
Major Project List of Ook (Anthony) Kim

Sprint Projects

Prepaid Network Mgmt Strategy: Quality of Service (QOS) (Sep 2015 – Feb 2016)	
Functional Role: Systems Analyst	Situation: In order to comply with the new FCC's net neutrality regulation, Sprint Prepaid team requested to implement a different network management strategy in the form of Network prioritization: Quality of Service (QOS) on the most congested cell sites. Action: <ul style="list-style-type: none">Designed and implemented QOS (Quality of Service) in network and OCS.Launched \$60 Boost unlimited plan with QOS (Reprioritizing of customers reaching 23GB of data) and update Web section to show the status of the threshold. Result: QOS provides optimized customer experiences by redistributing network capacity and preventing heavy data users from data abuse during times of congestion.
Project Methodology: Waterfall	
Impacted Systems: Web/Self Care, Ericsson OCS, PCRF, P-GWY, AAA, EAI, Acxiom (Messaging vendor)	

AW Activation API Implementation on Retailer Portal (Aug 2015 – Feb 2016)	
Functional Role: Systems Analyst, Project Manager	Situation: Since Assurance Wireless (Government's lifeline program) was launched in retail stores from August 2015, the retail agents used a labor intensive manual method (manual verbal exchange) for account creation & device activation. Action: Designed and implemented an API solution between retailers and Sprint to support real-time account creation and device activation Result: Retailers and Sprint care activate AW accounts and devices with systematic API solution. Cost saving: \$2.3M/year and better customer experience (real-time activation)
Project Methodology: Agile/Scrum	
Impacted Systems: Web, EAI, Solix (Lifeline service vendor)	

AW LTE Device Launch (Oct 2015 – Feb 2016)	
Functional Role: Systems Analyst, Project Manager	Situation: Assurance Wireless team requested to launch LTE devices, but the network and order management systems are not ready to handle LTE devices. Action: <ul style="list-style-type: none">Implemented EAI to trigger LTE shipment upon updated Solix order feeds (device type).Set up new APN's for Assurance Wireless brand in network (P-GWY, PCRF).Set up a new price plan for LTE devices. Result: With LTE device launch with AW, Sprint is expecting revenue increase \$1.7M/year.
Project Methodology: Waterfall	
Impacted Systems: P-GWY, PCRF, Ericsson OCS, EAI, Pricing, ETS	

AW IVR Enhancement (Aug 2015 – Dec 2015)	
Functional Role: Systems Analyst, Project Manager	Situation: The new regulation of the Nevada State is to collect additional attributes (Last 4 SSN & DOB) during the lifeline service application request process. Action: <ul style="list-style-type: none"> Modified IVR flow for Nevada and updated daily Solix feeds (API). Project was deployed successfully in a very tight schedule and met the FCC timeline. Result: With successful project deployment, Sprint is in compliance with the Nevada State regulations that results in avoiding fine and securing Nevada gross adds.
Project Methodology: Agile/Scrum	
Impacted Systems: IVR, EAI, Solix (Lifeline service vendor)	

Data Service Promotional Notification (Jul 2015 – Aug 2015)	
Functional Role: Systems Analyst	Situation: Business wanted to send promotional notifications to customers before they get throttled with data service, so customers can purchase additional data pack. Action: <ul style="list-style-type: none"> Implemented EAI to send promo messages upon OCS trigger (85% of data threshold), complying with DNC (Do not contact) policy. The promo message will include a link to purchase additional data pack. Result: Revenue increase: \$4.8M/year
Project Methodology: Agile/Scrum	
Impacted Systems: Web/Mobile Web, WAP, Ericsson OCS, EAI	

AW Inactivity Churn Reduction (Jun 2015 – Oct 2015)	
Functional Role: Systems Analyst, Project Manager	Situation: Sprint was losing 50K customers per month in Assurance Wireless (Government's lifeline program) because of the inactivity of the service. Action: <ul style="list-style-type: none"> Implemented EAI and Acxiom to send SMS upon Data Warehouse's trigger (when customers are in idle status in the past 60 days) Reset inactivity status upon receiving customer's SMS reply. Result: Sprint mitigated customer churn for inactivity (Revenue impact is \$4.5M/year)
Project Methodology: Waterfall	
Impacted Systems: Data Warehouse, Acxiom (Messaging vendor), EAI	

AW Casual Data Usage Decommission (May 2015 – Jul 2015)	
Functional Role: Systems Analyst	Situation: Assurance Wireless team requested to terminate the casual data usage plan (Pay as you go) as it conflicts with the new data packs on Android launch. Action: <ul style="list-style-type: none"> Removed Casual usage plan in the pricing system and disassociate with "Advice of Charge" page in Web and WAP. Redirect customers to "my account" page when they spend all data allowance. Result: Casual usage is removed and prevented customer's complaints to PUC for discrimination.
Project Methodology: Waterfall	
Impacted Systems: Web, WAP, OCS, Pricing	

Prepaid Flexible Non-monthly Duration Plan (Mar 2015 – Nov 2015)	
Functional Role: Systems Analyst	Situation: Sprint Prepaid team wanted to launch non-monthly cycle plans to align with optimized their marketing strategies (e.g., Boost daily plan, quarterly tablet plan). Action: <ul style="list-style-type: none"> Implemented OCS to support daily, weekly, quarterly duration plans. Fixed Amdocs throttling reset functionality after non-monthly plans are renewed. Result: Flexible duration plans are available for business to launch with future projects.
Project Methodology: Waterfall	
Impacted Systems: Web, Billing (Amdocs), OCS, SCP, Provisioning	

Android Launch on Assurance Wireless (Jan 2015 – Aug 2015)	
Functional Role: Systems Analyst	Situation: Assurance Wireless (Government's lifeline program) was losing customers because other competitors provide smart phones while AW did not. Action: <ul style="list-style-type: none"> Implemented EAI and Solix to include a device type indicator in order feeds Multi-SKU setup with prioritization New capped data plan set up with redirection functionality (after depleting all data). Result: <ul style="list-style-type: none"> Successfully launched the 1st Assurance Wireless Android devices in California in August 2015, and will be expanded to other States in 2016. The revenue impact in 2015: \$11.8M; projected revenue is \$26.2M/year.
Project Methodology: Agile/Scrum, Waterfall	
Impacted Systems: Web, Mobile Web, EAI, Billing (Amdocs), Ingram, Brightstar, Ericsson OCS, Network, IVR, NMS, Provisioning, Fulfilment	

Smartphone Add-on Messaging Tool (May 2015 – Jul 2015)	
Functional Role: Systems Analyst, Project Manager	Situation: Sprint Prepaid has launched many add-on products that are required to download smart phone applications, but customers do not receive instructions after the purchase is made. Action: <ul style="list-style-type: none"> Implemented a workaround solution in PIN app system Daily batch job to send instructional messages to customers who have purchased corresponding add-on products in previous 24 hours. Result: Successfully launched three smart-phone add-on services (Boost TV, Privacy Star, PlayPhone) in 2015 with instructional messaging service.
Project Methodology: Waterfall	
Impacted Systems: Web, Data Warehouse, PIN Application	

New Network Speed Tier for Throttling (Nov 2014 – Apr 2015)	
Functional Role: Systems Analyst, PM	Situation: Business identified data abuse customers even after they get throttled to 128 or 256kbps. Business wanted to lower the throttling speed below 128K to mitigate data abuse cases. Action: <ul style="list-style-type: none"> Implemented a new network speed tier (64kbps) in PCRF and P-GWY. Associated the new network tier with new/existing price plans. Result: The new network speed tier is available to prevent data abuse.
Project Methodology: Waterfall	
Impacted Systems: Web, Ericsson OCS, P-GWY, PCRF, Pricing	

National Retailer Blacklist Automation (Nov 2014 – Apr 2015)	
Functional Role: Systems Analyst, PM	Situation: Recently indirect dealer compensation rate has been changed. The new rate is to pay 50% of the commission if handsets are sourced from national retailers. However the current settlement system cannot trace where the handsets are sourced from. Action: Implemented a daily batch job in Data Warehouse to retrieve the device serial numbers from national retailers and transfer them to ePay system. Result: The updated indirect dealer compensation is successfully applied; Sprint has reduced commission expenses by \$6M/ year.
Project Methodology: Waterfall	
Impacted Systems: Ingram, Brightstar (Device warehouse), EAI, Data Warehouse, Epay (Payment vendor)	

AW Order Processing Enhancement (Aug 2014 – Apr 2015)	
Functional Role: Systems Analyst, Project Manager	Situation: NLAD(National Lifeline Accountability Database) requires additional validation step in some required States. Currently Sprint is losing 850 devices per month because we identify the approval results after devices are shipped to unapproved customers. Action: <ul style="list-style-type: none"> Modified the current AW activation flow by adding additional validation transaction between Solix and Sprint for NLAD required States. Fulfilment system will hold on to device shipment until NLAD approval is obtained. Result: Device shipment is on hold until NLAD approval is obtained. Cost savings from device loss: \$420K/year.
Project Methodology: Waterfall	
Impacted Systems: Web, EAI, Solix (Lifeline service vendor), Fulfilment	

Prepaid Retailer Promotions (May 2014 – Feb 2015)	
Functional Role: Systems Analyst	Situation: Sprint Prepaid could not launch retailer exclusive offers unlike competitors because devices were not traceable. Action: We delivered a solution to allow business to launch flexible promotions. In order to meet business urgent needs, we delivered in two work cycles with fast tracking. Result: Business is ready to launch flexible offers (retailer ID, device type, promo code, discount, service credit, etc.)
Project Methodology: Agile, Waterfall	
Impacted Systems: Web, Sales Portal, Billing (Amdocs), Order Mgmt, EAI, DW, NMS, IVR	

AW Lifeline Flag Update (Aug 2014 – Jan 2015)	
Functional Role: Systems Analyst, PM	Situation: AW team reported a defect that the lifeline flag is not updated correctly during Care operations (cancellation or non-lifeline plan change). This causes FCC violation as well as losing service revenue. Action: We enhanced Amdocs logic to trigger lifeline flag update to Solix. Result: We fixed the gap (lifeline flag update) in Care operation. Now Compliant with FCC and prevent service revenue loss.
Project Methodology: Waterfall	
Impacted Systems: Billing (Amdocs), Solix (Lifeline vendor), EAI	

Red Venture DNC (Do Not Contact) API		(Jul 2014 – Sep 2014)
Functional Role: Systems Analyst, Project Manager	Situation: Prepaid was rolling out a Red venture service (3ry party online acquisition) in 3Q 2014. In a short time, vendor had a challenge to meet Do-Not-Contact (DNC) requirements.	
Project Methodology: Waterfall	Action: We designed and developed a DNC solution to cover all DNC use cases with Red venture, EAI, and Gryphon.	
Impacted Systems: Web (Red Venture/ Telesales vendor), EAI, Gryphon (DNC Server)	Result: Red venture successfully launched as planned in compliance with DNC requirement. Now vendor can perform VMU/Boost DNC certification check, register for temporary call-back consent, and register new DNC list against Gryphon.	

AW Solix API		(Mar 2014 – Sep 2014)
Functional Role: Systems Analyst, Project Manager	Situation: Solix experienced operational errors (e.g., reship) because of incorrect customer status shown on their system. Calls to Care and the Solix back office rework are both due to this problem.	
Project Methodology: Waterfall	Action: We provided Solix with Sprint API to retrieve customer's detailed information and update if necessary.	
Impacted Systems: EAI, Web, Solix (Lifeline service vendor)	Result: Solix is able to validate account information via API and this helps trigger accurate account update and orders. Call Deflection \$141K: Solix Cost Savings: \$240K/year.	

AW FCC Inactivity Rule Update		(Jul 2014 – Sep 2014)
Functional Role: Systems Analyst, Project Manager	Situation: Assurance Wireless was not compliant with FCC inactivity opt-out rules.	
Project Methodology: Waterfall	Action: We implemented the following inactivity rules in Data Warehouse. <ul style="list-style-type: none"> • SMS/text messaging should NOT count as usage (incoming or outgoing) • Incoming calls must be answered to count as usage (going to voicemail does NOT count) 	
Impacted Systems: Data Warehouse	Result: AW is in compliance with FCC regulation and avoid fine.	

Prepaid Referral Program		(Jan 2014 – Aug 2014)
Functional Role: Systems Analyst, PM	Situation: The prepaid launched a new referral program with a manual solution in Oct 2013. The daily batch file transfer solution caused two major problems: customers wait for a couple of days until they get validated for the program eligibility, vendor may perform incorrect operation with outdated customer info.	
Project Methodology: Waterfall	Action: We replaced the batch solution with the automated real-time API solution.	
Impacted Systems: Web, EAI, RewardStream (Referral Program vendor), Base Mgmt	Result: The referral program participants are growing with this enhancement. Now vendor can perform accurate customer validation with real-time info.	

Prepaid International SMS Rating Enhancement (Nov 2013 – Feb 2014)	
Functional Role: Systems Analyst, Project Manager	Situation: Virgin Mobile USA customers were being charged incorrectly for inbound int'l SMS with the new int'l plans and bolt-on's. Manual crediting was issued periodically, but still drove customer's complaints for not receiving messages due to insufficient account balance. Action: We updated Ericsson OCS rating engine to charge incoming int'l SMS correctly. Result: We eliminated the manual credit work and resolved bad customer experience of not receiving messaging due to insufficient account balance.
Project Methodology: Waterfall	
Impacted Systems: Ericsson OCS, SCP, ETS	

AW Sprint Solix Data Sync Phase 2 (Oct 2013 – May 2014)	
Functional Role: Systems Analyst, Project Manager	Situation: Since the transition of VMU/AW to VDS platform (Amdocs), defects and gaps have been identified that caused account info discrepancy between Solix and Sprint. Failure to fix the discrepancy is violation against FCC regulations and it will put at risk Sprint's ability to provide AW service. Action: We enhanced data exchange process with better error handling between Solix and Sprint. Result: We could avoid fines from Federal and State audit and secure revenue with accurate account information.
Project Methodology: Waterfall	
Impacted Systems: Solix Web, Data Warehouse, EAI	

AW Plan Filtering by Zipcode (Dec 2013 – May 2014)	
Functional Role: Systems Analyst	Situation: AW team reported a problem that some AW subscribers were placed on a wrong State plan because we didn't have a systematic plan filtering logic. This creates Lifeline program compliance issue as well as poor customer experience. Action: We implemented a filter to sort AW plans by zip code in Care and Order Mgmt system. Result: We prevent operation error by Care and insure compliance with State and federal regulatory requirements.
Project Methodology: Waterfall	
Impacted Systems: Web, WAP, Billing (Amdocs), Care system, EAI, Order Mgmt	

Boost Reactivation Fee Removal (Dec 2013 – Mar 2014)	
Functional Role: Systems Analyst, Project Manager	Situation: Business decided to remove Boost reactivation fee in all activation channels (expecting 5% reactivation volume lift), but Best Buy reactivation required IT change. Action: We updated EAI logic to enable reactivation via BestBuy API. Result: <ul style="list-style-type: none"> • Business can enable or disable reactivation functionality in Best Buy. • 5% Gross Add Lift
Project Methodology: Waterfall	
Impacted Systems: BEAST, Order Mgmt, EAI, Fulfilment	

AW Sprint Solix Data Sync Phase 1		(Sep 2013 – Nov 2013)
Functional Role: Systems Analyst	<p>Situation: Since the transition of VMU/AW to VDS platform (Amdocs), defects and/or gaps have been identified that caused account info discrepancy between Solix and Sprint. Failure to fix the discrepancy is violation against FCC regulations and it will put at risk Sprint's ability to provide AW service.</p> <p>Action: To avoid violations from immediate Federal and State audit, we manually fixed the discrepancy in Data Warehouse. The root cause fix was delivered in Phase 2.</p> <p>Result: We could avoid violation fines from Federal and State audit by Phase1.</p>	
Project Methodology: Waterfall		
Impacted Systems: Data Warehouse		

Assurance Wireless Launch in California		(Jan 2013 – May 2013)
Functional Role: Systems Analyst	<p>Situation: Sprint planned to launch Assurance Wireless in a new state, California in early 2013 where the largest marketing opportunities exist. However our system did not meet some of California lifeline requirements.</p> <p>Action: We aggressively analyzed California lifeline requirements and delivered the lowest cost solution option in May.</p> <p>Result: Assurance Wireless was successfully launched in California in 2013.</p>	
Project Methodology: Waterfall		
Impacted Systems: Web, Mobile Web, Billing (Amdocs), Fulfilment, IVR, MDS, Order Mgmt, Acxiom, EAI, Ericsson OCS, Brightpoint		

AW Plan-Portfolio Update		(Oct 2011 – May 2012)
Functional Role: Systems Analyst	<p>Situation: Assurance Wireless was lacking some market segments (unlimited offer & base text offer) and this would lead to risk around Gross Ads, churn and revenue in 2012.</p> <p>Action: We successfully completed two AW projects on time in PPD12.2 by following RMM standards.</p> <p>Result:</p> <ul style="list-style-type: none"> • Free 250 text feature is available in Assurance Wireless. • Unlimited offer is available in Assurance Wireless. 	
Project Methodology: Waterfall		
Impacted Systems: Web, WAP, Telcordia Rating, Web Logic, Siebel Care, UEG(Messaging), IVR, Telespree		

VMU Security Question Enhancement		(Dec 2011 – Mar 2012)
Functional Role: Systems Analyst, PM	<p>Situation: The legal team reported that Virgin Mobile USA was violating FCC regulations in regards to customer's secret question and about to face a regulatory fine if we didn't fix by Mar 2012.</p> <p>Action: We aggressively gathered the requirements during holiday season and successfully fixed the problem on time.</p> <p>Result: With the successful deployment and migration job, we avoided a regulatory fine from FCC.</p>	
Project Methodology: Waterfall		
Impacted Systems: Web, Sales Portal, Retail API, Siebel Care		