



BEHAVIORAL SERVICE & WASTE & RESOURCES



WHY

Sprint is incentivizing customers to recycle their old mobile phones through its Buyback Program.


HOW


- Customers bring a mobile phone from any carrier to a Sprint store for recycling.
- Sprint provides customers with up to \$300 of instant credit at the point of sale, which can be used to purchase a new mobile phone.
- Sprint also sponsors celebrity events, recycling events, and recycling pledges to raise awareness of the Buyback Program.

BUSINESS VALUE

 RISK	<p>Long term supply – Reusing materials means Sprint is less reliant on virgin materials and supply chain volatility.</p> <p>Short term cost – Refurbishing and recycling mobile phones is generating huge savings for Sprint.</p>
 REPUTATION	<p>Brand sentiment – Sprint is recognized as the leading green wireless carrier and the Buyback Program as best in industry.</p> <p>Brand loyalty – The program has helped create numerous repeat Sprint customers.</p>
 MARKET	<p>Share – Customers from other carriers can participate in the program and receive credit, which helps convert customers.</p>
 INNOVATION	<p>Business model – Sprint has developed closed loop capabilities through the program</p>

CONSUMER VALUE

- 

FUNCTIONAL
Customers receive instant credit which they can use to buy a new mobile phone from Sprint.
- 

EMOTIONAL
By recycling their old mobile phones, customers feel they are playing a role in environmental protection and conservation.

RESULTS

- Over \$75 million was returned to customers in 2012 alone, with \$1 billion in cost savings for Sprint. [Source](#)
- 40% of Sprint customers recycle their mobile phones, compared to the US national average of less than 10%. [Source](#)
- Sprint collected 40 million devices between 2001 and 2012, representing 4,000 metric tons of electric waste. [Source](#)