

HOW REV BUILT LUCRATIVE, LONG-LASTING CUSTOMER RELATIONSHIPS.

Using the Intent HQ Insights Explorer to unlock insights—and give Bahamians the personal touch they deserve.

REV: Owned, loved and watched by Bahamians.

REV—owned and operated by the Cable Bahamas Group of companies—is a provider of fixed-line services (cable TV, broadband/circuits, fixed-line voice, and national data centers). It's a 100% Bahamian-owned communications company, providing triple-play services to customers across the four major islands of The Bahamas.

REV uses the Intent HQ Insights Explorer to enrich its existing customer profiles with behavioral insights from Network Data. These insights make it possible to model and predict customer actions based on changes in their behavior and quickly operationalize specific responses.

The result is that customers don't *just* get a better service and the content they love. They're treated as individuals, which goes a long way in securing long-term relationships and brand loyalty.

And as we'll go on to see, when every team has access to a truly connected customer view, some powerful possibilities emerge...

Highlights at a glance

Challenge:

Legacy systems, siloed data, and complex analytics environments were stopping REV from delivering hyper-personalized customer experiences.

Solution:

Intent HQ Insights Explorer.

Results:

A smarter, predictive way to **combat customer churn** by anticipating which customers are drifting away—and acting before they leave.

An end-to-end customer satisfaction play that saved **over \$1M** by only provisioning the content that customers wanted to watch.

How REV built lucrative, long-lasting customer relationships.

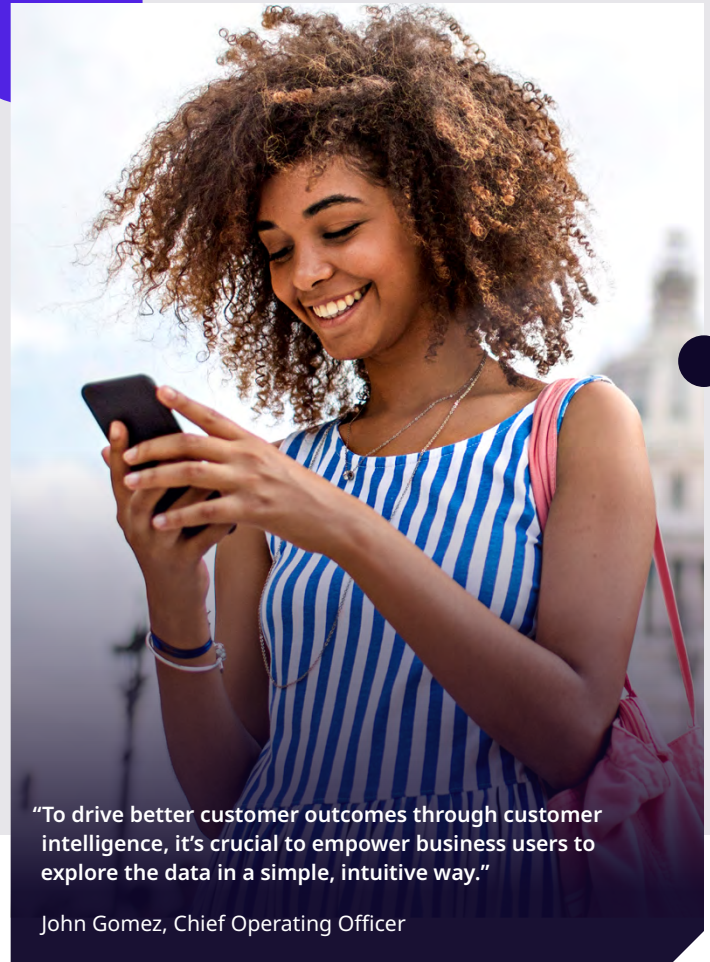
REV needed to deliver superior customer experience...

It needed to build **rich, lucrative, long-lasting customer relationships**. Which meant treating every customer like an individual—through high-value interactions, personalized experiences, and predictive customer service.

...but it was held back by:

- Legacy systems that couldn't handle and collate massive volumes of customer data streaming in from different sources.
- A lack of access to meaningful customer intelligence and siloed transactional systems (like billing and CRM).
- A sophisticated data analytics environment that was too complex for the wider business to use.

REV needed a **built-for-purpose analytics and insight platform**, designed to put powerful, human-centric insights into the hands of commercial teams. And that's where Intent HQ stepped in.



"To drive better customer outcomes through customer intelligence, it's crucial to empower business users to explore the data in a simple, intuitive way."

John Gomez, Chief Operating Officer

Our approach to turning insight into action.

- Consolidate REV's entire customer data landscape into a single platform (the Intent HQ Insights Explorer).
- Connect core data sources from across the business (including transactional systems and Network Data).
- Give operational and customer teams a live environment where they can explore and act on customer insights—using Insights Explorer.
- Understand the *stories* in insights and customer signals to explore, segment, target and know their customer better.
- Translate insights into customer outcomes through targeted campaigns, personalized experiences, and predictive services.

With this in place, teams can:

- **Quickly and easily overlay different types of data** for different customer groups—including interaction history and behavioral insights from siloed and difficult to access data sources.

"The team at Intent HQ are true partners. A lot of CSPs get stuck working with tech vendors who make change painful. IHQ over-delivers on value, so we don't feel trapped, we feel supported by a partner invested in our long term success."

David Dockter, Head of Strategy and Analytics

Our approach to privacy.

Embedded data privacy is a crucial part of generating these rich, deep insights. It lets you:

- Protect privacy by tokenizing Network Data at its source.
- Access a deep human-level understanding of customer needs and motivations.
- Keep sensitive information associated with customer events and actions safe behind your firewall.

How REV built lucrative, long-lasting customer relationships.

THE RESULTS.



How the Insights Explorer forged better customer relationships and smarter decision-making.

A predictive way to combat customer churn.

REV's customer teams use the Intent HQ Insights Explorer to understand the human meaning behind action-led behavioural patterns and operationalize empathetic responses.

For instance, price sensitivity is often a big driver of churn—but CSPs can't spot the signals until it's too late. With the Insights Explorer, REV's retention team can:

- Quickly model a segment of 'at-risk' customers based on these signals.
- Understand the early signals of price sensitivity among loyal customers—such as over-indexing on topics like 'discount stores'.
- Take preventative action—through promotions, discounts or new contract terms—before customers churn.

The result is a better outcome for everyone. Customers feel more valued, customer experience teams feel empowered, and REV sees higher retention across the board.

Mitigating cash-flow risk during COVID-19.

COVID-19 has put additional strains on household spending. With immediate and incentivized outreach, REV was able to easily switch customers between payment methods—making customers' lives easier and reducing churn risk.

REV reduced customer payment risk by helping to change payment methods from cash/check to online payments. And it enhanced how it targets customers.

Smarter decisions, happier customers and stronger negotiations.

For cable operators, connecting customers with the content they love is table stakes. But it's complicated too—there's a premium on quality content and operators need to continually squeeze maximum ROI and customer satisfaction from their programming budget.

Here's how the Intent HQ Insights Explorer makes this possible:

- REV can combine multiple dimensions of data to understand exactly who engages with what content.
- This means REV can see whether, for instance, customers with premium subscriptions are engaging with the most expensive prestige content.
- Negotiate more competitive licensing fees, from a data-led position.
- Tailor their inventory to improve the customer experience and control the bottom line.

Tying viewing figures to enriched customer profiles lets REV:

To date, REV has saved over \$1M through evidence-based negotiations of licensing costs with content owners.

"We know CSPs need to form long-lasting customer relationships. But turning 'we need to do this' into 'we can do this' was proving tricky. Until we met the Intent HQ team."

John Gomez, Chief Operating Officer

How REV built lucrative, long-lasting customer relationships.

WHY INTENT HQ?

REV needed a solution that gave its business users the right depth of customer insights, and the tools to explore and interact with those insights in a deep and meaningful way. Equally, the solution had to handle data and privacy requirements, while being intuitive to use.

“The IHQ team knows how to operationalize customer intelligence from a technical and a business perspective. Plus they’re privacy obsessives, which is essential.”

John Gomez, Chief Operating Officer

REV chose Intent HQ for:

- The close-knit collaboration between our data teams and theirs.
- The value of an almost-ininitely flexible view of customer behavior.
- The ability to enable countless marketing and operational insights and improvements.

“A lot of teams can’t show how data impacts customer experience or EBITDA. A really valuable part of Insights Explorer—and the overall partnership—has been the ability to answer ‘why does that matter, what does it do, where is its value?’”

David Dockter, Head of Strategy and Analytics



Want to see what the Intent HQ Insights Explorer can do for your business?

Email us at bizdev@intenthq.com or visit www.intenthq.com