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CUSTOMER STORY:

TELENET

Building a 1-to-1 Customer
Engagement Program



A TELECOMMUNICATIONS

CASE STUDY

Telenet, part of Liberty Global, is **the largest cable TV operator in Belgium** with 4.8 million service subscribers. The company has undertaken an initiative to combine and organize customer data to enable a more personalized experience, demonstrating that the brand truly knows and values its customers. As part of that initiative, Telenet chose to adopt SundaySky's SmartVideo Cloud Platform to deliver personalized video stories and build loyalty among its customers.

Telenet launched its SmartVideo program with the **goal of migrating existing customers from a legacy service to Telenet's new Whop and Whoppa service packages, thereby lowering churn risk and increasing customer value.** Legacy customers were typically satisfied with their existing service, so Telenet needed a compelling way to communicate the benefits of upgrading that would persuade customers to take advantage of new service features. Working with Telenet's creative agency, SundaySky leveraged Telenet's CRM data to develop a personalized video engagement program that proved effective at driving customers to take the desired action.

SOLUTION

SMARTVIDEO FOR BUILDING LOYALTY

Telenet was challenged to find a communication medium that **effectively influenced customers' behaviors and actions** because there are many facets to the service upgrade value proposition and multiple options for how to complete the process. The company had some success using traditional email campaigns, however, there was a large group of remaining customers that proved difficult to influence. Because SmartVideo personally engages every viewer with a message that was built uniquely for them, it was very effective at **driving conversions**.

THE CONSUMER EXPERIENCE



Telenet customers receive the personalized video via email. After clicking to watch the video, SundaySky's cloud servers make a call to Telenet's CRM system to pull data about the viewer. Customers are brought to a Telenet landing page where the video begins to render and stream.

SOLUTION

DATA-DRIVEN, PERSONALIZED EXPERIENCE

Telenet leverages its customer data to **build a singular, 360-degree view of each customer**, which serves as the foundation of 1-to-1 video storytelling. The personalized videos welcome subscribers by name, identify the hotspots and retail locations closest to their location, and then compare the value of the new recommended plan to the subscriber's current plan.

The videos don't exist until the viewer clicks play, and as such, they are created and served in real time to show the most up-to-date and relevant message to viewers. When the viewer takes an intended action within the video, Telenet's data engine is updated, ensuring a continuous data loop. This allows Telenet to **inform all of its customer communication on a real-time basis and ensure personalized, relevant communication throughout the customer journey.**

PERSONALIZATION ELEMENTS:

- Subscriber first name
- Current legacy plan details
- Current plan price
- Recommended new plan
- Recommended features
- New monthly price
- GPS of nearest hot spots
- GPS of nearest Telenet retail locations




[Click here to watch a sample personalized Telenet video.](#)

SOLUTION

TELENET PERSONALIZED STORY VARIATIONS

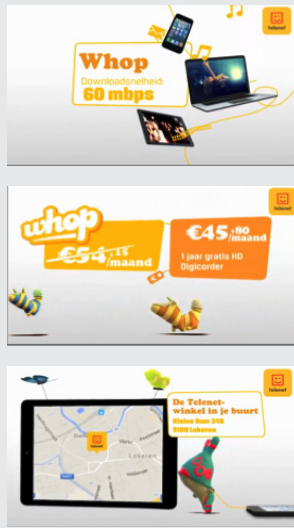
Telenet delivers relevant stories where the included video scenes, content and creative assets are personalized to the viewer. Because viewers are presented with personalized service, feature and promotion recommendations, they are more likely to upgrade.

Below are sample video scenes and data variations.



The first scene shows a laptop with a 'Whoppa' download speed of 120 Mbps. The second scene shows a price comparison between Whoppa and Whop, with Whoppa at €69.95/month and Whop at €74.95/month. The third scene shows a map of the Netherlands with a location marker and text: 'Visit a Telenet center near you: Lissesteeweg 4 & 2000 Meeuwen'.

- Language: English
- Legacy Plan: Triple play
- Recommendation: Whoppa
- Feature 1: Internet download 120 Mbps / upload 10 Mbps
- Feature 2: Whoppa digital phone / Triiing mobile app
- Feature 3: Whoppa TV features / Yelo TV app
- Duration: 2:00



The first scene shows a laptop with a 'Whop' download speed of 60 Mbps. The second scene shows a price comparison between Whop and Whoppa, with Whop at €54.95/maand and Whoppa at €45.90/maand. The third scene shows a map of the Netherlands with a location marker and text: 'De Telenet-winkel in je buurt: Molen van 1818 1818 Lelystad'.

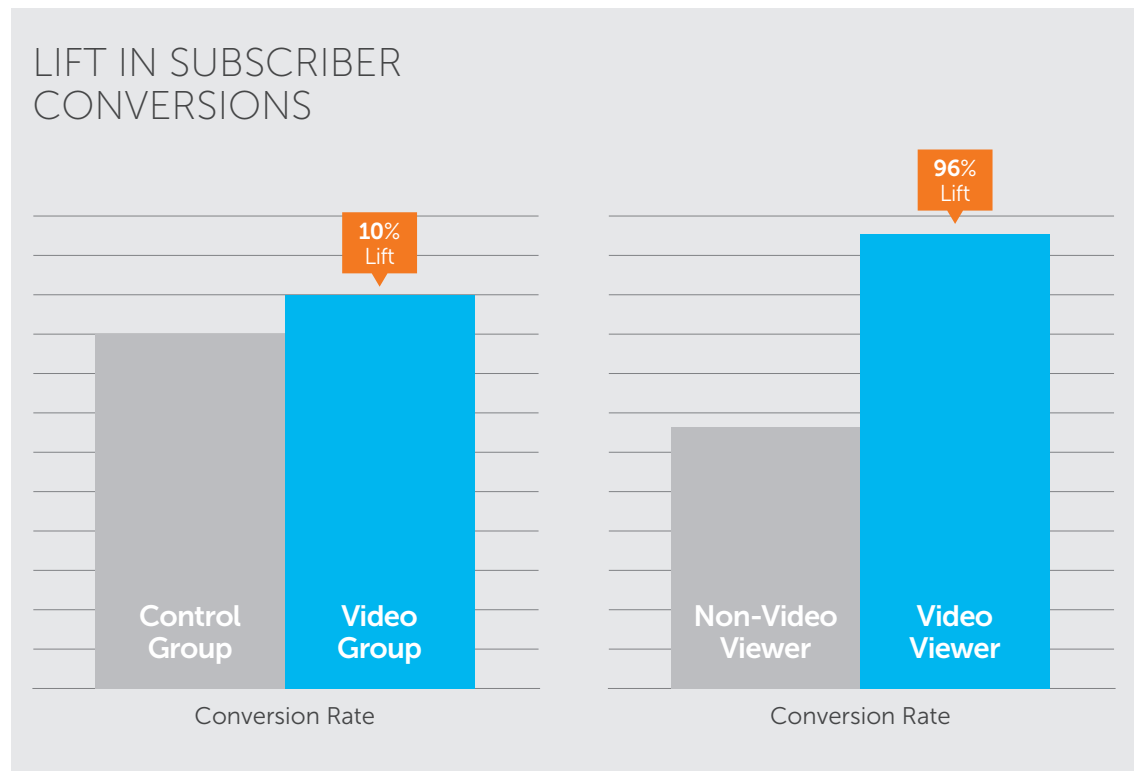
- Language: Flemish
- Legacy Plan: Triple play
- Recommendation: Whop
- Feature 1: Internet download 60 Mbps / upload 5 Mbps
- Feature 2: Whop digital phone / Triiing mobile app
- Feature 3: Whop TV features / Yelo TV app
- Duration: 2:07

RESULTS

LIFT IN SUBSCRIBER CONVERSIONS

Telenet and SundaySky used a control group methodology to measure incremental impact, allocating 98% of eligible viewers to a test group that received personalized videos and the remaining 2% to a control group. Telenet realized a **10% lift in the conversion rate** of the video group as compared to the control group.

When comparing video viewers to non-viewers within the test group, Telenet saw a **96% lift in the conversion rate**. Conversions more than doubled when viewers watched the video through completion – which 50% of viewers did – translating to a significant increase in revenue for Telenet as calculated over the subscriber lifetime.



RESULTS

EFFECTIVE MESSAGES THAT ENGAGE AND RESONATE

The personalized video message resonated strongly with customers and effectively **drove positive behavior change and message recall**. Video viewers who called Telenet's contact center were better informed than callers who received alternative campaigns. Instead of calling with questions or to request additional information, video viewers already understood the value proposition and were primarily calling to confirm their upgrade orders.

Not only was Telenet able to increase the service upgrade conversions, but it also saw **increased adoption of three sticky features** promoted in its personalized videos: use of Wi-Fi hot spots, Triig phone and mobile apps.



RESULTS

WHAT'S NEXT?

After proving the potential of personalized video engagement to drive a desired behavior change in its customer base, Telenet is now working with SundaySky to **build SmartVideo into its marketing mix across the customer lifecycle**. Next, the company is creating a story that proactively engages all existing customers to reiterate the value they receive from their existing services and highlights how they can get more value from unused features in their service. With this multi-touch point program, Telenet aims to reduce churn, improve service upsells and drive value-added service adoption.

WHAT PEOPLE ARE SAYING

“We are continuously looking for ways to enhance our customer relationships, and **personalized videos answer the needs of our millions of users** in a clear, easy and fun way. SundaySky’s fantastic technology allows real-time, data-driven interactions with our customers and the creative team does a brilliant, sometimes even magical, job of **telling the stories we want to tell in an engaging way.**”

Bert Van Driessche

Director of CRM and Consumer Intelligence
Telenet

ABOUT SUNDASKY

SundaySky is transforming the relationship between brand and customer through personalized video. Our platform, built on proprietary SmartVideo technology, combines the power of video with personalized storytelling at scale to foster long-term customer relationships. The SmartVideo Platform lets marketers communicate to an audience of one and easily create, manage and optimize real-time personalized video programs throughout the customer lifecycle. AT&T, Comcast, Allstate and other industry-leading brands partner with SundaySky to engage prospective and current customers, resulting in higher revenue, lower costs and deeper loyalty. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



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