

## Pulte Homes Looks to the SBC Team For Competitive Edge in Customer Service

National Developer and Homebuilder Uses the SmartMoves® Team To Enhance the New Home Buying Experience

### Challenges

- Forge strategic relationships with broadband service providers to enhance the new home buying experience for Pulte Homes customers
- Establish alliances with vendors offering a single point of contact for all communications needs — from network engineering to customer connections — to ensure top-notch customer service

### Solution

The *SmartMoves* program — an SBC affinity marketing program which expedites installation of the telecommunications infrastructure within new Pulte Homes communities and provides Pulte's homebuyers with dependable and on-time telecommunications service options, including:

- SBC Local and Long Distance
- SBC Yahoo!® DSL
- Cingular® Wireless and the FastForward™ cradle

### Results

Pulte Homes customers have their telecommunications services installed and fully operational as soon as they move in, enhancing the home buying experience and giving Pulte Homes a competitive edge in customer service.



“The *SmartMoves* program helps make the moving process that much easier for our customers, and helps Pulte deliver a better home buying and ownership experience,” said John Stoller, Senior Vice President of Pulte Homes. “By leveraging our alliance with the SBC team in its operating territories, we’ve been able to increase our industry-leading customer satisfaction ratings.”

Pulte Homes, a Fortune 250 company that employs approximately 11,000 people, is one of the largest homebuilders in the United States. Headquartered in Michigan, the company has operations spanning 27 states and more than 44 markets across the United States.

As a leader in the new home industry, Pulte Homes strives to offer its customers the best possible home buying experience. Delivering on this commitment was more challenging in some of Pulte's outlying communities when telecommunications and other utility providers lagged in providing basic telecommunications and broadband services to new home owners. Dissatisfied with this state of affairs, Pulte started to search for partners who offered a better program for its customers. During this search, Pulte met with many service providers, including start-up entities as well as other more established companies. After reviewing a variety of alternatives, Pulte Homes decided to work with the SBC team because of its strong reputation, stability and commitment to improving customer service for Pulte and its home buyers.

"When we first started looking at this initiative, many service providers approached us with the promise of great service and great prices," Stoller said. "But we wanted to work with a dependable, reliable brand and maximize that relationship. We were concerned about whether the start-up companies could live up to their marketing hype. The SBC team has a real understanding of customer needs and has the resources to deliver on its promises."

Since the alliance with the SBC team was established, approximately 34,500 single-family Pulte homes have been served through the *SmartMoves*<sup>®</sup> program. Pulte Homes customers are able to get their telecommunications services up and running as soon as they move in — delighting these end users and giving Pulte Homes a competitive edge in terms of customer service.

"Our partnership with the SBC team has truly improved the home buying experience for our customers, and further enhanced our reputation for customer satisfaction and service in the new home industry," Stoller said.