

Acronyms at Victra

ACC	Accessories	FCAD	Formal Coaching and Documentation
AGP	Accessory Gross Profit	FIFO	First In, First Out
ALU	Account Look Up	FOM	Field Operations Manager
AOL	Assumption of Liability	FSLA	Full-Service Location Agent
AP	Asset Protection	FT	Full Time
APB	Accessories Per Box	GA	Gross Add
APPA	Accessory Profit Per Activation	GM	General Manager
ASM	Assistant Store Manager	GP	Gross Profit
ASPS	Accessory Sales Per Smart Phone	GTC	Greenville Telesales Center
AVP	Area Vice President	HPC	Home Phone Connect
B2B	Business 2 Business	HRM	Human Resource Manager
BPD	Boxes Per Day	LUU	Level Up University
BSR	Balanced Scorecard Report	LY	Last Year
CPG	Contribution Per Guest	MP	Mobile Protection
COB	Close of Business	MTD	Month to Date
COE	Customer Owned Equipment	MTM	Month to Month
CPE	Customer Provided Equipment	MTN	Mobile Telephone Number
CPH	Contribution Per Hour	NHU	New Hire University
DM	District Manager	NPS	Net Promoter Score
Dfill	Direct Fulfillment	PIP	Performance Improvement Plan
DOA	Dead on Arrival	PTO	Paid Time Off
DPA	Device Payment Agreement	R2B	Retail to Business
DP/DPP	Device Payment Plan/Device Payment	RAPM	Regional Asset Protection Manager
DPGPA	Device Protection Gross Profit Per Activation	RBM	Regional Business Manager
DPPSP	Device Protection per Smart Phone	RD	Regional Director
EGET	Every Guest, Every Time	RIS	Rep Interaction Survey
EOM	End of Month	SAMO	Specific, Action, Measure, Outcome
ESAT	Employee Satisfaction Survey	SBM	Small Business Manager
ESET	Every Store, Every Time	SC	Sales Consultant

ETR	Earn the Right	SSC	Store Support Center
		TGT	Target

SFE	Sales Force Excellence	TMP	Total Mobile Protection
SM	Store Manager	TMPMD	Total Mobile Protection Multi-Device
SMB	Small Medium Business	V2B	Victra 2 Business
SMU	Store Manager University	VNU	VNation University
SP	Smart Phone	VP	Verizon Protect
SRS	Sales Readiness Standards	VZ/VZW	Verizon/Verizon Wireless
SWOT	Strength, Weakness, Opportunity, Threat	WAA	Wireless Account Analysis
TC	Training Coordinator	YOY	Year Over Year
3 Line Authorization	Required authorization from Helpdesk for 3+ activations to help prevent fraud		
Boxes	Any Activated Device		
Contribution	The amount of profit made from a sale		
Conversion	Number of customers/number of boxes sold. Used for tracking traffic and sales opportunities		
Core	Activated devices other than phones		
FiOS	Fiber Optic Service provided by Verizon, primarily on the East coast		
Hum	Connected safe car service sold by Verizon		
HYLA	Vendor used to process device trade-ins		
Leads	Sales opportunities typically self-generated or from Sales Force Excellence		
Omni	Verizon system for customer information. Also used for ALU, upgrades, plan changes, activations, etc.		
Port In/Out	Moving a phone number from one carrier to another		
Pull Through	Activated devices other than Phones		
Redux	Water removal system for devices		
RQ	Point of sale system		
Sales Force Excellence	Sales lead opportunities based on new and previous customer information		
SmartPay	Monthly payment purchase option for accessories and other limited inventory		
Vision	Victra's internal website		
V Network	Internal website of original video content with field focus - VictraNetwork.com		

V University	System for all Victra related trainings
VZ Learn	System for all Verizon related trainings