



2001 Award Recipient

SPRINT PCS Customer Solutions



Sprint PCS®

Sprint is a global communications company serving 23 million business and residential customers in more than 70 countries. With more than 80,000 employees worldwide and \$23 billion in annual revenues, Sprint is widely recognized for developing, engineering and deploying state-of-the-art network technologies, including the United States' first nationwide all-digital, fiber-optic network. Founded in 1899, the company maintains its world headquarters in Kansas City.

Sprint is comprised of the FON Group and the PCS Group, representing the company's wireline and wireless businesses. The Sprint PCS Group consists of Sprint's wireless personal communications services operations with 100% nationwide PCS coverage.

Sprint PCS operates the largest all-digital, all-PCS nationwide wireless network in the United States, already serving the majority of the nation's metropolitan areas including more than 4,000 cities and communities across the country. In just over four years, Sprint PCS has grown to become the nation's largest all-digital wireless network covering a population of nearly 244 million people, or over 85 percent of the country, including Sprint PCS affiliates.



Customer Solutions is an integral part of the Sprint PCS team, with responsibility for the design, implementation and delivery of customer service to all Sprint PCS customers on a 24-hour, seven-day-a-week basis. The organization prides itself on delivering consistent, world-class service to Sprint PCS customers. The Sprint PCS Customer Solutions utilizes the Criteria for Performance Excellence as a framework for assessing the organization and identifying opportunities for improvement.

Customer Solutions internal operations are organized by contact centers and functional work groups, called lines of business (LOB). The dramatic growth of the company has caused Customer Solutions to add contact centers and build partnerships with new vendors to ensure quality and timely service for customers. Each LOB supports specific types of customers and/or customer contacts, including account activation, account management, customer education, and the collection of accounts receivable.

The implementation of a consistent set of standards by which front-line employees service customers — called the World-Class Call Key Attributes — has led to increased customer satisfaction. The Key Attributes to the World-Class Call are: listen actively, take ownership, maximize customer benefits, resolve in one call, maximize efficiency and express appreciation.

A variety of methods exists for customers to receive service. Customers can interact with Claire, the virtual service representative who provides interactive voice response (IVR) service. If a self-service solution does not address the customer's needs, the caller's identification information and transaction type is captured and they are connected to a customer specialist. Internal and vendor call centers are managed as a single



virtual contact center to provide the quickest speed of answer to the customer through efficient call routing. Line of business (LOB) support is generally located in more than one physical center to maximize work force flexibility and provide system redundancy. Through intelligent call routing, the call is delivered to the next available customer specialist in any one of the call centers handling that particular LOB.

World-class call center technology is utilized to ensure that service and call performance is maximized while achieving industry-leading cost goals. The core call transaction technologies revolve around four key customer touch-points: pre-routing, site routing, post-routing and customer self-service.

Sprint PCS customers may also utilize many automated self-service options, in addition to those provided on the IVR. These options include feature-rich account management on the Internet. Customers can also utilize their Sprint PCS Phones to hear key account information by dialing *4 Talk and *5 Talk (for Spanish language support), and to make account payments by dialing *3 Talk.

The Sprint PCS Customer Solutions management philosophy is: *Sprint PCS Customer Solutions, the Heart of our Business*. Acknowledging this belief, the Sprint PCS Customer Solutions leadership team has created an environment that fosters integrity and caring. The organization is built on providing a sup-

portive work environment that is free of discrimination and is accessible to individuals regardless of physical challenge. The management philosophy encourages specialists to be empowered to make decisions to the benefit of the company and Sprint PCS customers. This environment provides the foundation to ensure Customer Solutions specialists provide world-class service in every interaction with the customer.

Customer specialists have a number of business tools available to provide exceptional service, including *Velocity*, which is an intranet-based electronic performance support system used to provide on-line job aids; and *Premiere*, which integrates numerous desktop applications while providing a user-friendly "face" to the customer specialist.

To become and stay the leader in this new frontier, Sprint PCS Customer Solutions is positioned to provide low-cost solutions combined with rapid innovation and change. Through a networked, nationwide virtual contact center structure, the Customer Solutions organization maximizes efficiencies and eliminates unnecessary redundancies. Through electronic, state of the art systems and communication channels, Customer Solutions is able to quickly adapt to changing market needs and provide Sprint PCS customers the solutions they need. All of this leads to improved customer and employee satisfaction and a productive work environment — a combination that spells success.

Sprint PCS Customer Solutions utilizes the Missouri Quality Award process to meet the challenges of their rapidly expanding business while maintaining their focus on the world class call.

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