

Sprint



AHEAD OF THE PACK

SPRINT SIMULTANEOUSLY REDUCES COSTS AND IMPROVES CUSTOMER SATISFACTION

BY LATE 2007, SPRINT'S CUSTOMERS WERE FRUSTRATED

Sprint's first call resolution was worse than its nearest competitors by **20%**

The average time a Sprint customer waited on hold was **14x** the average

Customer churn rate was **2X** the rate of the industry

35% of customers simply quit waiting and hung up

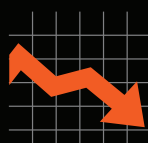
Sprint customers had to call **2X** to resolve an issue



THE FINANCIAL TOLL WAS HUGE



Sprint Cut **4,000** jobs



Stock traded **50%** below historic highs



Sprint **CLOSED** retail stores



Sprint took a **\$29.7 b** write down on good will

SPRINT NEEDED TO TAKE ACTION

Sprint turned to NICE to help them understand what was impacting customer experience, to drive accountability, improve satisfaction, and decrease costs.

DIAGNOSIS

Sprint was awash in data, but couldn't follow a customer from one contact to another.



SOLUTION

NICE was able to track the customer journey, so Sprint could understand why customers were contacting them multiple times.

Performance data was compiled in aggregate, but not done to the agent level. So, supervisors struggled with how to best coach agents.



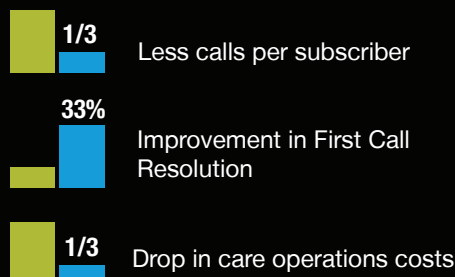
NICE tracked agent performance across KPIs, targeted coaching and measured the impact on business results.

Sprint struggled to have agents with the right skill sets on duty at the right times.



NICE associated agents with multiple skills and scheduled with precision to ensure the right agents were more readily available.

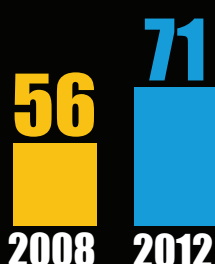
RESULT #1: DRAMATIC CALL VOLUME REDUCTION



ALSO...

- Sprint's customer churn rates were cut to < 2%
- The number of call centers required to deliver improved service was reduced

RESULT #2: SOARING CUSTOMER SATISFACTION



Sprint's American Customer Satisfaction Index (ACSI) rating increased 26.8% over the last five years



Sprint has the highest customer loyalty in the industry



Sprint is currently #1 among wireless carriers for both customer satisfaction and call center satisfaction

NICE is used by more than 80 of the Fortune 100 companies. Visit www.nice.com for more information about our solutions.