

Case Study

Branding & Marketing Strategy • Telecommunications

Background

A leading national cable television and Internet services corporation was experiencing plummeting sales in a key southeast region. Brand reputation had become negative and customer loyalty was at an all time low. Competition had increased from the two major satellite providers, causing serious loss of customers in all segments.

Our client was seeking a marketing strategy and campaign that would improve brand reputation, increase sales and improve customer retention in all market segments within that important region.

Analysis and Teamwork

Our strategy team conducted targeted research to determine customer attitudes and expectations in the targeted market segments, evaluate the impact of regional economic trends and assess competitive approaches. We also examined the client's existing marketing and customer service activities to determine unmet customer needs and areas of opportunity.

In partnership with our client, we created a new segmentation model based on alignment of product characteristics with customer purchasing history. Based on this model, we developed a strategic customer retention program and assisted the client in re-packaging products to enhance their appeal within the targeted segments.

The Altyris creative team developed a comprehensive marketing and communications campaign to improve brand reputation throughout the region while also delivering highly targeted sales messages to the different customer segments.

Results

Our client's new brand-and-sales improvement campaign reversed its 6-month negative sales trend within the first two months. The campaign generated an 85% improvement in tested market perception within six months and increased customer response rates by more than 100%. The region's sales results improved by more than 28% and the retooled customer retention program improved customer retention rates by more than 75%.