

Ddaas case study

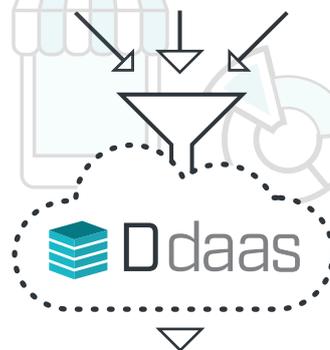
Tuning into the data to grow Pay TV business

The Challenge

Our overseas client, a national Premier television, internet and data provider offers over 117 TV channels and a range of subscription packages to a wide and varied customer base across the region.

As the business has grown in both Pay TV and Broadband services and through a number of company mergers, so did the acquisition of various IT legacy systems that have since become unable to meet the demands of transaction, customer and product data. Effective reporting was therefore weak and with limited IT resource, they lacked a suitable business intelligence solution that would maximise the value of such information.

Looking for a cost-effective outcome, Ddaas was deployed to take data from multiple tables across multiple platforms and provide a relevant solution within 30 days from initial engagement.



Unlocking the value in your data

The Ddaas solution

Having extracted all the information from numerous CRM and billing systems we were able to provide detailed intelligence reports about the business and its variety of revenue streams.

Analysing the data, we were able to see and understand in more detail, areas such as revenue per product, region and city over a time period, digital box usage and earnings per month, volume of customers per price band and churn through disconnects and reconnects.

This gave us everything we needed to propose and automate targeted outbound marketing campaigns encapsulating email, SMS and call centre activity.

We could see for example, the volume of disconnects from digital boxes and automatically feed this information through to a call centre, where they were able to re-engage with customers.

Through a series of personalised text messages, we were able to **maximise up-selling opportunities**. Having identified regular purchases such as sports channels, the customers would receive a tailored message offering other packages that would be of interest.

Using email, we were able to target the large number of Chinese nationals living in the region and who had purchased packages, to make them aware of the Chinese language stations available.

We also provided the analytics that allowed the marketing team to assess which adverts on TV, Radio and Print had the most impact. Using a combination of time analysis and special discount codes, they could measure the return on their advertising spend.

The result

Ddaas was able to deliver on-going business intelligence reports to measure the success of the campaigns as well as daily KPI data to executives which had previously not been possible. The analysis was also able to demonstrate a clear and positive return on investment.

Pay TV Revenue screen



Media ROI screen



Contact us - we offer a no obligation consultation

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