



Case Study

Sprint Customer Service

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Abstract

Two major carriers in the U.S. cellular telecommunications industry, Sprint the number three carrier and Nextel the number five carrier, merge to form one company, the Sprint Company. This case looks at a brief history of the two companies, examines the merger between the companies and how, after five years, their incompatible infrastructure and different corporate cultures affects customer service and customer value. This case details an actual customer experience in dealing with both sides of the merged Sprint Company.

Key words: Telecommunications, mergers, corporate cultures, and customer service.

Introduction

Sprint Nextel Corporation is a telecommunications company based in Overland Park, Kansas. The company was formed in 2005 when the Sprint Corporation purchased Nextel Communications. Its wireless data communications services include internet access and messaging, email, wireless photo and video services, entertainment applications such as TV mobile, and GPS navigation tools. The Corporation has 40,000 employees and operates in the United States, Puerto Rico, and the U.S. Virgin Islands, and is number sixty-seven on the *Fortune* Magazine Fortune 500 list (MSM, 2010).

Sprint Nextel is the third largest wireless telecommunications network in the U. S. in both subscribers and service revenue. It had approximately 48 million subscribers and revenues of approximately \$8.1 billion for the first quarter of 2010. Although it claims to have a customer-focused strategy, it is number three among the top ten in churn, or attrition rate. According to Wikipedia.org:

Churn rate, when applied to a customer base, refers to the proportion of contractual customers or subscribers who leave a supplier during a given time period. It is a possible indicator of customer dissatisfaction, cheaper and/or better offers from the competition,

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