T-Mobile isn’t afraid to challenge the status quo. In 2013, they turned the standard carrier plan on its head, eliminating annual contracts and mysterious fees, while offering free data when traveling abroad and unique customer rewards.

“We have completely transformed the company,” said Peter DeLuca, SVP of Brand Communications. “We repositioned the brand as ‘the Uncarrier’ and what that means is we’re squarely focused on our customers and their pain points.”

This “Uncarrier” brand promise marked a considerable shift for the T-Mobile customer experience—and the marketing organization felt the pressure to deliver. This expectation required finding a more agile, flexible, and connected way to get work done quickly and efficiently.

“We needed a way to organize our work and scale to the next level,” said Kelsey Brogan, Director of Integrated Program Management. “With the volume and velocity in which we work, Workfront is the only tool that can enable us to move forward.”

T-Mobile’s work management strategy provides a clear connection to a great customer experience.
The digital landscape looks drastically different than it did even five years ago, and not every company is up for the challenges that come with being a customer-focused organization. T-Mobile’s bet on the customer experience paid off; in those five years the company’s total customer base has increased by 36% to 86 million customers. For T-Mobile, delivering exactly what those customers expect—and exceeding their expectations—required significant effort.

“It’s a very complex ecosystem,” said DeLuca. “We are customer experience obsessed and that means we have to be extremely nimble in everything that we do. Our teams have to be equally agile. Information needs to be in their hands as fast as you can possibly get it to them.”

T-Mobile wanted to bring that same passion and energy to the way they managed work. However, with aggressive growth came changing priorities and an exponentially larger volume of work. T-Mobile quickly realized its current workflows and processes would not scale to meet business demands.

“We were working in silos. There were a ton of meetings and duplications of effort,” said Integrated Marketing Program Manager Dana Hawkins. “There was no cohesive way to communicate or keep up with our projects.”

“We put our tentacles in everything—but if you’re moving in a million different directions, you don’t always have a clear path forward,” said Brogan.

Ultimately, the need for visibility and more efficient processes resulted in more than just lost nights, and as a company that prides itself on being voted a best place to work, it was time for a change.

Inconsistent processes made it difficult to deliver incredible customer experiences to T-Mobile’s growing customer base.
Do the right work at the right time.

T-Mobile made a bold move to “change wireless for good” for its customers. Since then, the company’s growth trajectory has been dramatic. However, like many organizations, T-Mobile found it difficult to scale the expected level of service across millions of existing and prospective customers and more than 10,000 retail locations.

“When I got here, making sure you had the right people in the right meetings at the right time didn’t exist,” said Brogan.

T-Mobile’s marketing department says their efforts felt a lot like “herding cats, dogs, and zebras.” Manual processes ruled, campaigns lived in spreadsheets, and meetings took up too many workday hours.

Workfront helped T-Mobile bring together all of its people, processes, and tools in one place to create a single source of truth that captures the full lifecycle of work. Now the marketing team can track, manage, and deliver fully integrated marketing campaigns that help them keep pace with a growing customer base and stand out in a crowded market.

“Workfront has enabled us to drive better project flow and bring previously siloed people and tools together in one central place,” said DeLuca. “It’s super impressive. And now we can manage that flow in a way that allows us the ability to target and talk directly to the customer.”

**THE RESULT**

Increased the amount of projects per month to 300; a 275% increase.
Stay focused on work that matters.

Today’s digital landscape has enabled T-Mobile to create increasingly targeted and meaningful experiences for their customers. However, with personalization comes more work streams—a campaign that previously required creating one asset now includes multiple deliverables to meet the needs of every customer. While T-Mobile was proud of the number of deliverables the team could handle on a daily and weekly basis, this proliferation of work resulted in an inconsistent intake and content creation process.

Today, every task and timeline is managed using customized project templates in Workfront, giving everyone the ability to visualize and keep tabs on all in-progress programs and stay focused on the work that matters most. T-Mobile can now track and measure progress across every project and task to ensure things are moving smoothly—and continue to evaluate and optimize processes.

“We need to prove that we’re developing better processes and working more efficiently,” said Hawkins. “We can track everything that we’ve done with Workfront and can move forward.”

THE RESULT

200% increase in the size of marketing organization; 92% decrease in weekly process meetings (12 reduced to 1).
Create a single source of truth.

T-Mobile knows customer expectations will continue to evolve and shift—and a single place to connect work enables the organization to keep pace and manage a complex system of marketing initiatives, campaigns, and content all tailored to their customer’s needs.

“It’s very important to manage this flow of work in a way that’s consistent but also allows us the ability and flexibility to adjust and evolve workflows as we learn more about our customer,” said Brogan.

“With Workfront, we’re able to have a single source of truth for the entire work organization,” said DeLuca. “We’re putting information in their hands, which helps inspire them to do the best work of their careers.”

Workfront enabled T-Mobile to:

- Deliver a better, more consistent customer experience
- Respond with agility to changes in the marketplace
- Streamline and standardize workflows to speed up targeted content production
- Improve connectivity and visibility by centralizing workflows and creating a single place to connect all work

“With the new tools and empowerment, we’re able to have a single source of truth that the entire organization can work from. Putting information in people’s hands helps to inspire them to do the best work of their career.”

—Peter DeLuca
SVP of Brand Communications
“For the volume and velocity at which we work, there is no other tool that can get us to that next level. Workfront is our only way to really move forward in a way that’s going to enable people to stay focused.”

—Kelsey Brogan
Director of Integrated Program Management