



MAJOR FEATURES

- E-commerce Catalog
- Content Management System
- E-mail Newsletters
- Mapping/GIS Integration
- Real-Time Credit Card Authentication
- Installation & Support Scheduling
- ZIP Code-Driven, Multi-tiered Pricing
- Call Center Integration
- CRM Integration
- Vendor Management
- Customized Marketing Metrics & Purchase Analytics
- Online Behavior Tracking

Sprint Launches New Products and Reduces Cost of Customer Acquisition

When Sprint launched a suite of new telecommunication services, it chose Chaffee Interactive to create an e-commerce solution and an aggressive online marketing strategy that ultimately drove 31% of sales and reduced customer acquisition costs from \$285 to \$22 per new customer.

Challenge

Sprint, a leading global telecommunications company, was launching new services using the Internet as the centerpiece of its multi-channel sales and service strategy. However, critical sales and service data were segregated in “functional data silos” and Sprint had limited experience in generating sales online.

Response

Introducing best e-business practices, Chaffee Interactive created a strategic plan for Sprint that clearly defined objectives and a roadmap for the new online initiative from site development through aggressive post-launch marketing.

The e-commerce Web site integrated Sprint’s sales, customer service, CRM, mapping/GIS, installation and marketing departments. The complete solution included:

- A corporate extranet for managing pricing, offers and upsells, and pushing content personalized for users;
- A centralized data repository;
- Sophisticated sales metrics and purchase analytics; and
- Online media buys, SEO and targeted e-mail campaigns.

Result

Chaffee Interactive’s online solution empowered Sprint to acquire new customers and provide world-class customer service while significantly exceeding plan expectations. Within three months, 31% of new sales were generated online and customer acquisition costs plummeted from \$285 to only \$22 per new customer.



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