Sprint Corporation

Name/Surname:

Name of the Institution:

Sprint Corporation

Sprint is a telecommunication company based in America, having its headquarters in Overland Park, Kansas. The company, together with its subsidiaries, offers a wide range of wireline and wireless communication services and products meant to meet the needs of businesses, government, resellers, subscribers and consumers globally (Dycus, 2019).It has about 30000 employees. Sprint Corporation, began in 1899 and happened to be the only company not owned by AT&T or Bell by 1950. Sprint Corporation is thought to be one of the most hated companies across the globe. This has been caused by their poor customer service, which most customers have complained about (Zook & Allen, 2016).

Governments play a significant factor that affects the long-term profitability of Sprint Corporation. The corporation operates in many countries globally, thus subjected to different political environments and political systems (Dycus, 2019). In recent times the company has been faced with increased corporate tax, strict regulation laws, and a global financial crisis. Moreover, customer service theory would be more helpful to sprint corporation (Żyminkowska, 2019). Adam Smith, in 1776, argued that customer service is the foundation of competition. Customer service helps in understanding how a corporation can attract customers and retain them. The theory calls for customer loyalty and satisfaction within a business. In recent times no one wants to associate himself with a company that does not care about its customers, their comfort, and concerns (Żyminkowska, 2019). Thus, if a corporation wants to compete effectively, it must be well rated by its customers. Even though all businesses are after making profits, the market forces will always force the corporation to motivate its customers.

Sprint corporation needs to make sure that all the products and services they offer are reliable to its customers. This means that the product they sell should reliably perform their tasks. Their services and goods should also be flexible, meaning they should change according to time and seasons. Lastly, they should create trust, which creates a good relationship between them and their customers (Zook & Allen, 2016).

**References**

Dycus, S., Banks, W. C., Raven-Hansen, P., & Vladeck, S. I. (2019). *National security law sixth edition and Counterterrorism law third edition: 2019-2020 supplement.* New York: Wolters Kluwer.

Żyminkowska, K. (2019). *Customer engagement in theory and practice: A marketing management perspective.*

Zook, C., & Allen, J. (2016). *The Founder's Mentality: How to Overcome the Predictable Crises of Growth.*