



Case Study: Media Offer Management Optimization of the Offer Mix Improves Order Conversion

WHO

A top-10 Cable Broadband provider supporting 3 million homes across 21 states.

OBJECTIVE

Create a more predictable sales process. Improve the quality and consistency of Customer Service Reps (CSRs) performance, increasing cross-sell and up-sell performance to existing customers via inbound service calls.

*"We needed a solution to **improve top-line sales** because our marketplace is getting more competitive every day.*

Pluris' approach allows our reps to improve the sales process so that it is more relevant to the consumer, making it a win-win for everyone."

Scott, VP Marketing

STRATEGY

- Provide CSRs with more intelligence to support each customer contact including more reliable, easier to use caller information and the offer and messaging most likely to close a sale
- Deliver a minimum lift in order rates of 20% without increasing average call handle time
- Leverage existing infrastructure to minimize capital investment, integration and IT requirements
- Upon completion of a successful program, rollout solution across 5 call centers and more than 1,000 reps within 30 days without additional capital investment

SOLUTION

- Pluris Analytics team built multiple models to predict consumer behavior and propensities on offer mix attributes.
- Several hundred offers were developed and entered into Pluris' offer management solution, including specific messaging for various consumer segments.
- Optimization algorithms were developed to normalize the myriad of predictive models and align the various offers and offer mix attributes for each consumer.
- A simple integration method was used to feed data to the CSRs desk top with minimal impact on IT resources and desktop applications.

RESULTS

- Order rates for CSR's using the Offer Optimization solution increased over 50% and 34% over a control group at a projected value of approximately \$7 million.
- Achieved a 1600% return on investment, a result of increasing sales with no additional marketing expense or increase in average call handle time.
- CSR satisfaction and commissions have both improved

