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