

CABLE OPERATOR INCREASES CUSTOMER ACQUISITION WITH AUTOMATED REMARKETING

*COMPANY CAPTURES 69%
MORE LEADS, RAISES
NEW-CUSTOMER
CONVERSIONS BY 5%*

The Company

A multisystem operator (MSO) that owns and operates advanced cable systems in multiple geographic regions across the US. The MSO offers a range of home entertainment choices including cable TV, high-speed Internet and digital phone service.

The Challenge

The Vice President of Sales and Marketing for one of the regional system operators was looking for an information services solution that would help increase the MSO's customer-acquisition rate at its company-owned call center.

The Challenge

More than 60% of non-customer inbound callers did not convert to a sale.

The Solution

SecondApproachSM automated remarketing services from TARGUSinfo.

The Result

Inbound lead capture increased by 69%, resulting in a 5% increase in sales among non-customer calls.

The call center receives over 2,000 unique calls per day — more than 40% of which were not from existing customers. But what piqued the Regional VP's interest was that more than 60% of the non-customer callers did not convert to a sale due to a high abandonment rate.

The Solution

Because TARGUSinfo is the MSO's trusted source for its caller name services, the Regional VP thought it was a natural progression to utilize the company's rich data repository, analytics platform and real-time technology for inbound call center applications. TARGUSinfo provided: 1) an automated solution that would assist call-center agents in identifying and qualifying incoming callers at the moment of caller interaction and 2) an automated remarketing program that would reach out to the callers who did not convert to a sale within 24-48 hours of initial contact. The TARGUSinfo solution included:

- Automatic validation of caller's home address against operator's corresponding homes passed database so attributes such as customer/non-customer flags, footprint/serviceability indicators and demographic markets can be added to inbound calls
- An IVR prompt for a home telephone number if the inbound ANI is determined to be a wireless or business phone number
- Automatic capture, validation and storage of inbound caller's home phone and associated name and address, including a Do Not Call flag
- Automatic integration of enhanced inbound call records into call center's lead management platform
- Automatic fulfillment of an operator-designed offer to non-customer and non-converted callers within 48 hours of initial contact

The Result

In less than two months, the Regional VP reported a 69% increase in useable, identifiable leads for call-center agents. In addition, call reports were trending toward shorter call wait times and agent interactions. But most importantly, the operator saw an immediate 5% increase in new-customer sales directly from the automated remarketing program.