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Apple Genius Training Student Workbook

The Genius Training Student Workbook is Apple's employee training manual for Apple Store tech-support employees, called Geniuses.

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Apple Genius Training - 11/2020 - Course f

The Genius Training Student Workbook we received is the company's most up to date, we're told, and runs a bizarre gamut of Apple Dos and Don'ts, down to specific words you're not allowed to use,...

How To Be a Genius: This Is Apple's Secret Employee ...

The Genius Training Student Workbook is Apple 's employee

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training manual for Apple Store tech-support employees, called Geniuses.

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Inside Apple's 'Genius Training Student Workbook' 80
Gizmodo has shared some interesting tidbits of what it claims is the most recent version of the Genius Training Student Workbook.

Inside Apple's 'Genius Training Student Workbook' - The Verge

Apple's secret Genius Training student workbook has just

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been leaked into the internet which teaches Apple's employees how to be a genius, and Gizmodo received a copy of it.

Apple Genius Training Student Workbook Download ...

The Genius Training Student Workbook, leaked to Gizmodo, reveals the ways Apple staff are encouraged to empathise with customers to guide them towards making a purchase.

Leaked Apple Genius manual reveals seductive ... - Digital Spy

The latest Genius Training Student Workbook for Apple sales

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staff landed in the hands of Gizmodo, which shared its...

Apple's Secret Employee Training Manual Revealed
When Apple's Genius Training Student Workbook was leaked by Gizmodo two years back, it revealed a great deal about the extent to which the company goes to sufficiently train and produce the level of quality service anyone who's visited an Apple store comes to expect.

The Apple Store Guide to Insanely Great Customer Service ...
According to Gizmodo Senior Staff Writer, Sam Biddle, "We read Apple's secret Genius training manual from cover to

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cover. It's a penetrating look inside Apple: ...

Apple's Secret Employee Training Manual Reinvents Customer ...

The company's 'Genius Training Student Workbook' has just leaked onto the internet. The contents of the book are quite fascinating, essentially telling Geniuses-in-training how to think and what to say in nearly every kind of customer situation, and how to "sell gadget joy.". Gizmodo, the site that originally posted the Workbook, reports: "The Genius Training Student Workbook we received is the company's most up to date, we're told, and runs a bizarre gamut of Apple Dos and ...

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Apple's secret Genius Training Workbook surfaces online
In 2012, Gizmodo leaked Apple's Genius Training Student Workbook. It's an extensive, multi-paged onboarding guide for new hires that covers everything from Apple's values, to how to give and receive feedback, to roleplaying scenarios, to how to be empathetic and how to read customers' body language. It is complemented with a 14 day bootcamp.

How Apple improved their Employee Retention Rate by 28%

...

Apple's Genius Bar techies are psychological ninjas,

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programmed to max out your credit card. At least, that was some people's reaction when Apple's 'Genius Training Student Workbook' was leaked...

The Psychological Tricks Behind Apple's Service Secrets
For getting the right support, here's a genius idea. In addition to the Genius Bar for hardware repairs, you have more immediate support options. Get your questions answered by an expert via phone, chat, email, or even Twitter. From setting up your device to recovering your Apple ID to replacing the screen, Apple Support has you covered.

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Genius Bar Reservation and Apple Support Options - Apple
In 2012, Gizmodo leaked Apple's "Genius Training Student Workbook," which gave a phenomenal insight in to a thorough training program. Not everyone agrees with the way Apple trains its retail staff...

What Everyone Can (And Should) Learn from Apple's Staff ...
The Apple Store is located in Christiana Mall, at 125 Christiana Mall Road in Newark, DE. Traveling on I-95, take exit 4A for DE-1/DE-7 south toward Christiana. Take exit 164A for Mall Road and follow signs for Nordstrom or Macy's. The Apple Store is in the Nordstrom wing, next to Anthropologie.

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Christiana Mall - Apple Store - Apple Customer Service is also a big deal at Apple. So much so, they have a secret handbook for their customer support professionals, called the Genius Training Student Workbook. Those who've gone through the manual would notice the repetitive use of the word empathy – more specifically, the 3 F's of empathy – Feel, Felt, Found.

3 Enlightening Customer Experience Lessons from Apple ...
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forum for general discussion of the article's subject.: Put new text under old text. Click here to start a new topic. ...

WikiProject Apple Inc. (Rated Start-class, Mid-importance)

Talk:Genius Training Student Workbook - Wikipedia
Jamie McKane 10 December 2018 Apple's "Genius" technical support employees base their interactions with customers around the Genius Training Student Workbook, which focuses on the use empathetic...

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