

## **Stakeholder Engagement**

Stakeholder engagement is a complicated term for a simple idea: having a conversation with people who have an interest in Sprint. We engage with our key stakeholders in order to understand what social and environmental issues matter most to them, and, likewise, ensure they have the opportunity to hear and understand our views. Our objective is to provide an open and respectful dialog where both sides benefit from the conversation and have a deeper understanding of the other party's position.

Although we cannot always agree with our stakeholders, our goal is to openly and honestly explain our position and understand theirs. It is clear that our stakeholders want us to succeed and feel "vested" in Sprint's performance. We appreciate their commitment to our success and their direct feedback on how we can do better.

## **Sprint's Stakeholder Process**

There are three basic steps in our stakeholder process: identify and prioritize stakeholder groups, ensure an owner for each, and document an effective engagement process. The stakeholder process varies based on our input needs and stakeholder communication method. We also ensure there is defined escalation path for stakeholders who are concerned their feedback isn't reaching the right audience. Stakeholders always have the option to engage with Sprint's Executive Services Group or board of directors. Guidelines and procedures for contacting the Sprint Board of Directors can be found within our [Corporate Governance Guidelines](#).

The table below provides a summary of Sprint's top stakeholder categories, corporate owners, primary engagement methods and a sample of the types of metrics we use in each category. The data is representative of our approach, but in each case there may be additional owners of an aspect of a stakeholder category, many more methods of engagement, and considerably more metrics.

Beyond top line business performance metrics, such as purchase volume and churn rate, stakeholder engagement provides the single greatest opportunity to understand, predict and manage our corporate performance.

## Sprint Stakeholder Engagement Process by Stakeholder Category

Stakeholder Category	Corporate Owner	Primary Engagement Methods	Metrics
Customers	Chief Service Officer Vice President, Product Management	<ul style="list-style-type: none"> <li>Customer Care – call centers, retail stores, online support</li> <li>Sprint Social Care – Facebook, Twitter, Sprint.com Community</li> <li>Transaction and attitudinal surveys</li> <li>User experience forums</li> </ul>	<ul style="list-style-type: none"> <li>Time/calls to resolve problem</li> <li>Customer Satisfaction metrics from online, phone, and text-based surveys</li> <li>Specific performance metrics per care channel or engagement type</li> <li>Customer Service Surveys (The American Customer Satisfaction Index (ACSI), Vocalabs, J.D. Power Customer Care Survey and Purchase Experience Survey)</li> </ul>
Employees	Senior Vice President, Human Resources	<ul style="list-style-type: none"> <li>Grievance process/labor dispute resolution</li> <li>Employee hotlines – ethics, benefits</li> <li>Sprint Space (online employee social community)</li> <li>Employee satisfaction and other surveys</li> <li>Quarterly All Hands meetings</li> <li>Skip-level meetings</li> <li>Sprint Idea Network</li> </ul>	<ul style="list-style-type: none"> <li>Participation rates in employee programs/call volumes hotline</li> <li>Volume and tone of traffic on intranet community</li> <li>Sprint Employee Survey once per quarter that surveys 25% of employee base each time</li> <li>All Hands meetings (4 per year; average attendance of 30-40%)</li> <li>Idea generation – # of events, # of ideas, # of idea implementations</li> </ul>
Shareholders & Investors	Director, Investor Relations	<ul style="list-style-type: none"> <li>Quarterly investor calls with top 20 investors</li> <li>Quarterly investor updates</li> <li>Annual Shareholder Meetings</li> <li>SEC filings</li> <li>Annual investor meeting</li> </ul>	<ul style="list-style-type: none"> <li>Investor perception survey results</li> <li>New investment</li> <li>Maintained investments</li> <li>Investor participation rates</li> </ul>
Business Partners & Suppliers	President, Network and Operations	<ul style="list-style-type: none"> <li>Quarterly review meetings – suppliers/business partners over a set level of annual spend</li> <li>Supplier assessment process/capacity building (annual assessment, quarterly batches)</li> <li>Supplier scorecards/audits (annual or quarterly depending on supplier)</li> </ul>	<ul style="list-style-type: none"> <li>Performance on quarterly scorecard – more effective engagement leads to higher scores</li> <li>Supplier assessment - percentage meeting criteria</li> <li>Percentage of top suppliers participating in capacity building efforts</li> <li>Percentage top supplier movement over time into compliance</li> </ul>
Government & Regulators	Senior Vice President, Government Affairs	<ul style="list-style-type: none"> <li>Regular meetings with key congressional leaders to ensure their familiarity with our business issues</li> <li>Regular meetings with state regulators in key areas affecting our business</li> <li>Regular dialog with EPA/DOE corporate program management teams</li> </ul>	<ul style="list-style-type: none"> <li>Open doors – opportunity to meet with government officials and regulators as needed</li> <li>Results of issues being championed</li> <li>Inclusion in EPA/DOE programs, leadership status</li> </ul>

Community & Non-Governmental Organizations (NGOs)	Senior Vice President, Corporate Communications and Corporate Responsibility	<ul style="list-style-type: none"> <li>Community engagement/support: six communities (based on Sprint employment): Overland Park, Kan; Atlanta; Dallas/Fort Worth; New York; and Denver.</li> <li>CR stakeholder panel moderated by Ceres</li> <li>Close relationship with specialized NGOs per CR issue area, as extended member of CR Working Committee</li> <li>CR email feedback process</li> <li>CR conferences</li> </ul>	<ul style="list-style-type: none"> <li>Percentage recommend/advocate for Sprint</li> <li>Stakeholder perception survey</li> <li>Community/NGO recognition</li> <li>Engagement tone/results – percentage issue resolution</li> <li>Inquiry volume</li> <li>Response time</li> </ul>
Industry Analysts & Market Experts	Senior Vice President, Corporate Communications and Corporate Responsibility	<ul style="list-style-type: none"> <li>Dedicated analyst relation team</li> <li>Weekly analyst update emails</li> <li>Dedicated website</li> <li>Annual analyst meeting</li> </ul>	<ul style="list-style-type: none"> <li>Formal feedback following annual analyst meeting</li> <li>Improved Sprint ratings from analysts</li> <li>Annual perception survey and engagement questionnaire</li> </ul>

**Corporate Responsibility Stakeholder Engagement**

Within the Corporate Responsibility team, we own two types of stakeholder engagement – a formal external stakeholder panel managed by Ceres for Sprint, and advisory relationships with non-governmental organizations (NGOs) specializing in specific issue areas for Sprint CR such as phone recycling, privacy and lead-acid battery management.

The table below highlights some of our 2014 CR stakeholder dialog:

Stakeholder Feedback	Sprint Response
<p><b>Water Conservation</b> Stakeholders like Ceres, World Wildlife Fund and The Nature Conservancy have called for improved water disclosure and performance from companies.</p>	<p>Sprint agrees. In addition to tracking, reporting and reducing our water use, we are encouraging our suppliers to do the same. To help them out, Sprint has been working with Ceres, WWF and TNC to produce a complementary water conservation handbook for suppliers that provides guidance on how get started. It will be published in 2015 and made available to the public for free.</p>
<p><b>Lead-acid Batteries</b> Sprint could take additional steps to evaluate whether the lead-acid batteries it purchases for back-up power are produced in a safe and healthy manner.</p>	<p>Sprint agrees and has been working with Occupational Knowledge International, an NGO dedicated to improving public health through reduced exposure to industrial pollutants. Together, we have been developing procurement checklist to help Sprint assess the environmental, health and safety performance of existing and potential lead-acid battery suppliers.</p>

<p><b>Paperless Claims</b> Sprint should refrain from touting electronic billing as “green.”</p>	<p>Sprint concedes that more research is required to substantiate paperless billing is more environmentally friendly than paper-based billing. This is an outcome of our dialogue with Two Sides, an NGO focused on sharing why paper is a sustainable medium. Until we are prepared to conduct a life cycle assessment to scientifically determine the environmental impact of each option, Sprint intends to refrain from promoting its paperless billing options for customers as being more eco-friendly.</p>
<p><b>Ag Residue Paper</b> Sprint should consider alternatives to paper made solely from tree-based pulp. Consideration ought to be given to pulp derived from agricultural by-products which can be more eco-friendly.</p>	<p>Sprint agrees. In 2015, we will be the first company in the U.S. to pilot the use of wheat-straw paper in customer correspondence using a high-volume, high-speed insertion printing process. By working with Canopy (an NGO focused on forest conservation), Staples and Prairie Paper, we were able to identify a viable and affordable product to test that also was more eco-friendly than traditional paper.</p>