



PR1ME INSIGHT + FOCUS

Vol. 1, 2012

MARK YOUR CALENDARS...

RFI 2012 EVENTS

... designed for telecom directors and managers in product, market, sales and channel management.

BMMA July Hot Topic Call:

Churn
July 24, 2012

BMMA August Hot Topic Call:

A Path to 400G
August 28, 2012

BMMA Fall Workshop

September 25-28, 2012
Biloxi, MS

Retail & Alternate Channels Workshop

Hosted by MTS Allstream
October 16-18, 2012
Winnipeg, MB, Canada

For more information on these and other events visit

www.researchfirst.com

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RFI announces 2012 fall events

BY ELLIS D HILL

ResearchFirst has scheduled two fall events designed for Telco Directors, Product and Marketing Managers, Sales Channel Managers and their vendors.

Join us for productive and interactive sessions with presentations and roundtables covering success stories and best practices, bundles, new applications and services, converged services, loyalty and churn-reduction strategies, traditional and alternate channels, competitive overviews and strategies, and much more...

The **BMMA 2012 Fall Workshop** (September 25-27 - Biloxi, MS) will cover industry benchmarking as well as roundtable discussions on several key broadband product and market issues with industry leaders. For details, visit www.bmma.us/events.

The **Retail & Alternate Channels Fall Workshop** (October 16-18 - Winnipeg, MB) - this year hosted by MTS Allstream—will cover all the major channels other than inbound call centers: retail, e-channels, door-to-door, outbound telemarketing, aggregators, social networking, affinity programs, etc. Visit www.researchfirst.com for details.

Sponsorship and speaking opportunities are available for our events. Please contact me to discuss.

We look forward to seeing you this fall! Meanwhile, have a wonderful summer!

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Broadband customer experience research

BY ELLIS D. HILL

In early May 2012, ResearchFirst launched a consumer survey addressing the consumer broadband customer's experience, with input from Broadband as well as Sales seminar alumni.

The survey covered general satisfaction, likelihood to recommend and to purchase again (from their current provider), primary reasons for shopping and for purchasing, channels for shopping and purchasing, installation, technical support and billing issues.

The report provides a comparison between Telcos and Cablecos. While many

similarities exist, there are some interesting differences. For both, tech support is a key retention tool.

The final report is now available (\$300). For more information, contact me or visit www.researchfirst.com/research.

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Telco Sales Channels 2012 highlights

BY ANNA GIBSON

ResearchFirst held its Telco Sales Channels 2012 seminar last month in Las Vegas. The event was attended by a majority of North American Telcos and thought to be the best ever!

The agenda covered a wide range of topics applicable to sales channels and operations including inbound sales, outbound sales, retail, door to door, multi-dwelling unit (MDU) strategies, and social media. Here are some highlights:

Retail

Brian Littleton, Regional Retail Sales Manager for **CenturyLink**, arranged a demonstration of their Las Vegas mobile retail unit where he detailed varied uses of the unit including sporting events, apartment complex blitzes, community events and seasonal selling. CenturyLink has a variety of mobile units ranging from large trailers pulled by a pick-up truck to conversion vans, tents and small tow-ables. Everyone loved the field trip!

SaskTel shared the recent transformation of their retail stores. Their goal is to stay top of mind with consumers and increase the overall customer experience.

Science to improve processes & revenue

ResearchFirst President, Ellis Hill, shared preliminary broadband customer experience market research. **The final report is now available** (\$300) and covers general satisfaction, likelihood to recommend and to purchase again (from their current provider), primary reasons for shopping and for purchasing, channels for shopping and purchasing, installation, technical support and billing issues. For more information, contact ellis@researchfirst.com.

Jim Smith, Director of Call Center Support for **Cincinnati Bell**, presented on their work with profitability/revenue modeling. Their goal is to differentiate services to improve customer and product profitability. The result of this modeling will be incorporated into an IVR solution, human and system treatment strategies as well as to identify opportunities for cost savings.

Ajay Pande, Director of Go-to-Market Partnerships for **Alcatel-Lucent**, discussed how insights gathered from analytics can drive

strategic initiatives to improve retention and customer lifetime value. Real-time analytics enable service providers to react quickly to changing conditions and provide for timely interactions with customers.

John Grady, Director, Strategic Alliances for **Pace Americas**, outlined the customer care ecosystem that includes network operations, the call center, field technicians, logistics and customer self-serve. John demonstrated advanced diagnostic applications that aggregate a view of the subscribers' ecosystem.

Alternate ways to reach the customer

Gerry Erickson, Manager of Alternative Sales Channels for **TDS Telecom**, discussed their door-to-door internal team. We learned about their operational challenges, successes and insight that has evolved since its inception in 2009.

Jennifer Flaig, Manager of Social Media and Research Analytics for **HGS**, covered the value and how-to's of making social media a channel. We learned about social media best practices as well as the top 10 tips for making it a valuable part of your business.

Alana Yaren (Manager, Channel Marketing) and Tyler Kurz (Telemarketing Channel Manager) of **MTS Allstream** reviewed their telemarketing program

to determine its future viability as a channel. They have been able to evolve the channel through the right campaigns, implementation of a structured measurement process and a partnership with the right vendor.

CenturyLink currently employs over 200 representatives located in 21 states who take inbound calls from home. They operate 100% virtual and are held to the same performance standards as the actual call centers. We learned how CenturyLink optimizes this workforce and how they've overcome operational issues.

Improving sales & revenue

Ed Parks, Director of Consumer Sales for **North State Communications**, led a discussion of what's worked and what hasn't in the world of video sales. We covered use of alternative channels, direct mail, in and outbound channels as well as campaigns and operational challenges.

Multi-dwelling Unit (MDU) challenges and strategies were also discussed. What works? What hasn't? What's next?

Join us in Winnipeg this October for our Retail & Alternate Channels Fall Workshop.

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May 2012—CenturyLink demonstrated its Mobile Retail Unit to Telco Sales Channels attendees in Las Vegas.

BMMA Annual Meeting & Broadband Seminar highlights

BY LISA LABORDE

The BMMA Annual Meeting took place this March in Las Vegas followed by ResearchFirst's Broadband Services 2012 seminar. Both events were an outstanding success.

BMMA Board of Directors Co-Chair, Kate Baillie (TELUS), kicked off the Annual Meeting with the "State of the BMMA" presentation. Objectives for the year include enhancing membership value, membership growth and retention, enhancing marketing of the association, creating recognition for the BMMA and its members, and addressing the SMB market. We will strive to accomplish these goals through our two annual face to face meetings, monthly hot topic calls, reports and member surveys as well as committee work.

The BMMA membership elected its [2012 Board of Directors](#). The agenda also included a readout of our semi-annual benchmarking report, which ignited discussions on VAS (value added services), dry loop DSL take rates, and upcoming speed requirements (in Canada, Hawaii et al). Roundtables covered retention and loyalty best practices and "analyzing the market." Best in Class Award winners - North State Communications, Tbaytel and Actiontec - presented their [programs](#).

The Broadband Services 2012 seminar allowed for an additional 2.5 days of



March 2012—Kate Baillie, Director of Internet & Voice Services Marketing for TELUS, presented on customer experience measurements at ResearchFirst's Broadband Services 2012 seminar.

presentations and networking with a bit of fun mixed in. Providers presenting on broadband services marketing and product management best practices included AT&T, Bell Aliant, Bell Canada, CenturyLink, TDS Telecom and TELUS. Top industry vendors such as Actiontec, Alcatel-Lucent, Pace and Synacor also shared their expertise. Topics included customer experience, social media, broadband usage, OTT challenges and trends, smart home management,

and broadband operational metrics.

Join us in Biloxi, MS this September for the BMMA Fall Workshop. Details are available at www.bmma.us/events.

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ResearchFirst Proudly Thanks Our 2012 Spring Event Sponsors:



1Q'12 Major Provider Broadband In Service

Broadband Service Provider	2012		
	1Q In Service	1Q Gain	1Q % Gain
Major Telco HSI			
AT&T	16,530,000	103,000	0.6%
Verizon	8,774,000	104,000	1.2%
CenturyLink	5,643,000	89,000	1.6%
Frontier	1,775,853	11,693	0.7%
Windstream	1,363,800	8,500	0.6%
FairPoint	318,510	4,375	1.4%
Cincinnati Bell	257,200	(100)	0.0%
TDS Telecom	237,700	(700)	-0.3%
Hawaiian Telecom	186,854	4,559	2.5%
Consolidated Communications	112,368	1,455	1.3%
SureWest	102,700	100	0.1%
Total US	35,301,985	325,882	0.9%
Bell Canada	2,104,192	(8,560)	-0.4%
TELUS	1,257,000	15,000	1.2%
Bell Aliant	901,879	6,359	0.7%
SaskTel *	195,000	1,000	0.5%
MTS Allstream	190,247	1,301	0.7%
Total Canada	4,648,318	15,100	0.3%
Total Telco	39,950,303	340,982	0.9%
Major Cable			
Comcast	18,582,000	438,000	2.4%
Time Warner**	11,136,000	792,000	7.7%
Cox *	4,288,970	11,570	0.3%
Charter	3,633,000	141,200	4.0%
Cablevision	3,007,000	42,000	1.4%
Bright House *	1,500,000	12,927	0.9%
Suddenlink*	970,000	15,000	1.6%
Mediacom*	887,000	36,000	4.2%
Total US	44,003,970	1,488,697	3.5%
Shaw	1,906,597	18,681	1.0%
Rogers	1,806,000	13,000	0.7%
Videotron	1,340,500	8,000	0.6%
Cogeco	626,017	7,518	1.2%
Total Canada	5,679,114	47,199	0.8%
Total Cable	49,683,084	1,535,896	3.2%

Sources: Quarterly reports, Cable DataCom News and ResearchFirst, Inc. research.

* Estimated.

** Includes TWC acquisition of Insight

How the BMMA came to be

The BMMA (Broadband Multi-media Marketing Association,) brings together broadband marketing professionals from the Telco and vendor communities to share best practices, to learn about industry trends and services, and for the all important networking.

So, have you wondered how the BMMA got started? Here's a bit of history for you...

The BMMA was initiated by attendees of our Broadband Services 2002 seminar. A core group of individuals from 5 companies approached ResearchFirst President, Ellis Hill, requesting that we start up

the association to allow for networking and learnings throughout the year rather than just at our spring seminar.

And - voila - the BMMA was born!

Since then we've grown to **30 member companies** in the Telco broadband services industry.

Join this amazing group of Telco broadband marketing and product management professionals. For more information visit www.bmma.us.

RFI Seminar Attendee Testimonials

"This experience and collaboration among peers was excellent. I would definitely attend again." Consumer Product Manager, TDS Telecom

"The format, topics, and attitude of organizers and participants contributed towards an experience that was both useful and enjoyable throughout the 3 days."

BMMA
ADVANCING BROADBAND TOGETHER

Join our team of Telco
broadband marketing and
product management
professionals

www.bmma.us

Executive Director: ResearchFirst, Inc.



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