

## Client Case Study—Building Leadership Capability

### AT&T: Executing on the New Agenda for Growth

#### The Challenge:

After the successful rollout of LwD3, AT&T University turned its attention to the critical growth platforms for the company and partnered with SPCI to deliver a powerful three-day program to officers and senior managers about the company's key strategies for growth.

#### The Solution:

Highlights from this program included:

- *The Innovation Radar*: This comprehensive research assessment provided AT&T senior leaders with insight into their level of innovation across 12 innovation vectors.
- *Platform Leadership*: Using case studies and material from thought leaders in the field of Platform Strategy, the senior leaders applied the core concepts of two-sided industry platforms to refine and enhance current platform opportunities.
- *Frictionless Customer Experience*: The senior leaders learned about a Best Practices Implementation Model for implementing the Net Promoter® Score.



#### The Results:

The company has made significant progress in defining the key platforms for growth and NPS performance has steadily improved including top scores in their industry for their retail store experience.

### The Service Profit Chain Institute

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