



**Len J. Lauer**  
Sprint President & COO  
And President Sprint PCS  
Mailstop KSOPHF0410-4A427  
Eisenhower A  
6200 Sprint Parkway  
Overland Park, KS 66251  
Voice 913-794-1500  
Fax 913-794-1505  
[len.j.lauer@mail.sprint.com](mailto:len.j.lauer@mail.sprint.com)

April 2, 2004

Janee Briesemeister  
Consumers Union Southwest  
1300 Guadalupe, Suite 100  
Austin, TX 78701

Dear Ms. Briesemeister:

Thank you for your note regarding the Consumers Union campaign, along with the customer letters submitted through your website. Sprint takes every customer complaint seriously and is working to address any specific account related issues raised in the letters.

Sprint has been transforming the business through a concentrated focus on the customer. Sprint is improving and enhancing our customer-facing processes:

- We have changed the culture at Sprint to make customer satisfaction our number one priority. Customers can count on Sprint associates, in retail stores, on the web or by phone, to give them the kind of premium service they expect and deserve.
- We are focusing on one customer at a time and continue to work toward a "One and Done" approach. This ensures our customers get their questions answered and problems resolved during their first interaction with a Sprint associate.
- We have simplified our automated voice service, making it easier for our customers to speak to a live Customer Solutions Specialist.
- We have simplified our calling plans to make them easy and understandable for customers.

Sprint recognizes the importance of making a clear voice call. Sprint continually improves its network to give customers better service than they already enjoy—Sprint will invest \$2.4 billion in the PCS network in 2004 – on top of the \$2.2 billion investment made in 2003 – to include thousands of new cell locations (more carriers, more microcells and repeaters) to expand coverage not only geographically, but through in-building solutions and other capacity expansions.

Sprint also leads the industry in giving customers the most innovative, useful devices around. Sprint continues to showcase the quality and ease of use of Sprint PCS Vision services by bringing to market innovative applications such as PictureMail and Video Mail.

Customers find value in Sprint PCS products and services. They have proven it by using a record number of minutes—approximately 14 hours per month in the fourth quarter of 2003.

As part of its commitment to customer satisfaction, Sprint worked with others in the wireless industry to develop a voluntary Consumer Code for Wireless Service. Sprint is proud to be an original signatory to the Code, which includes provisions on clear disclosure of rates, terms and conditions; clear and accurate coverage maps; the right to terminate service for changes to contract terms; privacy protection; specific disclosures in advertising; and trial periods for new service. Sprint is committed to the Code's terms, and we believe that it provides real, meaningful benefits for consumers.

In short, Sprint is taking the lead in working to improve customer service and network performance and delivering innovative products and services. We are making headway and will continue to improve.

Sincerely,

Len Lauer