



## Be More Human. Kill The Script.

“After being with sprint for 13 years I've never felt as worn out and as furious as I did last night into today. After being on the phone for over 4 hours and dealing with 14 (yes, 14) Sprint reps ranging from customer service to managers with no answers I was ready to walk out the door.

I was passed from one rep to another to another and each one gave me different FALSE information. I was even hung up on twice! I gave up on calling Sprint and was ready to accept an offer I received from a competitor. I decided to put Sprint on 'Facebook Blast' to vent my frustration to the world.

I left a message and was finally called by a rep that sounded like a real person, not one reading from a script. She was the first person that reached out and actually followed up with me. She made phone calls to stores and supervisors. She called me numerous times at my convenience and went above and beyond.

I'd like to thank Caveen! Caveen, without your calmness and patience, Sprint was ready to lose a valued customer. You did your job great and deserve this recognition! You are exactly what a customer rep should be. Without your professionalism sprint would've lost a 13 year customer today. Thank you very much for you effort and restoring my faith in Sprint!”

- Michael Hildebrandt,  
Sprint Customer *since 2003*

#HUMANITY  
AT  
SCALE

Humanity @ Scale:

# How Sprint Successfully Serves their Social Customers



## Sprint's #SocialFirst Story

Sprint launched their Social Customer Service operation in 2012. During that time they have faced and overcome many challenges. The team has now scaled to a 24x7 operation, responding to thousands of posts each day. But the goal remains the same: to treat each customer issue as unique.

## #Challenges

- Integrate Facebook Messenger as a viable support channel, becoming the market leader in the telco industry
- Manage the social footprint of 4 different brands, establishing and maintaining a consistent human voice
- Scale to a 24/7 model for customer service, while maintaining the same level of service

Industry:  
Telecommunications



# #Solutions

 Facebook Support

 Twitter Support

 Facebook Messenger Support

## Facebook Messenger Launch

The conversations on Facebook Messenger are the same as private messaging, but a quicker path to resolution for Sprint's customers. It has also seen a reduction in the public comments and public posts to Sprint's social pages.

## Social Care Agent Training

Sprint focus their training and hiring practices around the various types of interactions their specialists are faced with each day. They use real social crisis scenarios in their candidate screening and selection processes, and they train their teams to treat every social interaction as if the customer is standing right in front of them.

## Strong, Cross-Functional Brand Voice

Sprint considers social to be a success when it's fostered by employee ambassadors and brand advocates. They leverage experts in various parts of their company and customer base to provide answers to common customer questions.

## A Social CEO

Marcelo Claure, Sprint CEO, instills a Social First culture. He maintains his own twitter handle and social accounts and has kindly allowed the @SprintCare to respond to customer-related questions. Sprint always wanted this channel to be about resolution and convenience for their customers, and Marcelo's social activity has grounded them in these principles.



*“Although our teams are operating 24x7 and responding to thousands of posts each day, our goal is to treat each customer issue as unique. We don't use bots and we avoid scripted response. It's all about being as human as possible.”*

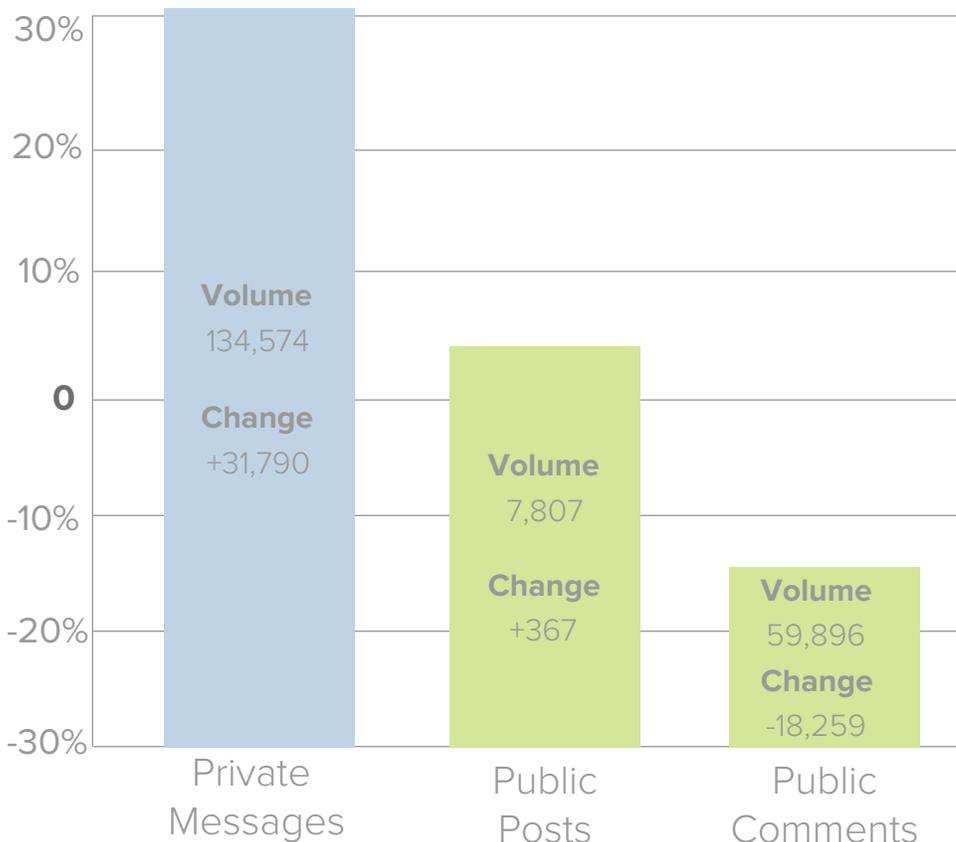
*- Sarah Brownback Wortman,  
Social Customer Service  
Strategy Lead*

## #Results

- 31% increase in Facebook private messages via Messenger and subsequent 23% decrease in public comments.
- 15% efficiency gain over our previous social customer service engagement tool seen immediately, the day Sprint launched Conversocial.
- 50% quarter over quarter growth of social media mentions and customer inquiries. With Conversocial, Sprint's team is able to grow at a slower rate while their customers enjoy decreased resolution times.
- Phase-out manual routing from operations model, allowing the Conversocial tool to intelligently route customer and sales leads to appropriate teams.
- Sprint's customer adoption rate for Facebook Messenger surpassed their 90 day forecast predictions in the first 4 weeks of launch.

## Sprint Facebook 12/1/15 - 2/27/16

Since implementation, Sprint has seen a surge of Facebook private message volume, and a decrease of public queries.



### About Sprint

Sprint is a communications services company that creates more and better ways to connect its customers to the things they care about most. Sprint served more than 58.6 million connections as of Sept. 30, 2015, and is widely recognized for developing, engineering and deploying innovative technologies, including the first wireless 4G service from a national carrier in the United States.