Pitney Bowes
Business Insight

CASE STUDY

Time Warner Cable

"LOCATION INTELLIGENCE IS AN ESSENTIAL TOOL FOR BUSINESS DEVELOPMENT."

Ron DiGrandi, Director of Business Development, Time Warner Cable

IDENTIFY AREAS OF SOLID RETENTION, AS WELL AS AREAS OF SIGNIFICANT CHURN.

Challenge

Time Warner Cable needed to better communicate with its sales team in order to drive additional revenues from untapped markets.

Solution

Pitney Bowes Business Insight's location intelligence solutions enable Time Warner Cable to more quickly and accurately identify new customers and increase sales.

SUMMARY

Time Warner Cable is the second-largest cable operator in the United States, offering services in 33 states. Originally a cable television provider, the company has broadened is service options introducing high-speed Internet, digital phone and wireless services. The increase in products and services has led to an increase in the need for greater intelligence and sophisticated planning and analysis.

The Los Angeles area, in particular, is an area of intense competition with multiple providers vying for the same customers. Spreadsheets being used by the sales teams and company employees were a good way of discussing data, but were becoming increasingly ineffective in showing the depth of opportunities, challenges and competitive landscape that existed. Spreadsheets no longer provided the needed analysis for discovering full market potential. It was also difficult to manipulate and interrupt data in a manner that was relevant to interject sales teams and detailed strategies in competitive areas for optimal results.

Realizing the shortfalls and limitations of spreadsheet analysis, the Time Warner Cable's business development team designed a new way of analyzing data, Advanced Penetration Mapping (A.P.M.). A.P.M. is a sophisticated process of geographical data mapping analysis that can be implemented in various stages. The full version of A.P.M. is a web-based overlaying mapping software program cross geo-coded with the billing system that shows service penetration levels through pre-established multi-level range targeting and color blend range transitions combined with MapInfo Professional® and MarketBalance™, for employee alignment territory targeting.

By switching from spreadsheet analysis to geographical data mapping analysis using A.P.M., the business development team was able to identify 15 new areas of subset data. This new data completely changes standard Marketing, Direct Sales, Tap Audit and Business Development procedures, taking sales operations, productivity and results to new levels. You no longer look at your market as a giant playing field, but as a multi-layered, synergistic cross-departmental business operation.

Some areas identified through A.P.M. that changed the business plan were: 1) all geographical areas of solid retention, distress, churn and within-range of meeting budget are identified; 2) ability to identify and inoculate competitor activity; 3) ability to target all sales activities. Armed with more detailed information and analysis about customer prospects and competitive threats, the sales team could more effectively market Time Warner Cable's full line of product and service offerings.

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Ron DiGrandi, Director of Business Development, Time Warner Cable

RESULT

Time Warner Cable turned to Pitney Bowes Business Insight location intelligence solutions.

Utilizing MapInfo Professional, all company employees are able to visualize the relationship between data, geography and end-result performance. Management can perform new data analysis and implement new sales strategies like never before.

Using MapInfo Professional the Business Development team can now connect cross-department synergies and can clearly identify unforeseen opportunities. The A.P.M. location intelligence solution has enabled multiple departments to analyze data in an understandable format to be shared throughout the company. For example, an area of identified distress can be referred to Tap Audit; solid penetration can be targeted for retention and within range and churn can be targeted with strategically timed cross-department operation activity. Another added benefit by using the A.P.M. process is increased cost savings. This targeted solutions business model also cuts down on expenses. It saves dollars from the elimination of continuous mass marketing and sales sweeps, thereby cutting down on overhead and expenses.

The ability to layer product, service, demographic, geographic, competitive, and other core data on top of each other using the A.P.M. process and digital maps has enabled the sales teams to visually understand where and why targeting is critical in addition to displaying the full impact of their performance. This type of clarity keeps employees excited about performing their jobs while working towards common goals.

"Location intelligence is an essential tool for business development," said Ron DiGrandi, director of business development at Time Warner Cable. "We are able to communicate data, analysis and strategy in a way that all employees understand and get excited about. Furthermore, we've reached a time where not only can you live or die based on the quality of your product, but you will die if you stay stagnant analyzing and utilizing data in the same old way."

THE PITNEY BOWES BUSINESS INSIGHT ADVANTAGE

The Time Warner business development team in Los Angeles turned to Pitney Bowes Business Insight location intelligence in order to better understand where current customers, competition and untapped markets are located, helping increase sales across the entire region.

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