



# PR1ME INSIGHT + FOCUS

Vol. 1, 2013

## MARK YOUR CALENDARS...

### RFI EVENTS

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

**BMMA March Hot Topic Call:**  
**Churn / Retention**  
March 26, 2013

**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](http://www.researchfirst.com)

### Inside this issue:

What to Expect This Year in Consumer Electronics	p. 2
Q4 2012 Broadband in Service	p. 3

## Telco Sales Channels Webinar Highlights

BY ANNA GIBSON

ResearchFirst recently held two telco sales channels webinars, which covered *Churn* and *Offers*. Both were informative and well attended. Following are highlights from each.

### Churn

The discussion leader for our *Churn* webinar was Shahzad Chaudhry, Team Lead Loyalty and Retention, for Bell Aliant. Shahzad shared best practices around managing churn specific to the door-to-door (D2D) and outbound telemarketing channels.

Bell Aliant's top three uses of the D2D channel are to retain existing customers, acquire new customers, and winback customers lost to competition. D2D has been a powerful retention/churn weapon for them, but the best D2D opportunity lies with new acquisitions from other service providers. The D2D rep helps port out their existing number without having the customer speak to the competitive service provider. Most customers want to keep the same number; therefore, the D2D representative can initiate a port request. In this scenario, the D2D sales person offers to call in the disconnect request for the customer, positioning it as a hassle-free process. The customer then doesn't get a save offer.

Shahzad pointed out some tips for closing the sale by a D2D representative:

- The best strategy is to get the customer to port their number and avoid dealing with the service provider altogether.
- Talk to the competition on behalf of the customer rather than the customer calling.
- Do not select the "cancel" option in the IVR. Talk to a general rep to get the port

and disconnect information without raising red flags that the customer will churn out.

Customers who call in to disconnect are not necessarily the best retention candidates using the D2D channel. Bell Aliant has found that such customers are best dealt with through the retention queue if they give a 30-day notice. However, on occasion these customers may not speak to a retention agent, in which case they are contacted by Bell Aliant's outbound retention queue using a 3<sup>rd</sup> party vendor (Sykes). They have seen astonishingly high save rates. TV saves run around 44%; DSL, around 16%.

Learn more tactics and best practices by attending ResearchFirst's **Telco Sales Channels** seminar, May 1-3 in Tampa, Florida. For information, visit [www.researchfirst.com](http://www.researchfirst.com).

### Offers

Our *Offers* webinar was led by Brian Littleton, Regional Retail Manager-Ohio, for CenturyLink and Alana Yaren, Manager of Channel Marketing, for MTS Allstream. Brian talked about a new CenturyLink product called Broadband Home Security. This is the next level of home security that includes an interactive touch screen, web and mobile access, live video with event triggered video clips and pictures. The product has cellular back up and remote and in-home touch screens.

The product is simple and easy to use. Its many uses include pool and play area  
*(Continued on page 4)*

## What To Expect This Year In Consumer Electronics

BY ELLIS D. HILL

Last week a friend asked, "What can I expect to see this year in new gadgets?" This was a social gathering so it caught me slightly off guard, but then I started reflecting upon my trip to CES in January and a February trip to the IT Forum. I would like to share my response with you.

I don't expect anything revolutionary, but rather evolutionary. For example, Ultra HD [4k] and glasses free 3D TVs will be out this year from manufacturers such as LG, Sony, Samsung, Sharp, Toshiba, and Visio. These 4k screens produce a 3,840 x 2,160 resolution, which is roughly 4 times the full HD 1080p. We will also see 110" screens this year, some of which will have the 4k technology.

Smart TVs will get smarter. We will see Cloud TV this year that will allow a different level of social interaction by connecting one smart TV to another smart TV, PC, or mobile device. This will not only merge content, but also people's activity. For example, this would allow family members to see a common calendar on any device in this network whether at home, work, or on the go. Another Cloud TV example is enhanced gaming. Think of playing your favorite card game with friends or family located in your home and/or remotely. Your mobile device could show your hand while the main TV screen, or other designated device, would show the card table, cards dealt, and cards discarded.

The Hopper, DISH Network's 2<sup>nd</sup> generation "advertising skipper", is another evolutionary product. This updated product's TV Anywhere capability will now allow subscribers to stream content from their Hopper box [DVR] recordings via mobile devices while hopping over the commercials.

A new class of PC will become available this year. It is the "table PC". One such device called the IdeaCentre Horizon manufactured by Lenovo [the Chinese company that bought IBM's PC business some years ago thus the British spelling of Centre] will sell for an expected \$1,599. As the name implies, the intent is to place the PC on a table and allow family and friends to gather around the device for gaming, photo and video viewing, and other social interaction. While it is touch screen capable, the Horizon will come with a keyboard, joystick, electronic dice, and a striker, and will run Windows 8.

Being a person who enjoys snow skiing, I found two other new products being introduced this year of interest. One is a "glove handset" that communicates with a smartphone via Bluetooth. Voice dialing is accomplished by the user talking into the speaker located in the little finger of the glove. The user listens through the thumb speaker. When in use the hand and

glove mimic the gesture people use to indicate a phone conversation - or for you surfers out there, the hang ten sign. The other cool ski product is a ski goggle with an integrated FullHD videocam from Liquid Image that will have a \$400 MSRP. This gogglacam is so much better than when I first carried an 8-pound RCA camcorder on my shoulder to video the family ski trip back in the dark ages.

As you can see, these products are evolutionary rather than revolutionary, and not disruptive in nature. Something that may be disruptive, however, is the manner in which we receive these products. I am speaking of Amazon's strategy of building 120 distribution centers around the US. How will this be disruptive? Amazon will start offering a SAME DAY delivery option for their online shopping. They could become Best Buy's and Wal-Mart's biggest nemesis. Would this allow Amazon to start selling perishable goods such as groceries? We'll have to wait and see.

*Ellis Hill, ResearchFirst President and BMMA Executive Director*  
Office: 228-207-3216  
Mobile: 205-995-8866  
[ellis@researchfirst.com](mailto:ellis@researchfirst.com)

### ResearchFirst Proudly Thanks Our 2013 Event Sponsors:



## 4Q'12 Major Provider Broadband In Service

Broadband Service Provider	2012		
	4Q In Service	4Q Gain	4Q % Gain
<b>Major Telco HSI</b>			
AT&T	16,390,000	(2,000)	0.0%
Verizon	8,795,000	27,000	0.3%
CenturyLink	5,848,000	41,000	0.7%
Frontier	1,787,561	5,283	0.3%
Windstream	1,368,600	400	0.0%
FairPoint	325,000	2,449	0.8%
Cincinnati Bell	259,400	(700)	-0.3%
Consolidated Communications	247,633	816	0.3%
TDS Telecom	240,200	(1,400)	-0.6%
Hawaiian Telecom *	106,510	666	0.6%
<b>Total US</b>	<b>35,367,904</b>	<b>73,514</b>	<b>0.2%</b>
Bell Canada	2,115,243	7,143	0.3%
TELUS	1,326,000	23,000	1.8%
Bell Aliant	918,414	4,791	0.5%
SaskTel *	196,000	1,000	0.5%
MTS Allstream	193,690	2,883	1.5%
<b>Total Canada</b>	<b>4,749,347</b>	<b>38,817</b>	<b>0.8%</b>
<b>Total Telco</b>	<b>40,117,251</b>	<b>112,331</b>	<b>0.3%</b>
<b>Major Cable</b>			
Comcast	19,367,000	342,000	1.8%
Time Warner	11,395,000	89,000	0.8%
Cox *	4,115,579	12,899	0.3%
Charter	3,785,000	54,000	1.4%
Cablevision	3,055,000	(5,000)	-0.2%
Bright House *	1,479,261	10,002	0.7%
Suddenlink	1,007,000	10,200	1.0%
Mediacom	915,000	6,000	0.7%
<b>Total US</b>	<b>45,118,840</b>	<b>519,101</b>	<b>1.2%</b>
Shaw	1,902,385	5,956	0.3%
Rogers	1,864,000	20,000	1.1%
Videotron *	1,385,000	15,400	1.1%
Cogeco	645,379	10,845	1.7%
<b>Total Canada</b>	<b>5,796,764</b>	<b>52,201</b>	<b>0.9%</b>
<b>Total Cable</b>	<b>50,915,604</b>	<b>571,302</b>	<b>1.1%</b>

Sources:

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

\*

Estimated.

# Sales Channels

*(Continued from page 1)*

monitoring, nanny cam, pet cam and vacation home monitoring, alerts when children come home from school and door and window alerts. It also provides lighting, door locks and energy controls. This product is highly interactive and best for customers to see, feel and touch it in order to overcome any concerns of complexity.

The offer is positioned as either in a bundle of services, or a stand alone. However, there is no price discount for bundling at this time and there is no intro offer other than the initial one-time equipment package. It benefits the customer to add additional equipment during the first install because there are additional costs if they wait until later to add devices or services.

Alana Yaren from MTS shared their current five promotional offers.

- Ultimate TV offer - includes basic

cable plus 9 channel groups, free PVR (DVR) for first 6 months and free rental of 2 set top boxes for 6 months. All of this for \$30/per month for 6 months.







- Ultimate TV Basic offer- includes TV basic pack, free PVR for first 6 months, and free rental of 2 set top boxes for 6 months. The offer price is \$20 for 6 months.
- High Speed Light or Lightening 10 - 6 month price, \$20.
- High Speed Lightening 20 - 6 month price, \$30.
- FiON Lightening 50- \$40 for the first 6 months.

MTS uses great pictorials (see right) to illustrate the savings when you bundle, depending on the combination of products. Here are some examples but are not all inclusive.

Our thanks to everyone who participated in these webinars and in particular, the discussion leaders.

**Anna Gibson, Vice President**  
[anna@researchfirst.com](mailto:anna@researchfirst.com)

**Save \$10.00 a Month**

	+	
High Speed Internet		TV
	Or	
	+	
High Speed Internet		Wireless
	Or	
	+	
TV		Wireless

**Save \$15.00 a Month**

	+		+	
High Speed Internet		TV		Wireless



**Join our team of Telco  
broadband marketing and  
product management  
professionals**

[www.bmma.us](http://www.bmma.us)

*Executive Director: ResearchFirst, Inc.*



**ResearchFirst, Inc.**

**Ellis D. Hill, President**  
 ResearchFirst, Inc.  
 O: 228-207-3216  
 M: 205-995-8866  
[ellis@researchfirst.com](mailto:ellis@researchfirst.com)  
[www.researchfirst.com](http://www.researchfirst.com)