

# AWD<sup>®</sup> Case Study

## Sprint Publishing and Advertising, Inc.

### Business Environment

The process used by Sprint Publishing and Advertising, Inc. (SPA) to handle complaints was manually intensive and involved employees pulling files from various locations in the office, researching accounts on microfilm, and gathering information from sales representatives through phone calls and handwritten notes. A reporting system was in place, but it took one full-time employee to run this system. Moreover, the system had limited reporting capabilities (16 to 20 reports with only about five being used regularly). "There were a lot of yellow stickies and 3 x 5 cards around," Donna Davis, SPA Manager in Customer Care, said. "We spent a lot of time determining the source of fault, and it would take between 7 and 14 days to resolve a complaint."

A leading provider of advertising and marketing services, SPA's Customer Care Center in Bristol, TN, supports customers who have questions or complaints about yellow page ads, billing, or cancellation requests.

### Solution

SPA began investigating a work management solution in 1994. "Part of our mission statement is to exceed customer expectations. There was no way we could do that with the technology we had, so we started looking for an imaging system," Davis said. "A team of business analysts took that directive and ultimately chose AWD<sup>®</sup>, because it met all of the criteria we were looking for in a system."

SPA spent a significant amount of time preparing its employees for the new technology that would be PC-based and provide almost all of the required information onscreen. "There was about a five-month learning curve and adjustment," Davis said. In addition to AWD, SPA is using CSW<sup>®</sup>, EnCorr<sup>®</sup>, PowerStore<sup>®</sup>, and AWD/MIS<sup>®</sup>. And soon, SPA will implement AWD/RIP<sup>®</sup> to interface with field sales representatives' information stored on a mainframe system. Nightly downloads will enable these sales notes to be viewed online with other account information.

### Fast FAQs

#### Challenge

Manually intensive processing takes 7 to 14 days to resolve complaints.

#### Solution

AWD<sup>®</sup>

#### Benefits

- Two-day turnaround for complaints.
- 69 percent of calls handled the same day.
- Control and reduction of operating costs.
- Reduction of research labor.
- Immediate access to knowledge.

*"AWD has been wonderful...this product is helping us in our goal to exceed customer expectations."*

Donna Davis, Sprint Publishing and Advertising, Inc.



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## Results

Just six months after implementing AWD in its Customer Care Center, SPA experienced dramatic results. “We are in much better shape than we were a year ago, and our customers are much happier with faster resolutions,” Davis said.

The most significant benefit SPA has realized is that their customer service representatives (CSRs) have immediate access to *all* the information needed to respond to customers. Customers now perceive the CSRs as knowledgeable, resulting in improved image. “AWD has been wonderful,” Davis said. AWD’s implementation replaced SPA’s research department and reduced headcount by five. Also, SPA now runs more than 50 reports that AWD automatically routes to the appropriate users, improving management control.

“This product is helping us in our goal to exceed customer expectations,” Davis said.

	<b>May 1996 (pre-AWD)</b>	<b>May 1997 (post-AWD)</b>
<b>Turnaround time</b>	11 days	2 days (three days less than targeted)
<b>Calls handled same day</b>	14 percent	69 percent
<b>Backlogged complaints</b>	1,400	<100