

Subject: Re: NYT editorial board - right to repair

From: "Lori Lodes" [Confidential]

Received(Date): Sat, 06 Apr 2019 21:26:06 +0000

To: "Steve Dowling" [Confidential]

Cc: "Kristin Huguet" [Confidential], "Keri Fulton"
[Confidential]

Date: Sat, 06 Apr 2019 21:26:06 +0000

Here's a proposed revised version based on Tim's feedback, let us know what you think and we'll send back.

"At Apple, customer satisfaction and safety are our top priority. We work hard to provide our customers access to safe and reliable service when their Apple products need repair. In the last two years alone, we've quadrupled the number of locations offering iPhone screen repairs. There are now nearly 5,000 locations worldwide, owned and operated by third parties, offering repairs by trained technicians who use parts certified for safety and quality. We are continuously evaluating our programs and we are committed to making service more convenient for our customers."

On Apr 5, 2019, at 4:04 PM, Lori Lodes [Confidential] wrote:

It would be reactive depending on how we feel the piece comes out.

The quote looks good, updated the questions. Also, I'm working with AppleCare to get US specific numbers but I don't think we've released those before so may want to keep to worldwide.

At Apple, customer satisfaction and safety are our top priority. We work hard to provide our customers access to safe and reliable service when their Apple products need repair. In the last two years alone, we've quadrupled the number of locations offering iPhone screen repairs. There are now more than 5,000 locations worldwide offering repairs by trained technicians who use parts certified for safety and quality. We are continuously evaluating our programs and we are committed to making service more convenient for our customers.

Lori

On Apr 5, 2019, at 3:51 PM, Steve Dowling [Confidential] wrote:

Is this for use in the editorial, or reactively afterwards?

How about:

At Apple, customer satisfaction and safety are our top priority. We work hard to provide

our customers access to safe and reliable service when their Apple products need repair. In the last two years alone, we've quadrupled the number of locations offering iPhone screen repairs. There are now more than 5,000 locations worldwide offering repairs by trained technicians who use parts certified for safety and quality. We are continuously evaluating our programs and we are committed to making service more convenient for our customers.

On Apr 5, 2019, at 3:22 PM, Lori Lodes Confidential wrote:

The editorial is running in Sunday's paper but is slated to post online at 7 or 8 tomorrow morning. It will come out in support of a national right to repair standard for consumer products. The focus is not Apple but it will use us as an example to help make the case. I think our response should focus on what we're doing to give customers more options. AppleCare has validated the stats.

"It's important our customers can easily access safe and effective repairs for the products they rely on every day. For instance, in the last two years, we've quadrupled the number of places our customers can go for screen repairs. There are now more than 5,000 options for a customer to go for a repair that will be done safely, with genuine Apple parts and performed by a trained technician. We'll keep reviewing our repair programs to provide customers with more convenient service options that maintain the integrity of the product and user privacy."

There's other projects we could bring up to show our growth but I think we may need to wait for an exec conversation Lisa is scheduling for next week. For instance, the Genuine Parts program leaked to Motherboard or our expansion to another 763 Best Buy stores in the US over the next couple of months. Worth noting, Best Buy would like to make this announcement at the end of May.

I'll send a heads up about the piece to Jeff, Lisa, Joz, Kaiann, Tara B but let me know what you think about the general framing.

Lori

On Apr 3, 2019, at 2:52 PM, Lori Lodes Confidential wrote:

Kaiann spoke on background to Appelbaum about his editorial which is now running in Sunday's paper but he needed to file tonight.

In general, his questions focused on how widely available our repairs are — he spoke to a Nebraska legislator who sponsored legislation a couple of years ago and noted her closest AASP is two hours away. Besides questions around accessibility of repairs, he asked about a claim we made around the Nebraska legislation about hacking.

Kaiann did a great job and emphasized the need for a thoughtful approach to repair policy because of how important it is to balance customer safety with access to more convenient repairs.

Because of the direction of his questions, we may want to consider telling him about our pilot Genuine Parts Repair program to underscore how we are prioritizing making safe and high quality repairs available to more customers in more places than ever before. We also learned today that starting next week we'll be expanding our footprint with Best Buy from 229 stores certified as AASPs to about 1,000. Both of these points could be provided on background and could help differentiate how we're handling repairs versus the farming industry.

Let us know what you think.

Lori

On Apr 3, 2019, at 1:30 PM, Steve Dowling [Confidential] wrote:

I'm fine with Kaiann.

On Apr 3, 2019, at 1:00 PM, Lori Lodes [Confidential] wrote:

Lisa is willing to do it but is traveling so if we're not able to have her do it in the next hour, we'll need for someone else to brief him on background. Joz recommends Kaiann to cover the basics of safety and our overall repair program.

Make sense?

Lori

On Apr 3, 2019, at 9:24 AM, Steve Dowling [Confidential] wrote:

If we are comfortable making that pledge, sure. We should show that it fits with our overall approach.

On Apr 3, 2019, at 9:20 AM, Lori Lodes [Confidential] wrote:

Absolutely, we'll highlight the safety piece and am sending Pierce's tweet. Are you okay with a proactive point about us working for customers to have more options to safe and easy repairs?

On Apr 3, 2019, at 9:08 AM, Steve Dowling [Confidential] wrote:

If it's for the editorial page, I assume we can provide him with our high-level point of view on background and refute any suggestions that we design for obsolescence. I would suggest broader points that emphasize safety over economics:

- Look at what happened when a Wired reporter tried to open his iPhone with a screwdriver
- Explosions happen at landfills and recycling centers all the time because of improper disposal of electronics
- Anecdotally, many of the safety incidents reported with mobile phones are related to faulty repairs

On Apr 3, 2019, at 9:03 AM, Lori Lodes [Confidential] wrote:

He asked about the glass repair based on this August rumor

piece: <https://bgr.com/2018/08/22/iphone-screen-repair-simply-mac-official/>

We thought mentioning the genuine parts pilot could help us with the public narrative as well as with ongoing right to repair legislation. GA was supportive but we could keep it to how we simplified fixing screens since we already discussed it with media last year and our overall approach to repairs.

On Apr 3, 2019, at 8:36 AM, Steve Dowling [Confidential] wrote:

I worry that we are making some big assumptions here. Is Binyamin Applebaum even following the AppleCare developments?

On Apr 3, 2019, at 7:28 AM, Lori Lodes [Confidential] wrote:

Joz doesn't feel totally comfortable but will do. He asked about Susan Prescott speaking instead.

For the messaging, we want to frame all of the sporadic news from AppleCare positively under one narrative to show that we are exploring how to give our customers even more options for affordable and accessible repairs.

The three proof points we'll use to show our ongoing efforts to make repairs as accessible and easy for customers as possible while maintaining privacy and product safety:

1. The recently leaked Genuine Parts Repair program to make authentic Apple parts available to more trained technicians.
2. Our recent expansion of Authorized Service Provider Network and how we are making the repairs simpler — for instance, no longer requiring specialized equipment for screen repairs.
3. New policies for easier battery repairs and replacements.

We will tread lightly as it relates to commenting on the Right to Repair legislation and reinforce that we are updating our programs regularly while also working with our trade associations to make sure any legislation takes into account privacy and safety concerns.

While this interview will need to happen at the same time as the exec discussions over our broader repair strategy, we think this will strike the right tone and that we'll be able to get buy in on the approach from GA, PM, and AppleCare.

Let us know if you think this makes sense and if you're okay with Susan speaking on background instead.

Lori

Sent from my iPhone

On Apr 2, 2019, at 1:48 PM, Steve Dowling [Confidential] wrote:

I think it's worth giving him a high-level briefing. I doubt our recent documentation is an issue here, but I could be wrong. We should have a ready answer for Joz just in case.

On Apr 2, 2019, at 1:46 PM, Lori Lodes [Confidential] wrote:

Appelbaum was writing for tomorrow but, thankfully, got pushed back to Thursday. The piece is using Warren's new right to repair for agriculture to talk about the broader right to repair effort and plans to use Apple as a symbol in that fight.

We're meeting with everyone shortly about the overall strategy and then I'll connect with Joz.

Appelbaum has, of course, talked with iFixIt and others.

Lori

On Apr 2, 2019, at 10:29 AM, Kristin Huguet [Confidential] wrote:

The larger issue is that our strategy around all of this is unclear. Right now we're talking out of both sides of our mouth and no one is clear on where we're headed. Lori will check in with NYT and Joz and circle back.

Sent from my iPhone

On Apr 2, 2019, at 10:24 AM, Steve Dowling [Confidential] wrote:

We should get him on the phone with Joz or Phil. Is he writing on specific right to repair legislation, or the issue in general?

On Apr 2, 2019, at 10:21 AM, Lori Lodes [Confidential] wrote:

Binyamin Appelbaum is writing on right to repair for NYT editorial board. I can call him to get more information but we're still not clear on our seemingly evolving position. We have a meeting with AppleCare, PM, GA later today and then expect a meeting with Lisa and Jeff later this week.

Let me know what you think makes the most sense.

Lori