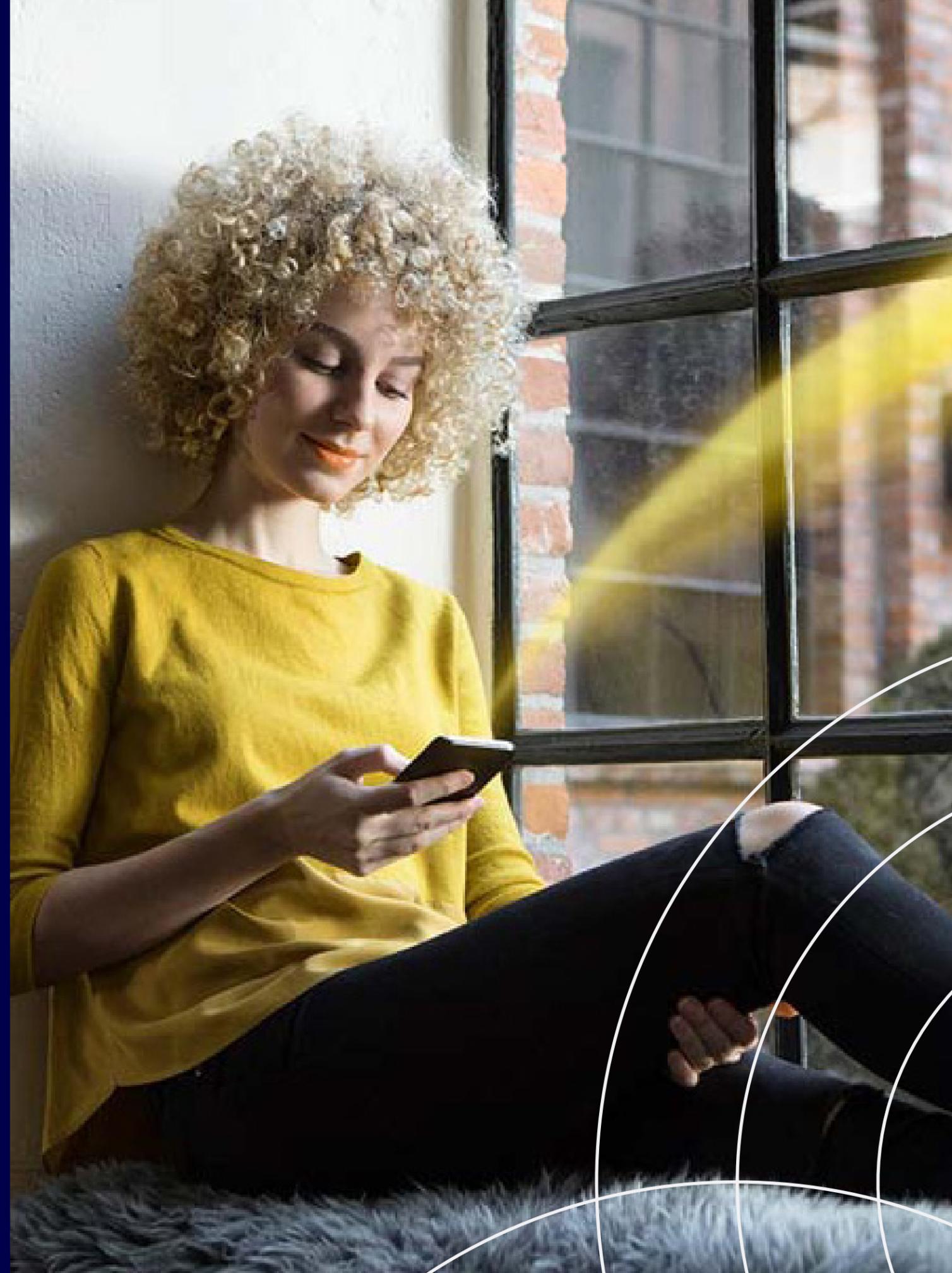




CASE STUDY

# How Sprint Builds Trust with Customers Using Khoros Messenger





Having a secure, branded messaging strategy is very important for Sprint. Adding messaging to our platform in order to bring customers' personal data into support conversations makes the customer feel more secure, and it makes our legal team feel more secure as well.



Allison Fasching

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Senior Social Media Strategist, Sprint

# Executive summary

With more than 50 million customers, Sprint has established itself as a trusted provider of wireless and internet needs. Already known for their excellent customer care, Sprint wanted to find a way to balance timely support with secure transfer of information. In other words, they wanted their customers to feel confident that they were in good hands when providing personal information. To accomplish their goal, Sprint chose to utilize secure, branded messaging with Khoros Messenger and now serves customers reliably within one PII-compliant platform.

Transferring customers from social media channels to a company-branded, secure support channel had long been Sprint's goal, but before using Khoros Messenger they were challenged by their old-fashioned support model. In order to exchange personal information securely, Sprint was in the habit of directing customers who needed assistance on Facebook and Twitter to the phone. This created a frustrating customer experience, to say the least. Sprint wanted one place for support so that customers would instead have a streamlined experience and the confidence that any information they exchanged would be kept safe. Khoros Messenger solved for all of these concerns: it allowed customers to stay in-channel and

keep their conversation with the same agent, all within a secure, Sprint-branded platform.

Today, Sprint's ideal solution is a reality: their branded messaging is a streamlined support channel that their customers use without hesitation. Externally, customers trust that their information will be kept safe, and internally, the Sprint legal team can rest assured that customer data will be kept private.

Since Sprint was also utilizing Khoros Community, they could seamlessly direct customers with questions from the Sprint Community into their branded messaging platform. Asynchronous conversations are no longer an issue for Sprint. Now, when a customer raises an issue on the Sprint Community or on social media, Sprint can easily move the customer to Khoros Messenger or even the phone if needed.

Overall, Sprint has had a 20% increase in messages coming through Messenger since implementing secure messaging with Khoros. For Sprint, success means making meaningful connections with their customers in a secure environment. With Khoros Messenger, that level of customer connection is now possible.

# How they made it work

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## Launched

a branded messaging platform with Khoros Messenger to gain trust with customers

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## Kept

customer conversations in-channel and with the same agent via Messenger

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## Utilized

Khoros Messenger and Community to easily handle asynchronous conversations

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## Ensured

data privacy, allowing customers and the Sprint legal team to rest assured that personal information would be kept secure

# Results

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After implementing Khoros Messenger, Sprint saw a 20% increase in the number of conversations coming through Messenger. Today, more of Sprint's customer conversations happen through Messenger and the brand has a high level of positive customer sentiment.

21%

of all customer conversations now go to secure messaging

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62%

remained in channel through issue resolution, reducing call-backs

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70%

of customers expressed positive sentiment with this "one-stop" resolution option



Since implementing secure messaging, Sprint has seen a 20% increase in conversations coming directly through that channel.



Allison Fasching

Senior Social Media Strategist, Sprint