

FROM
**CHASING
CUSTOMERS**



TO
**CUSTOMER
FIRST**

UTILITIES: SPRINT **EFFORTLESS ACCOUNT MANAGEMENT**

CHALLENGE

New ownership at Sprint realized that the path to profitability wasn't mindlessly chasing switchers, but ensuring profitable sales and customer care throughout the enterprise. The digital transformation and the ask were massive – build a customer-first digital ecosystem for demographics that included anyone old enough to use a phone.

SOLUTION

VML completely reimaged Sprint's digital ecosystem to make every task perfectly simple and adaptable across countless platforms and devices. Bold creative enhancements and powerful data insights drive the right channels, products and services to the customer. Our design and implementation teams worked side by side with Sprint teams to create native apps on Android and iOS, and developed for web, email, and chat for every possible customer device. Below the surface, our service design and implementation teams created a lightweight orchestration layer designed around customer expectations rather than system internals to enable deeper experience changes across legacy channels like intelligent voice response (IVR), retail kiosk, and retail point of sale.

300%
Increase in
Upgrades

\$1B
Estimated
Savings

↓ 20%
Decrease in
Care Cost

