

CASE STUDY

National Cable Communications Provider

PITNEY BOWES BUSINESS INSIGHT PROVIDED LOCATION INTELLIGENCE SOLUTIONS TO HELP ANALYZE EMERGING COMPETITIVE MARKETS AND TAKE APPROPRIATE ACTION.

TOGETHER MARKETING AND ENGINEERING ARE ABLE TO RECOMMEND AREAS OF EXPANSION FOR THE COMPANY'S GROWING SERVICE OFFERINGS.



Challenge

As communications companies expand their offerings beyond traditional services, a leading multi-service broadband communications provider needed to adjust its marketing strategies to compete in new highly competitive markets.

Solution

The communications provider turned to Pitney Bowes Business Insight location intelligence solutions to quickly and efficiently identify and retain customers that would likely be impacted by competitor expansion.

SUMMARY

As a result of expanding IP capabilities, this longtime cable television provider was able to broaden its service offerings, including high-speed Internet and telephone.

While increasing revenue potential, the ability to offer additional products and services resulted in a large number of new competitors. The emergence of triple-play service packages featuring phone, Internet and cable television meant increased competition in this new market. For instance, many telecommunications companies are expanding offerings beyond just the landline phone. Just as the provider was no longer offering just television services, these new competitors were no longer offering just telephone services.

As the competition increased, it became more essential for the marketing department to quickly identify existing customers in the emerging competitive market locations. The marketing department also needed to more effectively spend marketing dollars by targeting the most relevant customers for its new services. Marketing, however, did not have a tool that would determine where competitors were installing new equipment and the exact area that would be impacted.

Similarly, the engineering department also needed to locate where competitors were offering new services so that areas for expansion possibilities could be identified.

For instance, it was essential for the engineering department to know where new competitive equipment is being placed in relation to existing equipment and service boundaries. Engineering also determined that knowing the location of competitors would also be an asset to marketing.

Since the solution would be used in markets around the country, the communications provider needed a program that consisted of little or no installation and required minimal training time.

RESULT

Pitney Bowes Business Insight provided location intelligence solutions to design a program that would determine the exact location of new competitor infrastructure, as well as the customers that would likely be impacted. Using MapInfo Professional®, MapMarker® Plus and MapXtreme® software solutions, the company was able to design a solution that would help both the engineering and marketing departments. The new solution enables engineering to locate new infrastructure, while allowing marketing to take this information to identify customers that require additional targeting because they will be aggressively marketed to by the competition.

BY TARGETING THE MOST VULNERABLE CUSTOMERS, THE MARKETING DEPARTMENT CAN SPEND MORE TIME COMMUNICATING WITH CUSTOMERS THAT WILL BE MOST IMPACTED BY NEW COMPETITION.

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After engineers determine new competitive infrastructure locations, employees geocode the location by assigning a geographic coordinate (longitude and latitude), which enables it to be mapped and aligned with other customer data such as street addresses. The communications provider then creates a buffer zone area of 2,500 feet around the geocoded location. To further narrow-in on customers, a node boundary or neighborhood is assigned to the location, which can consist of anywhere from 500 to 1,000 addresses. Those customers within the node boundary area are considered to need more extensive attention.

With locations around the United States, requested reports can be generated via company intranet, making it simpler for data to be shared company wide. In addition, the provider was able to take advantage of enterprise systems that were already in place by seamlessly integrating the Pitney Bowes Business Insight solutions across the company. Since these solutions are Web based, no additional hardware needed to be installed.

By targeting the most vulnerable customers, the marketing department can spend more time communicating with customers that will be most impacted by new competition. By reducing the amount of time spent targeting customers that were not impacted by new competitive threats, marketing is now able to focus more energy on maintaining current customers. In addition, together marketing and engineering are able to recommend areas of expansion for the company's growing service offerings.

THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

Pitney Bowes Business Insight is beneficial to both the marketing and engineering departments. The two departments are able to work together for the overall good of the company. By using infrastructure that was already in place, the cost of implementing was minimal. Marketing can spend marketing dollars more accurately, while engineering keeps up with market demand.

