

Who did Sprint call to help grow its customer base?



Sprint helped revolutionize the wireless industry as the first national carrier to market a 4G network. But being a global leader in mobile technology does not make you immune from the common struggle marketers face—growing and retaining their customer base. Even for Sprint, globalization and localization make it difficult to drive messages and capture attention while preserving the brand, protecting the message and distributing relevant communications.

Situation

“Marketing gone wild” is how Mark Rexroat, Director of Retail Communications and Marketing Services for Sprint, used to describe the Sprint sales environment. With thousands of retail stores and independent providers, Sprint often struggled to prevent individual and retail sales associates from modifying existing content or creating new marketing materials altogether. These non-brand compliant materials would be shared with customers and peers, resulting in inaccurate information going viral. Sprint also faces tightening legal and regulatory requirements, operating budgets and other resources, adding to the need for better marketing control.

What Sprint needed was a solution to help better control messaging—ensure the delivery of the right message at the right time, across multiple channels—to ensure a unified brand experience.

Solution

By implementing Taylor Communications’ Local Marketing solution, Sprint now has a centralized resource that field sales can easily access in order to personalize and deliver content as part of a local or national campaign.

Client:
Sprint

Market:
Telecommunications

Solution:

- SMARTworks® local marketing platform and services
- Secure web application through SMARTworks where sales representative can customize marketing materials for specific customers, regions and demographics
- Communication ranges from promotional materials, device flyers, emails and PowerPoints

Services:

- Provide sales reps access to compelling and accurate marketing materials
- Stop the spread of misinformation and better control the information delivered
- Communicate more effectively and efficiently to drive customer loyalty
- Comply with legal requirements and partner agreements
- Improve ROI

Benefits:

- 700 percent increase in representative adoption in first year of program
- 40 percent reduction in marketing communications expenses
- 12 consecutive quarters of postpaid customer growth
- Best-ever average revenue per user in 1Q/2013

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Ease of Use

The Taylor Communications SMARTworks platform is tailored to accommodate various groups within Sprint. To make the system even more personalized, each user has a unique user ID and password so relevant materials can easily be accessed by multiple users in a secure environment.

Channel Optimization

The use of secure user log-ins provides detailed analysis so that Sprint can easily track which materials are being downloaded across which markets. This information provides corporate marketing with visibility into which types of communications are the most effective in different areas of the country. This allows valuable resources to spend their time on the highest value content and communications.

Targeted Messaging

Personalization options create a more targeted and relevant experience for customers and prospects through segmenting via vertical industry in addition to customizing contact information, images, headlines and logos.

Brand Control

Sprint now enjoys strong brand equity with legally approved materials that are locked into the system, while providing users consistent creative control around imagery, copy and layout. In essence, local marketing takes a global company to the local level, whether it's demographic or geographic, providing a more personalized experience for the customer.

Benefits

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- Channel optimization
- Brand control
- 700% increase in representative adoption in first year of program
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- 12 consecutive quarters of postpaid company growth
- Best-ever average revenue per user in 1Q/2013
- Most improved customer satisfaction across all 47 industries in the past five years
- Sprint ranked third in Newsweek's Biggest Green Companies in America

“What we find is that we see heavy waves of activity of downloaded materials and then there's typically a subsequent spike in sales; so maybe that's just about their commitment or passion to get out there, but it is something that we are definitely able to monitor and use that as a metric.”

MARK REXROAT
Director of Marketing Communications

