

broad shark

MARKETING CHANNEL PROBLEM

A major multiple system operator serving over 10 million homes, needed to quickly further expand its online sales channel to drive growth for its broadband service. Obstacles to growth included a highly complex legacy pricing structure, multiple URLs that were not being managed, and a complex online order process.

SOLUTION

Collaborating with over a dozen Regional decision makers, Corporate IT and leveraging primary and secondary consumer insights, developed and implemented a MSO wide plan that was designed to deliver Regional specific broadband pricing for the online channel and led a complete redesign of the ordering process.

Over 75 satellite urls were identified and redirected to the MSO's primary URL. Through this effort, the MSO launched tiered broadband offerings across its footprint with regional specific pricing. The MSO was recognized by Jupiter Research as having the best, consumer friendly process for researching and selecting the best broadband tier.

RESULT

Immediately after implementation of the initiative, online orders increased by over 100%. Over 70% of the orders included requests for broadband service. This growth was sustained for subsequent months and each month forward was at least 100% higher than the year-over-year month. The online "System" became one of the top five Systems in broadband sales throughout the MSO which had approximately 100 separate Systems.

Online Orders

