

# CX for OTT: *Transform Your Customer Experience to Drive Growth*

Consumer adoption of Direct-to-Consumer OTT Services is growing, and so is the competitive field. Your marketing team is focused on full sales funnel customer acquisition. They've created compelling offers and promotions to drive customer growth—and the consumer has joined your trial. So now what?

A customer's loyalty isn't secured at the point of sale. The trial or initial 10-day period represents a pivotal point in your customer's journey: facilitate initial exposure to your service offering, establish a pattern of usage, and showcase the items that make your service indispensable. A pragmatic approach to audience engagement and troubleshooting any rising areas of concern means you must "ace" the initial experience. That translates to increased loyalty, renewals, and recommendations.

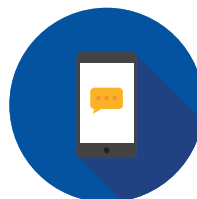
## Better Engagement Equals Better Results

### **"Ace" the Critical First 10 Days of Customer Onboarding**

Drive more awareness and digital engagement through a tailored and interactive welcome experience for new customers and changes to service.



**Multi-Channel  
Engagement Solutions**



**1:1 Personalization  
Experiences at Scale Marketing**



**Customer Service &  
Technical Support**

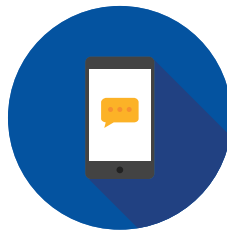
# Unleash the Potential Benefits and Growth Through Customer Experience Integration

pureIntegration will partner with you to deliver a thoughtful, quality Customer Experience focused on Audience Engagement and Customer Service/Technical Troubleshooting. This fully integrated, data-driven approach is designed to increase Retention metrics, thereby increasing Customer Satisfaction, Subscriptions, and Revenue. pureIntegration brings proven expertise in multi-channel engagement solutions, personalization experiences at scale, and customer service & technical support:



## Multi-Channel Engagement Solutions

- ◆ Leverage multi-channel solutions throughout the Onboarding experience to solve common challenges.
- ◆ Apply personalization throughout the OTT service, mobile and within all permission-based engagement methods (SMS, email, in-app, web notifications, TV alerts)
- ◆ Improve decision-making with Subscriber Intelligence and Data- Informed Marketing and Engagement
- ◆ Optimize Customer Support by designing in automation and machine learning to address issues.



## 1:1 Personalization Experiences at Scale Marketing

- ◆ Integrate SMS and Mobile to open a scalable channel to engage your audience with personalized, one-to-one communications.
- ◆ Enable fan involvement by delivering personalized, dynamic content within SMS.
- ◆ Build outreach and community by enriching your audience with links to external information about their shows, events, news, promotions, and more.



## Customer Service & Technical Support

- ◆ Build better experiences with proactive notifications about newly added features.
- ◆ Drive the digital relationship and encourage profile completion, app downloads, tutorials, and helpful links.
- ◆ Assist customers with digital account setup for ease of use, streamlined billing and accounting operations.
- ◆ Lower risk of downgrades/ disconnects and improve Net Promoter Score by integrating omni-channel communications with relevant content info and offers.

*“Research shows that SMS open rates are as high as 98%, compared to just 20% of all emails. And, on average, it takes 90 seconds for someone to respond to a text and 90 minutes to respond to an email.”* **Source: 2019, Campaign Monitor**

# How pureIntegration Can Help Improve Your Success Metrics

## Our Approach: 4 Areas to Engage Customers Where They Are on the CX Cycle



### Discovery: Align & Define

Our efficient and results-focused discovery process balances speed and quality to gather all the needed information before we deliver recommendations. During this phase, we will:



- ◆ Identify key experience indicators in your data and highlight top drivers of negative experiences.
- ◆ Review digital & mobile engagement factors to better understand drivers for better digital and mobile engagement.
- ◆ Gain insights to earn customer promoters and a path to create employee ambassadors.
- ◆ Surface customer frustrations and employee feedback to reveal pain points and opportunities for meaningful experience moments.
- ◆ Understand the gaps in your customer's experience to drive toward creating impactful journeys.

### Map the Journey

In this phase of our partnership with your team, we work to define the desired customer journey map that gets at the heart of the journey from your customer's point of view. Our goal with this visualization is to:



- ◆ Close the gap between experiences that your customers want and the engagements that drive growth, reduce churn, and customer promoters.
- ◆ Uncover realistic and revealing perspectives about your current customer journey.
- ◆ Create a correlation model to map customer behavior to business outcomes and generate an action plan for implementation.
- ◆ Surface customer frustrations and employee feedback that reveal pain points, KPI discoveries and surface opportunities for meaningful moments.

## Integrate & Activate

While CX is a human-centered endeavor, the underlying infrastructure is critical to support needed transformation. In this stage, we take a holistic review of your technology base to:



- ◆ Bring your experiences and systems together in an integrated omni-channel framework to enhance personalization, integrate subscriber intelligence, and improve offer management.
- ◆ Apply the best and most practical Subscription Management & Intelligence strategies & tools.
- ◆ Integrate systems such as your CRM, billing, or other customer data-rich tech to improve internal efficiencies.
- ◆ Modernize billing to support platform payment systems or App-integrated payment partners.
- ◆ Incorporate Subscriber Intelligence to enhance personalization paths.
- ◆ Remove constraints on company resources and competition for customer attention by selecting the channel and experiences that drive the best outcomes.

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## Monitor & Optimize

The final stage is to build in continuous improvement for long-term success. In this phase, we work with your team so that there is an ongoing CX roadmap. Here our teams would:



- ◆ Identify data gaps and implement monitoring that tracks key revenue drivers and conversions along the customer's journey, and shift to proactive actions.
- ◆ Review re-approach strategies such as cancellation or seasonality considerations that may factor into your business.
- ◆ Optimize the content personalization and recommendation engine by enabling SMS.
- ◆ Detect fraud and propose appropriate mitigation strategies.

# Take Advantage of Our Proven Track Record

pureIntegration can help you discover new customer pathways that align to your vision, map your customer journey with purpose, integrate and activate solutions, and monitor and optimize for continued improvement and performance.

## Here are a few examples of how we have helped others:



We helped a leading MVPD develop 20 different customer journeys and experiences and provide customer/household views in order to better service and engage on critical features and updates.



We helped re-envision the customer onboarding journey by unlocking data to establish personalized engagement and cadence for the first 10 days of the new service or upgrade experience.



We “kicked off” the digital dialogue through multi-channel communications. This initial touchpoint included a personalized, TCPA-compliant, mobile SMS experience, which was integrated into the onboarding process. Using SMS, we guided the customer through the first 10 days from “welcome” to “wrap up,” which resulted in the driving of key actions for better conversion of actions and improved customer experience.



We helped reinvent a client’s “getting started” experience, driving a 49% increase in click rates of SMS in the first 60 days, which translated to 300 net new conversions/per day (from 1 journey) and over 100,000 net new for the year.

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With pureIntegration, you get more than a project. Quite simply, you’re putting the best problem solvers in the industry to work for your organization. With an uncanny knack for solving tough problems, our team leads are former executives from global management consulting organizations. And our performance results are reflected in our 97% customer satisfaction rating through formal surveys.

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