

Case Study – Cable Television / Telecommunications

Background

A leading U.S. cable television and Internet services corporation had experienced plummeting sales in a key southeast region. Brand reputation was negative and customer loyalty had fallen to an all time low. Competition had increased from two major satellite providers, and was resulting in serious losses of customers in all segments.

The company asked Altyris to provide a marketing strategy and advertising campaign that would improve brand reputation, increase sales, and improve customer retention in all market segments within the targeted region.

Actions

Our team conducted targeted research to determine customer attitudes and expectations in the targeted market segments, evaluated the impact of regional economic trends, and assessed competitive activities. We also examined the client's existing marketing and customer service programs to determine unmet customer needs and areas of opportunity.

We developed and implemented a comprehensive marketing and brand strategy calling for the creation of new brand messaging, updated marketing approaches, a new customer segmentation model, tighter control of message delivery, new customer retention techniques, enhanced customer communications, and the redesign of customer mailings and documents.

New television, Internet, radio and print advertising was produced, and new marketing materials were designed to improve brand reputation while also enhancing the sales message and targeting each distinct customer segment.

Results

The client's negative sales trend was reversed within two months. The campaign generated an 85% improvement in tested market perception, with customer response rates more than doubling compared to previous results. Sales increased by more than 28%, and the retooled customer retention program improved customer retention rates by more than 75%.