

Call Center Success: Bitcoin Overview

Course Outline

General Information

- Number of learners: 25
- Skill level: Beginner
- Goal: Introduce the basics of Cash App's Bitcoin feature to allow newly hired call center advocates to better understand and respond to customer questions.

Course Objectives

- Learning objective 1: Demonstrate basic knowledge of Bitcoin including what it is and how to use it within Cash App.
- Learning objective 2: Explain the potential risks of owning Bitcoin.
- Learning objective 3: Describe how Cash App protects customer's data and money.
- Learning objective 4: Demonstrate how to respond to common customer questions.

Course Description

Welcome to *Call Center Success Series: Bitcoin Overview*.

Explore the basics of Cash App's Bitcoin feature to prepare for common customer questions and concerns.

After completing this course, you will be able to:

- Demonstrate basic knowledge of Bitcoin including what it is and how to use it within Cash App.
- Explain the potential risks of owning Bitcoin.
- Describe how Cash App protects customer's data and money.
- Demonstrate how to respond to common customer questions.

Lesson Outline

Lesson name: Get to Know Bitcoin

Learning objectives covered: 1, 2, & 3

Topics:

- Bitcoin defined
 - Leading, digital currency
 - Uses blockchain technology
 - Price determined by supply and demand
 - Regulation
- Accessing Bitcoin
 - Requires internet access
 - Wallet and private key
 - Cash App acts as Bitcoin wallet
 - Buy and sell at any time
 - Instant access
- Common customer concerns
 - Risks
 - Price cannot be predicted
 - Safety
 - Secure platform
 - Advanced security features
 - Encryption and fraud detection technology
 - Cash App balance is FDIC insured up to \$250,000
 - Taxes
 - Bitcoin is taxed like any financial investment
 - Cash App provides Form 1099-B
- Responding to customers
 - Interactive scenario 1: The new customer
 - A customer who is new to Cash App and is interested in investing in Bitcoin. They would like to know more about Bitcoin and how to access it.
 - Interactive scenario 2: The concerned customer
 - A customer is very interested in the thought of investing in Bitcoin through the Cash App feature but they have concerns about the potential risks.
 - Interactive scenario 3: The skeptical customer
 - A customer is considering investing in Bitcoin but they are doubtful Cash App will keep their money and data secure.
- Knowledge check
 - 10 questions
 - Questions 1-3: Bitcoin defined
 - Questions 4-6: Accessing Bitcoin

- Questions 7-10: Common customer concerns