

Trade-in your device



**Small
Business**



Mid-Markets



Enterprise

#trade-in

Trade-in your device made easier

*Making the trade-in process more
relevant & intuitive for the customer*

Live to customers 1.11.24

Customer pain points

- The use of iPhone 15 as the default trade in results in inaccurate selections/estimates
- Customers find it difficult to find their device IMEI

The fixes

- Use iPhone 13 as default device since it's the most popular device being traded
- Disable "Validate" button until device selections are made & IMEI is entered
- Add copy to make it easier for customers to find their IMEI

Eligibility & navigation








- ✓ Available for Small Business, Mid-Markets & Enterprise customers
- ✓ How to get there:
 - From the main My Business navigation:
Manage > Device > Trade-in your old device

New Trade-in page

Back to homepage


Trade in

Pick a manufacturer.




Which Apple device(s) are you trading in today?


Search device




iPhone 13 mini
128GB
\$270.00



iPhone 14 Pro Max
128GB
\$705.00









iPhone 14 Pro
128GB
\$680.00



iPhone 14 Plus
128GB
\$665.00

Color



Size

128GB

256GB

512GB

Which network are they on?

Verizon

T-Mobile

Other

AT&T

Use the dropdown menu to trade in up to 10 devices.

Use our [Device Recycling](#) app if you have more than 10 devices to trade in.

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Enter your device IMEI(s)

Your device's IMEI number is found under Settings > General > About or by dialing *#06# on your device. If you're entering multiple IMEIs, separate them with commas and make sure they match your device selection.

Device IMEI(s)

X

Clear directions to find IMEI

Enter your device IMEI(s)

Your device's IMEI number can be found under Settings > General > About or by dialing *#06# on your device. If you're entering multiple IMEIs, separate them with commas and make sure they match your device selection.

Device IMEI(s)

X