

MISE EN SITUATION



AT&T CL2940 Corded Phone with Caller ID/Call waiting, Speakerphone, XL Tilt Display, XL Buttons & Audio Assist Volume Boost

by AT&T

3.9 out of 5 stars 2,815 ratings

Price: \$29.92 + \$19.28 Shipping & Import Fees Deposit to France Details

Free Amazon product support included

Size: **Pack of 1**

New & Used (16) from \$24.99

Key Features:

Simple, Corded Operation

Reliable, corded operation eliminates the search for a misplaced cordless handset, while sturdy construction ensures long-lasting performance. Clean design makes it an easy fit on any counter or wall.



Audio Assist

Temporarily increases overall volume and enhances sound frequencies that make speech easier to understand.



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Extra-large Buttons

Enlarged font and extra-large keys make the keypad easy to use. This feature is especially helpful for those who are visually impaired.

Extra Loud Ringer

Ringer volume can be adjusted to High, Medium, and Low or Off, making this telephone suitable for the hearing impaired.

Features for visual impairment

Extra large display and buttons, as well as a visual ringing indicator are features that aid those with visual impairment.



The AT&T CL2940 has helpful features for seniors and others with vision and hearing impairment.

- ◆ Corded operation eliminates searching for a misplaced cordless handset
- ◆ Extra large buttons
- ◆ Extra large display for easy viewing
- ◆ Visual ringing indicator
- ◆ Volume controls on speakerphone, handset, and ringer
- ◆ Audio Assist button increases volume and enhances sound frequencies
- ◆ Compatible with hearing aids

Situation : You work for “ **Amazon Customer questions & answers**” department. You have just received a bad review from an 80-year-old customer who is dissatisfied with the AT&T phone and complains about the size of the buttons and the volume of the phone. He has rated the phone 0.5 star out of 5.

What arguments can you present to give a better image of the product?

How can you convince the customer that the phone corresponds to the description and presents so many advantages?