

[Name of Student]

[Name of Instructor]

[Course Code]

[Date of Submission]

Sprint Nextel

Sprint Nextel has become a giant among the wireless companies by the merger of two companies. The companies involved in the merger were Sprint, which was ranked third in the US, with Nextel Communications that was fifth largest in the US. The company has a clientele of subscriber that are over fifty million in the United States. Based on the number of subscribers it comes third after companies like Verizon and Cingular. The company, however, is the largest all-digital wireless coverage provider in the US. Sprint Nextel provides its services in all fifty states and offers local exchange phone services for an excess of seven million access lines. Sprint has a relatively wide coverage in the East Coast compared to other regions in the US. However, it has left a few holes in the area in terms of service provision. The company has its main offices in Overland Park, Kansas. It has an employee population of about forty thousand (Agar, 112)

The firm's growth came in the 1970s, to become the largest telephone provider that is independent in the US. The company ten years later entered into X.25 data service that is a long distance voice service together with Uninet. The plan ensured it made complete fiber optics coverage in the whole country (Standard & Poor's 500 Guide, 14). The company then later offered a service, telespectrum, which was centered on providing cellular telephone services. It later sold this service to Centel. The company, however, acquired the company, Centel in the 1990s in a bid to re-enter the wireless market. The combination of wireless, local and long distance services made Sprint a unique company among its competitors. Sprint later developed a worldwide IP network that offered over ten gigabits per second foundation in the transatlantic areas, moving to 3G in 2002. The purchase of Nextel resulted to its renaming to Sprint Nextel. Its main competitors are Verizon Communications, Cingular and IT&T (Standard & Poor's 500 Guide, 14).

An Executive Chairman, who is also the head of the board of directors, leads the company. A president who also serves as both the chief executive officer and a director is in charge of the company's day-to-day operations. A chief operations officer and chief financial officer assist the president. Also in the leadership hierarchy, is a senior vice president who is in-charge of Corporate Strategy and Development (Bruner, 203)

The payment services by Sprint require \$40 for a two-year data plan for subsidized phones. For those who buy the phones at full price, a plan of \$15 is offered to them. The plan depends on the amount of data a client is planning to acquire. The company offers an improved deal for iPhone shoppers on single lines. They get to pay only \$50 for unlimited talk-time and messaging. Other phones' buyers get the offer at an additional ten dollars. These data deals are relatively cheap for Sprint's unlimited data users. Sprint also offers promotions on a temporary basis. Sprint's data prices are the cheapest among its competitors. The company is gearing towards clients who choose to upgrade early to their plans. The single line deal of sixty dollars for an unlimited talk and messaging plan proves to be a good plan (Fcc Record, 36)

The company has made tremendous efforts to improve their customer service. Customer experience can be directly influenced by the nature of customer service. Even though Sprint rarely engages with customers directly during installations, it realizes the importance of a workable customer service. The company has ensured the quality of their services to reduce the possibility of customers complaining. The company had a customer care strategy that is different from the common call durations by the client. It instead adopted a strategy that is aimed towards first call resolution. This move is one of the major factors contributing to the company's path to the peak of telecommunications by ensuring their customers are satisfied. Its competitors,

however, have left behind the company in their retail presence. The company has also been unable to reach economies of scale (Crawford, 414).

External Environment

Sprint's recognition has resulted in its large impact on the market in the recent years. The company realizes that one of the most significant factors for the success of a telecommunications company is network quality. The company's network is very extensive and spreads throughout the country. It has also been transformative in the market by introducing new technologies like 4G also known as WiMax network. Being the first in this network has helped the company gain a huge market share. The company has ensured network convergence where its subscribers can obtain any data with little restrictions with little effort. The company has done so by acquiring the technology, devices, and the skills to provide these services. Their technological advancement matches those of its competitors in terms of technological convergence and some high-end smartphones (Fcc Record, 39)

As the pressure for environmental protection grows, Sprint Nextel in 2007, made an announcement on its bid to reduce the emissions of greenhouse gasses. The company aims at reducing its average emissions by about twelve percent in the next decade. Their main strategy was the use of renewable energy sources and improving the efficiency of the energy flow and use. There is also a recycling plan for their products to reduce wastages (Fcc Record, 41-42).

The company is required by law to protect the privacy of their subscribers. New technologies have resulted in services like e-commerce and mobile banking that may expose the private financial details of their customers. The company has a duty to ensure that this data is

safe. The law also requires that the company does not unnecessarily access this private data (Fcc Record, 44-45).

Ethics and Corporate Responsibility

Sprint Nextel has a responsibility to its stakeholders. The main stakeholders in the company are the employees, customers, shareholders, managers and the society that directly benefits from the company's operations. The government is also a major stakeholder in the company as it gains taxes from the company's operations. Business ethics is concerned with the moral responsibilities of the business. Adopting a model for corporate governance remains the duty of many managers. The managers have to choose an operating model that is in line with the objectives of the corporation (Agar, 120)

People who have a keen interest in the company are of utmost importance to the managers. They may be involved in matters of politics, academics, environment, religion and even legal affairs. The telecommunications company has a corporate responsibility to ensure that all relationships with the interested parties are maintained and fully fulfilled. All the interested parties to the company have similar characteristics that make them revolve around the daily operations of the company. (Standard & Poor's 500 Guide, 21-23). Stakeholders have an active and visible interest in the subject matter. The matter may affect them directly or indirectly through the family. Manager of Sprint have to involve the entire stakeholder in the daily running of the company. Customers are the most important stakeholders of the company and have to be treated with utmost trust and respect (Standard & Poor's 500 Guide, 17).

Sprint and Nextel has an ethical responsibility. Business ethics have to be upheld by both the company as an entity and its employees. They must follow the stipulated laws governing the

running of the corporation. They have annual reports on their financial status that is made public for their stakeholders to see. This kind of business openness is a factor for their huge success as it minimizes the possibilities of unethical dealing and corruption.

Conclusion

The company has to come up with unmatched marketing strategies. It also has to plan on how to deal with the tough questions that potential customers are likely to ask. Companies have to be above the quality offered by their competitors so that they can be successful in the business-to-business transactions. The Sprint Nextel Company has made tremendous efforts in marketing its products in the US and rural markets. It has overcome very many problems since it was established. This success can be attributed to the development of serious management strategies by the company's management team. Some of these strategies like the focus on detail and consumer demands that were developed emerged as the turnaround points for the company's success. The management teams that has been in charge over the years have done a great deal of work in raising the company to where it is today. Maintaining a trustworthy business relation with the various clients is key to the growth of the company's market. The company has to maintain the quality of their telecommunications it makes to keep its consumer clientele.

Works Cited

Agar, Jon. *Constant Touch: A Global History of the Mobile Phone*. London: Icon, 2013. Internet resource.

Bruner, Robert F. *Deals from Hell: M & a Lessons That Rise Above the Ashes*. Hoboken, N.J.: Wiley, 2009. Internet resource.

Crawford, Susan P. *Captive Audience: The Telecom Industry and Monopoly Power in the New Gilded Age*. New Haven [Conn.: Yale University Press, 2013. Print.

Fcc Record. Washington, D.C: The Commission, 1986. Print.

Standard & Poor's 500 Guide. New York: McGraw-Hill, 2010. Internet resource.