

Now if you buy a Sprint phone you can get it set up at home

April 13 2015, byThe Associated Press

A new customer strategy for Sprint: Phone setup in your house.

Overland Park, Kansas-based Sprint Corp. has been trying to draw [subscribers](#) from its bigger rivals, Verizon and AT&T. Meanwhile, the No. 4 carrier, T-Mobile, is winning customers through discounts and other programs.

Sprint's home service starts Monday in Kansas City for customers who are eligible for an upgrade, and will expand to Chicago and Miami next week. More cities are expected.

How it works: A Sprint rep will bring a new phone or tablet to a customer's [house](#), transfer over data from an old device and offer advice on how to use it.

Sprint is still investing in stores, though. It's building mini-shops in many of the remaining stores of bankrupt electronics chain RadioShack.

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Citation: Now if you buy a Sprint phone you can get it set up at home (2015, April 13) retrieved 26 April 2024 from <https://phys.org/news/2015-04-sprint-home.html>

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