

CIO

INSPIRING MINDS

Award-winning innovation tips

BIG IDEAS ON A SHOESTRING

High-impact projects on the cheap

CLEAN SWEEP

Smile for the IT camera

THE SCOOP ON E-READERS

Lighten up your briefcase

22nd Annual CIO 100 Awards



[SPECIAL ISSUE]

Business Value. Cost Control. **Customer Focus.**

PLUS

Ringin' Up Baby

Stork Craft relies on technology to revamp its Wal-Mart relationship

CIO 100 Honorees

2009 Winner Profile

T-Mobile USA

PROJECT DESCRIPTION:

Using service-oriented architecture, T-Mobile revamped the customer service experience by deploying OpenSpan to provide its customer service representatives with one view of all the systems they use. With a convenient search feature, call center employees can find the information they need within seconds, without unnecessarily lengthening a service call. Call response times have been reduced by 13.75 seconds across call centers, while new representatives trained on the integrated system have a call response time of up to 22 seconds better than reps trained on the previous system. The results are expected to save \$260 million annually.

PROJECT TYPE: Home Page

BUSINESS FUNCTIONS: Customer service/support

BUSINESS GOAL: Financial

CIO: Robert Strickland, SVP & CIO

CEO: Robert Dotson, CEO & President

HEADQUARTERS: Bellevue, Wash.

INDUSTRY: Telecommunications

REVENUE (2008): \$ 21 billion

WEBSITE: www.t-mobile.com



OpenSpan, Inc.

4501 North Point Parkway, Suite 140 • Alpharetta, GA 30022 USA

+1 678.527.5400 (ph) • +1 678.527.5401 (fax)

sales@openspan.com • www.openspan.com