Sprint

Leading telecom corporation uses the Adobe Online Marketing Suite, powered by Omniture, to deliver more engaging online and mobile experiences

Leading the way
Serving over 51 million wireless and wireline customers across the United States, Sprint has built its reputation on providing innovative products through one of the nation’s largest telecommunications networks and making customer service a top priority. "As an organization, Sprint has a clear vision of where their customers are and what they want," says Heather Pettus, team lead, key accounts, Adobe. "Sprint’s commitment to apply best practices within their web analytics program, and their drive to then innovate on those best practices, has enabled them to derive tremendous value from the Adobe Online Marketing Suite, powered by Omniture."

To reach further into the mainstream and build its multichannel strategies, Sprint saw the opportunity to strengthen its customer relationships by completely refreshing its online properties. To accomplish this, the company wanted to proactively reach out to online customers at their preferred point of contact, gain deeper insights into online and mobile traffic patterns and interactions, and create an environment that provided the best experiences to the widest audience possible.

"We have a customer-centered culture at Sprint and we are constantly working to understand our customers better to give them exactly what they want—which is a much tougher task as our customer base is constantly growing and using a broader set of technologies," says Dan Polk, director of Sprint.com operations.

Constantly evolving
To keep pace with its customers, respond quickly to the evolving needs of the business, and deliver more advanced services across channels, Sprint adopted the Adobe Online Marketing Suite. Using the Adobe solution’s robust survey capabilities and working closely with Numeric Analytics, the organization made its first—and most intuitive leap—by approaching customers with questions focused squarely on online experiences and interactions during its beta launch of its new online store.

"Adobe solutions helped us take the next step beyond previous questionnaires by allowing Sprint.com to view customer feedback in conjunction with internal analytical data," says Susan Moore, program manager at Sprint. "Customers saw more familiar navigation, colors, and fonts that helped to reinforce our branding, improved affinity for completing surveys, and delivered a much stronger impression; while simultaneously allowing us to respond to real-time customer feedback integrated with internal Sprint.com analytics."

The Adobe solution also facilitated a rapid development process that allowed marketing professionals to launch new surveys, and make adjustments to in-flight surveys.

Additionally, by empowering customers to engage in survey opportunities across the site during beta testing, Sprint had a reliable solution for web analysts to quickly troubleshoot customer-reported issues with straightforward and highly actionable insights. By incorporating the Adobe solution’s clickable survey functionality into the beta versions of the new website, the company facilitated greater customer involvement into site development, and was able to better respond to customer requests.

Systems at a glance
- Adobe Online Marketing Suite. Components used include:
  - Adobe SiteCatalyst
  - Adobe Discover
  - Adobe Survey
  - Adobe Consulting, for Omniture technology
  - Adobe Creative Suite 5

As of Q1 2011
Sprint uses the Adobe Online Marketing Suite to gain valuable insights into user behaviors and preferences, optimize its online and mobile properties, and get more out of its social media efforts.

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Susan Moore
Program manager, Sprint

For example, during initial phases of beta testing, some customers reported that they did not have the ability to browse family plans. Marketers quickly recognized that these customers were reporting the issue while they were adding lines to their existing family plans. Marketers then altered navigation so that the path became clearer throughout the “add a line” process. If this issue was left unattended, Sprint would have missed opportunities to showcase its family plans and generate additional revenue, extending even beyond their beta trials.

“The Adobe Online Marketing Suite was an integral part of our beta strategy as we launched the new online store at Sprint.com. It gave us the ability to listen to our customers in real time, make survey changes on the fly, and helped us better capture the voice of our customers,” adds Brian Schaefer, director of eCommerce at Sprint.

With the integrated online business optimization platform, Sprint business owners have the ability to systematically measure, iterate, make fact-based decisions, and ultimately improve the customer experience. Sprint can also view if browser updates affect site performance with real-time analytics—a process that has become increasingly important, as nearly four out of five wireless purchasers visit Sprint.com as part of their shopping process.

As a result, Forrester Research data showed Sprint as the most improved in Website Customer Satisfaction among wireless carriers from 2008 to 2010—Sprint’s success also tied for the greatest improvement of any company, in any industry. Sprint.com also helped to drive an additional 28% year-over-year growth in mobile handsets sold online and reduced churn rates across its Sprint.com community.

Defining emerging landscapes

In an initiative to engage a budding population of tablet computer and mobile Internet users, Sprint leverages the Adobe Online Marketing Suite to glean insights into what’s most important to its customers. Functionality, which devices are used, navigation, user interface, and much more are all explored to deliver optimized experiences to audience segments, as well as to define the company’s future website and mobile development strategies.

Similarly, data gathered with the Adobe solutions are also informing Sprint’s mobile roadmap and strategy behind what is built in Sprint mobile apps versus elements found in the mobile website. “Our mobile optimized site gives users the right balance of information and functionality, providing customers optimal account management, device browsing, store locator and coverage map experiences, and boosting traffic to our mobile website,” explains Jim Passantino, manager, Sprint.com Mobile Platform. “Without the Adobe solutions, we wouldn’t have had that level of visibility.”

Additionally, specific code built into Sprint apps enables marketers to identify traffic coming from the app to the mobile website. Leveraging mobile app alerts and various messaging strategies, marketers can drive additional traffic from the app to the mobile site and generate anywhere from two to three times the day-over-day traffic.
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Director of eCommerce, Sprint

“In addition to the company’s successes in mobile, we’ve extended use of the Adobe Online Marketing Suite outside of the Sprint.com organization to IT, Marketing, Sales, Customer Care, and other business units who play a vital role in the broader online ecosystem,” says Robert Patterson, manager of Reporting and Analytics at Sprint. Using the Adobe Online Marketing Suite capabilities to measure activity from Facebook and Twitter, the organization can better evaluate the return on investment behind its involvement with the social sites. To this end, Sprint has built a framework for analyzing and measuring company-owned social media postings, extending its campaign optimization strategies into the social media space.

Faster reporting, higher conversion

With the Adobe Online Marketing Suite—and reporting best practices helped established by Adobe Consulting, for Omniture technology—online optimization has become more of a focus across Sprint offices. From management and thought leadership to site developers and web analysts, Adobe solutions have played a role in transforming the company’s understanding of the importance of its online presence.

"Not everyone within the organization is comfortable looking at the raw numbers, especially ones that they might not look at every day," says Moore. "The Adobe Online Marketing Suite provides dashboard reports with graphical analyses that help to convey complex relationships and demonstrate the value of continuous optimization."

Additionally, the real-time reporting capabilities have accelerated feedback to website developers and help direct the site’s evolution. With the rapidly collected data, web analysts can quickly alert developers of both positive and negative changes applied to the online property—helping to ensure customers receive superior experiences and boost site conversion.

Sprint marketers have also integrated its reporting into how media content, created with Adobe Creative Suite 5, resonates with online visitors. With the Adobe Online Marketing Suite, marketers can quickly tag and optimize content in Flash® and other rich media across its online properties and microsites to gain a deeper understanding of how visitors interact with content, better follow traffic patterns on the site, and measure customer engagement with new and ongoing campaigns.

Adobe Online Marketing Suite solutions used by Sprint

<table>
<thead>
<tr>
<th>Solution name</th>
<th>Solution type</th>
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<tbody>
<tr>
<td>Adobe SiteCatalyst</td>
<td>Provides Sprint managers with actionable, real-time data about online activity</td>
</tr>
<tr>
<td>Adobe Discover</td>
<td>Delivers deep segmentation to create comprehensive view of customers to enable better decision making</td>
</tr>
<tr>
<td>Adobe Survey</td>
<td>Helps marketers easily design, create, and implement online surveys to measure audience sentiment</td>
</tr>
<tr>
<td>Adobe Consulting, for Omniture technology</td>
<td>Offers strategic industry insights and best practices for onsite optimization</td>
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Continuing a winning tradition

Focused on the future of the organization and the expanding demands of its customers across online and mobile channels, Sprint maintains a tradition of excellence in customer service. With the Adobe Online Marketing Suite, the company has an advanced, integrated platform to continue listening to its customers and deliver more of the outstanding experiences they have grown accustomed to from home or on the go, across devices, and now, social media.

"We are excited to have a business partner in Adobe that is equally focused on delivering superior customer experiences by helping us build deeper understandings of our growing and more complex customer base," adds Mike Cooley, Vice President, Online Channels and New Ventures at Sprint.