ResearchFirst, Inc.

PR1ME INSIGHT + FOCUS

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

BMMA November Hot Topic Call:
Customer On-boarding Process
November 27, 2012

RFI Telco Sales Webinar Series:
Churn
December 5, 2012

RFI Broadband Services 2013
April 15—17, 2013
Tampa, FL

BMMA 2013 Annual Meeting
April 18—19, 2013
Tampa, FL

RFI Telco Sales Channels 2013
May 1—3, 2013
Tampa, FL

For more information on these and other events visit

www.researchfirst.com

Inside this issue:

RFI announces 2013 events
BY ELLIS D HILL

ResearchFirst has scheduled its 2013 *Telco* Marketing and Sales spring events to be held at the **Grand Hyatt in Tampa, Florida.** Our events are 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…

ResearchFirst's Broadband Services 2013 Seminar (April 15-17, 2013) will cover the state of the broadband industry, recent product and marketing success stories, competitive trends, value added services, customer support challenges and opportunities, new revenue opportunities, retention initiatives, and other relevant industry information as well as the all important networking that helps match needs with solutions.

The **BMMA 2013 Annual Meeting** (April 18-19, 2013) will cover industry benchmarking with presentations by this year's Best in Class awards winners. It will also include roundtable discussions on key broadband issues with the industry leaders.

Telco Sales Channels 2013 Seminar (May 1-3, 2013) will cover best practices in call centers, retail and other alternate channels and customer experience strategies.

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

We look forward to seeing you this spring if not before! Meanwhile, we wish you a happy holiday season!

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BMMA Fall Workshop 2012 highlights

BY LISA LABORDE

The BMMA Fall Workshop in Biloxi, MS was a huge success! **Co-Chair Matt Apps of TDS Telecom** kicked off the meeting with an introduction to the BMMA and a warm welcome to all new participants.

Jason Tennyson (Cincinnati Bell) presented highlights from the Q1-Q2 2012 **BMMA broadband benchmarking report**, which covers broadband penetration (total, by technology and by speed), churn (total, controllable, uncontrollable, non-pay disconnects) and ARPU. The benchmarking committee will review comments made during the session as well as suggestions for a one-off survey to request best practices covering the customer on-boarding process, trends in security offers and issues concerning modems.

All of our **roundtable sessions** generated lots of discussion. **Michael Gondar (Actiontec)** kicked off the **Wi-Fi Strategies roundtable** with an overview of the current Wi-Fi technology landscape. Wireless technology is improving, which will help providers. With respect to wireless LAN connectivity to a gateway, Michael reviewed three standards: 1] 802.11b/g (an old standard no longer in mass production) provides up to 54 Mbps - actual throughput is much lower depending on wireless conditions; 2] 802.11n (latest standard now in mass production) can provide up to 300 Mbps, again with the actual throughput much lower dependent on wireless conditions. It uses MIMO antenna array, which offers faster speeds and more coverage options having separate transmit and receive antennas (MIMO = Many In Many Out - 2x2, 2x3, 3x3, 4x4 etc.). 4 x 4 is good technology mainly for TV transmission but extremely expensive at this stage. 3 x 3 costs are starting to go down to a reasonable level; and 3] 802.11ac is on the horizon. It will provide 1 Gbps at very short range, with potential of delivering TV and other high bandwidth traffic wirelessly throughout the home. Industry is just now seeing hardware and will determine whether it is reliable and cost effective in the months to come.

With virtually all households going wireless, a major challenge for providers is the cost associated with customers calling in with Wi-Fi issues, which are difficult to diagnose over the phone. For one provider, Wi-Fi set up and other issues (typically speed and range) fall in the top three reasons customers call in. Regarding speed for instance, a customer may subscribe to a high-speed (e.g., 50+ Mbps) broadband service; however, if she connects through a slower "G" device she may not get the throughput. For others, the issue is range, which is currently a weak point: some people just require access in certain areas of the house. When agents refer them to paid support, customers get angry. Overcoming this will help us all.

Continuing the Wi-Fi Strategy session, **Tom Zanoli** reviewed what **GVTC** is doing with the product and managing the smart home. GVTC currently offers a Security Monitoring service and is developing complementary home automation services. Interactive services in particular add a lot of value to the security product. For instance, if a door opens, it may send an alert to the customer. Automation allows touch points, creating stickiness. GVTC and other providers have been approached by builders to offer a smart home; however, the security component may be a limited market.

Also discussed during the Wi-Fi Strategy session was Comcast's recent claim to have the best gateway (3x3), SKU consolidation, security, and opportunities for carrier Wi-Fi (hot spots). During our **Marketing Broadband** roundtable **Matt Apps and Erin Olson of TDS Telecom** covered a variety of topics including movers (ways providers reach customers moving into their footprint), offers to new and existing customers (e.g., "price for life" and various free CPE offers) and some customer appreciation/loyalty practices that have worked. There's great variance amongst providers in terms of their use of social media for marketing. For instance, one provider uses Facebook to introduce cam-

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2012 Event Sponsors:

3Q'12 Major Provider Broadband In Service

Broadband Service Provider as of 11/12/2012	2012		
	3Q In Service	3Q Gain	3Q % Gain
Major Telco HSI			
AT&T	16,392,000	(42,000)	-0.3%
Verizon	8,768,000	(8,000)	-0.1%
CenturyLink	5,807,000	44,000	0.8%
Frontier	1,782,278	983	0.1%
Windstream	1,368,200	6,600	0.5%
FairPoint	322,551	1,739	0.5%
Cincinnati Bell	260,100	2,500	1.0%
Consolidated Communications **	246,817	22,761	10.2%
TDS Telecom	241,600	800	0.3%
Hawaiian Telcom	105,844	711	0.7%
Total US	35,294,390	30,094	0.1%
Bell Canada	2,108,100	4,572	0.2%
TELUS	1,303,000	26,000	2.0%
Bell Aliant	913,623	7,472	0.8%
SaskTel *	195,000	-	0.0%
MTS Allstream	190,807	1,099	0.6%
Total Canada	4,710,530	39,143	0.8%
Total Telco	**40,004,920**	**69,237**	**0.2%**
Major Cable			
Comcast	19,025,000	287,000	1.5%
Time Warner	11,306,000	98,000	0.9%
Cox *	4,102,680	12,802	0.3%
Charter	3,731,000	69,000	1.9%
Cablevision	3,060,000	28,000	0.9%
Bright House *	1,469,259	10,001	0.7%
Suddenlink	996,800	17,400	1.8%
Mediacom	909,000	15,000	1.7%
Total US	44,599,739	537,203	1.2%
Shaw	1,912,230	6,062	0.3%
Rogers	1,844,000	29,000	1.6%
Videotron*	1,350,000	8,900	0.7%
Cogeco	634,534	5,682	0.9%
Total Canada	5,740,764	49,644	0.9%
Total Cable	**50,340,503**	**586,847**	**1.2%**

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

*   Estimated.

**   As of Q3 2012, Consolidated includes SureWest acquisition

BMMA workshop highlights

paigns while another completely shut down their page, and yet another is just beginning to pursue their strategy. One provider uses Twitter on a daily basis while another uses it occasionally to enhance the customer experience.

Janet Sczech of GVTC shared their "Get to the Customer First" program where they partner with local builders bringing value to them through the capabilities of fiber. Their exclusive agreement allows them to display their products and services in model homes. GVTC has over 35 builders in their program; seven of which are national. One attendee noted it can be a challenge to get small builders to understand broadband technology and build to spec.

Tom Merz of **Frontier** shared their "Frontier All Star Team" 2012 Olympic campaign. They chose one athlete in each of two West Region FiOS markets.

For Washington, this was swimmer Ariana Kukors, world record holder in the 400m IM. For Oregon, this was fencer Mariel Zagunis, 2004 and 2008 Olympic gold medalist. Throughout 2012 Frontier gained rights to use their images (in DMs, website...), audio, video, quotes, etc., including four all-day personal appearances and a promise to frequently mention Frontier in social media.

Jason Tennyson of Cincinnati Bell led our discussion covering **upcoming broadband products and value-added services**. He covered hybrids (VoIP and video), non-productized revenue generating services (portal/email, online white pages, network security, metered broadband), and off-billing partnered services (satellite video, mobile services, home security, energy).

Lisa LaBorde, *ResearchFirst VP*
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RFI Seminar 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."