib.com 24 hours a day.

Excellent. (proceed to sign them up in Piano and cancel their print)

- If back balance on account; I do see you have a back balance of \$_____. I am able to forgive 100% of the back balance on your account when you resubscribe with me today as well! (only to be used if they question it)

- * Make sure you confirm address, phone number and email on all accounts.

- * Offer to walk them through linking their digital account to their print account.

Thank you for renewing your account with The Salt Lake Tribune today. Please let us know if you have any other questions or concerns.

Provide any additional services as needed below:

Customer Service Hours 801-237-2900

Monday – Friday 7:30 am to 4:00 pm

Saturday 7:30 am to 10:30 am

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- Mailing Address: Salt Lake Tribune PO Box 271641 Salt Lake City, UT 84127-1641
- Vacation Policy: Customer can pause delivery and restart. The account does not lose issues while on hold.
- Process for Digital log-in Go to: www.sltrib.com and click on login to access the digital online through a web browser. Download app on Google Play Store or Apple App Store
- Current newsstand rate? 5.00 per Sunday Print edition
- Sunday only delivery available at this time.

New print subscriber onboarding + digital activation

Hello! This is {agent name} with the (The Salt Lake Tribune) How are you today? (GREAT!) I am calling today as I noticed you just signed up for a subscription to the newspaper. You should be receiving your first copy this coming weekend. I also wanted to take this opportunity to let you know that with the print subscription you do have access to our full digital platform. Have you had a chance to get online at www.sltrib.com and take advantage of that site?

Fantastik, I am glad you have been able to get online and see all that we offer here at the Tribune.

If, answer is NO: Let's get you set up now then, do you have a few minutes? Do you have a computer or smart device in front of you, and I will walk you through the steps needed. (proceed to help them link the print account to the digital account.)

If there is no email on the account, make sure you get a current one so we can better communicate with them. Advise them that we update our site throughout the day. And that each morning we update the print version if they prefer to read that online as well.

Thank you for your support of The Salt Lake Tribune. Please let us know if you have any other questions or concerns.

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- Current newsstand rate? 5.00 per Sunday Print edition
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Subscriber upsell

(Name), thank you for letting me help you today. I have been looking at your account and see you have a monthly plan of 7.99. Have you ever considered switching to one of our Supporting Subscribers subscriptions? For just \$15.00 a month you will be contributing a portion of the monthly fee to the Tribunes nonprofit foundation which allows us to keep local journalism alive in the State of Utah. This is also a tax deduction that you can use at the end of year. In addition, you will receive advance invitations to special Tribune events and podcast. Would you be interested in upgrading now?

Can change \$ amounts for what fits the call.

Addition of Wednesday paper

Current Subscribers:

Since you are a current subscriber, there is actually nothing you will need to do to claim this offer. Starting January 1, 2022, you will be receiving two mailed papers a week (Wednesday and Saturday) with no changes in your current pricing whatsoever.

Expired Subs (MARCH 2021 OR PRIOR):

You currently have a balance of \$\$\$\$ on your account, but we are willing to drop that balance entirely upon your return to The Salt Lake Tribune.

Mail Delivery:

I know you are concerned about the paper not coming on time with mail delivery, but we have personally spoken to the postmaster's in each county and they have assured us that your papers will be delivered on Wednesday and Saturday each week.

I WANT THE OLD UMG RATES!

By signing up during this deal, you will get two extra months *free*, which is a much better offer than our base rates.

Voicemail scripts

EXPIRED

Hi (Name),

This is (Name) with The Salt Lake Tribune. I'm reaching out today because I noticed that your subscription has recently expired and I would love to help you get that renewed. You can give us a call back at 801-237-2900 and one of our representatives will get you taken care of. If you plan on canceling, please still give us that call back so we can officially close out your account. Thank you, have a great rest of your day.

READY TO EXPIRE

Hi (Name),

This is (Name) with The Salt Lake Tribune. I'm reaching out today because I noticed that your newspaper subscription is getting ready to expire. In order to continue regular service it is important that you get your subscription renewed. You can give us a call back at 801-237-2900 and one of our representatives will help you with your account. If you plan on canceling, please still give us that call back so we can officially close out your account. Thank you, have a great rest of your day.

Email responses

Not received paper

Good morning,

Thank you for reaching out regarding your subscription. I am so sorry you have not received your paper to date. Please give a 2-day grace period for delivery. We do redeliveries on Monday and Tuesday evenings for the weekend paper and Thursday and Friday evenings for the midweek. I will get you on the list but if the paper comes today, please let me know. If you need further assistance, please let me know also.

Thanks, and have a great day,

Thank you for reaching out regarding your subscription. I am so sorry you have not received your paper. I do apologize though; I know there was some confusion on your account but once it got worked out it missed the deadline for today's paper, but you will be on schedule for the weekend paper. There is also the digital that if you are not signed up with yet we could help you, it is free with your subscription. I am sorry for any inconvenience this may cause but if you need further assistance, please let me know.

Thanks, and have a great day,

Canceling subscription

Thank you for your email about your subscription. I have gone ahead and canceled your subscription per your request. Am I able to ask why you are canceling your subscription? It helps to receive feedback and help us to improve where possible.

Thanks, and have a great day.

Not receiving e-edition

Thank you for reaching out regarding your subscription. I am so sorry you have not received your digital paper. A couple things to do; first look in the spam or junk folder in your email and see if it went there. It frequently goes there, so it is possible. Everything looks good on your account so there is no reason why you are not getting it. There are a couple other backdoor ways I can tell you about if you need them. Otherwise, if you need further assistance, please let me know.

Here is a link for today's paper.

<https://eedition.sltrib.com/the-salt-lake-tribune?>

This link will refresh daily also.

Thanks, and have a great day,

Feedback on coverage

Thank you for responding with your feedback on our paper. We always love to hear from you as a subscriber and how you view it and what works for you. It also helps us to know where we can improve, so thank you. I will be forwarding this on to the appropriate management team to have your voice heard!

Thanks and have a great day,