



How to Maximise Customer Retention Using Data Insights

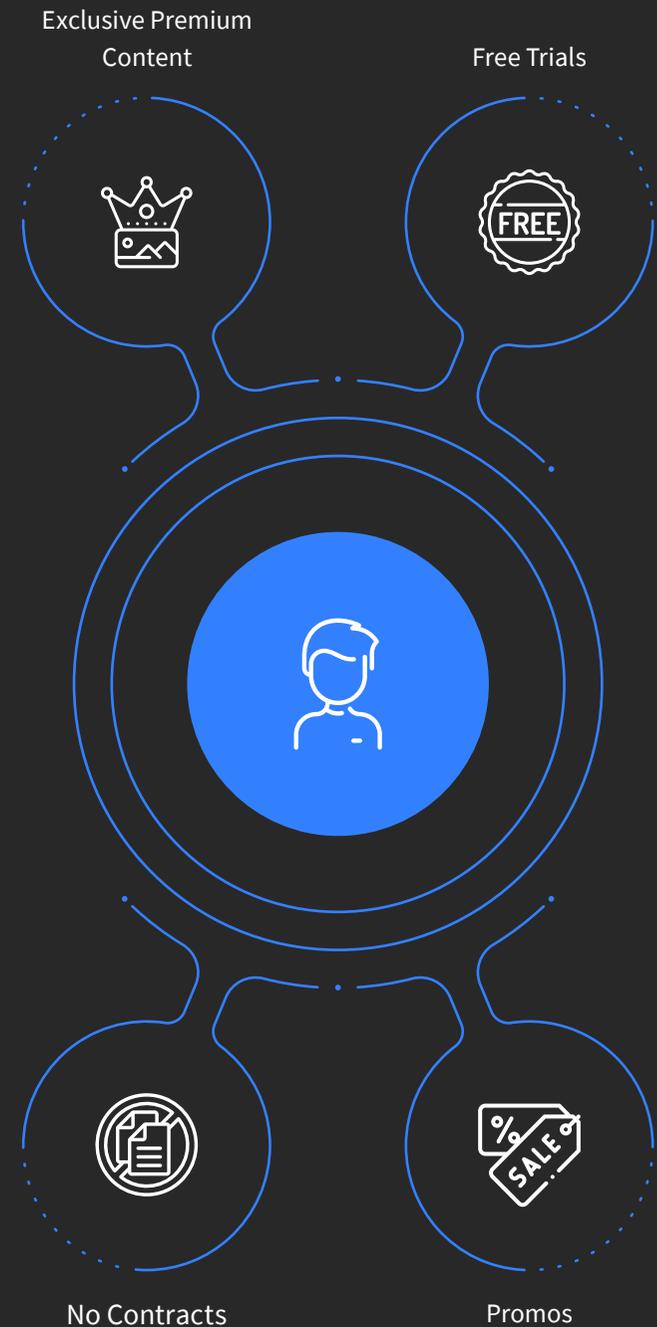


More Choice, Less Commitment

Today's video consumers have more options than ever: from what they watch, where they watch it, to which platform they watch it on.

All that choice translates to less commitment, as consumers continuously abandon one service for another. That's why video providers offer enticements to sign up new customers, including promo deals, exclusive premium content, free trials, and no contracts.

As a result, savvy consumers deploy a "hit-and-run" approach: they [binge-]watch "hit" shows and series and "run" away from the service once they've exhausted the benefit. All the while, providers are at loggerheads trying to compete for viewer attention.



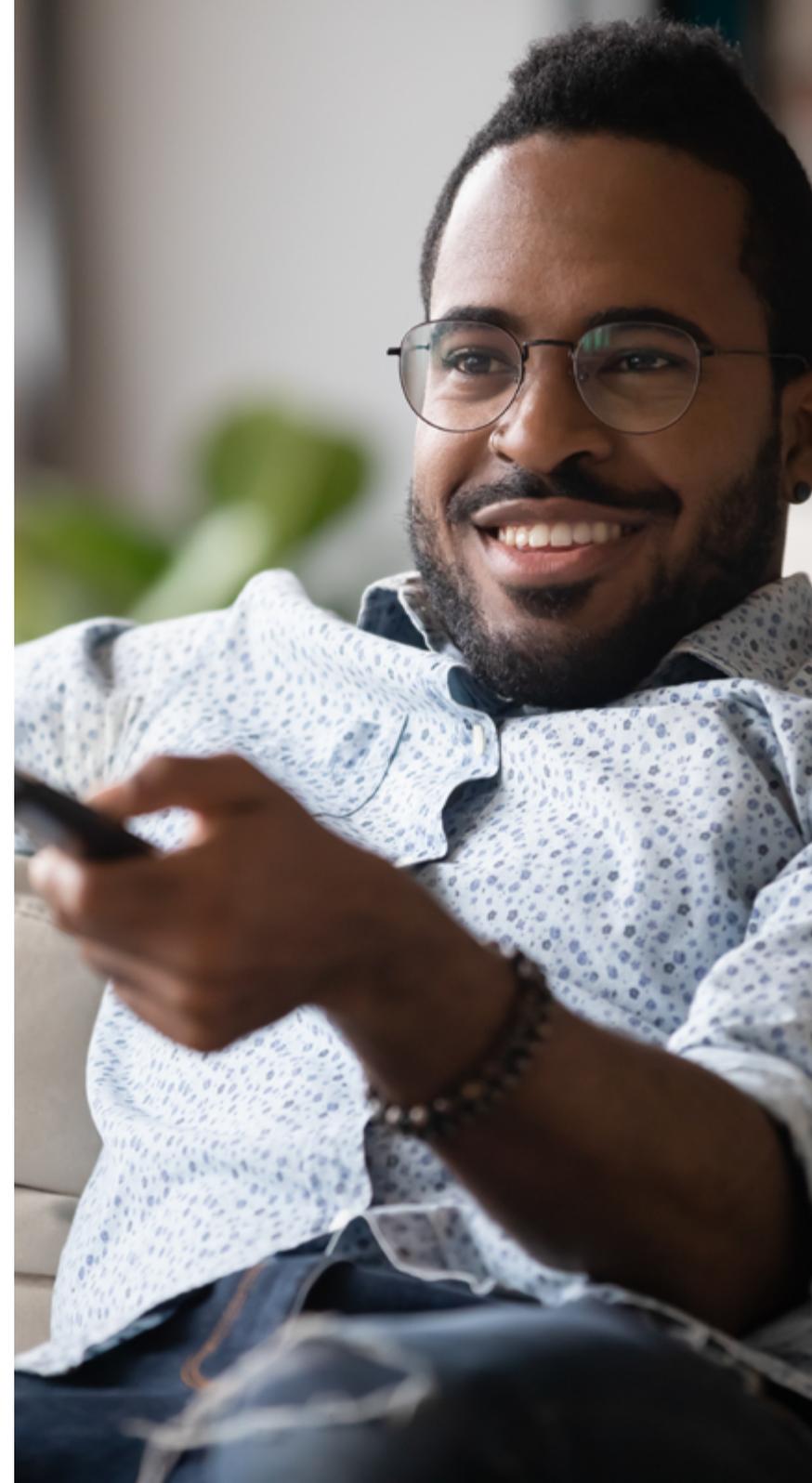
Enhancing the Viewer Experience

With consumers in the driver's seat, pay TV, telco and OTT operators are justifiably feeling the heat.

While content is still king and key to your success, it's not enough to simply aggregate and deliver more of the same stuff. You have to enhance the full consumer experience to really capture viewer attention. It means ensuring that you get the right content to the right people, at the right price and time, on the right screen.

To do this requires truly understanding everything about your customers: from their preferences, to their behaviour. Only when you've figured this out can you build a compelling and competitive service that greatly increases your chances of winning their engagement, loyalty, and wallet share.

Seems easier said than done.
But it is possible.





Make sure you get the right content to the right people, at the right price and time, on the right screen.



Your Biggest Challenges

We know that the right content captures viewer attention and keeps people engaged.

But to stay profitable, you must also maximise customer value by enhancing the full video experience.

From getting lost in confusing UI to not having the right content access, there are multiple reasons customers get fed up and switch off. And with so much competition from rival providers, the battle for the binge is well and truly on.





Pay TV

3X higher annual growth rate in content spend compared to revenue

1/3 of US households downsizing TV packages due to “cheaper” alternatives

Rising content acquisition costs

Cord cutting and shaving

Telcos

47% of telco execs say video is a key differentiator

78% of Europeans prefer free/reduced subscription fees with advertising

Must-have TV offering to acquire new customers

Competition over limited consumer wallet

OTT

\$120B original content spend by US producers in 2019

62% of users leave a service after watching content that brought them there in the first place

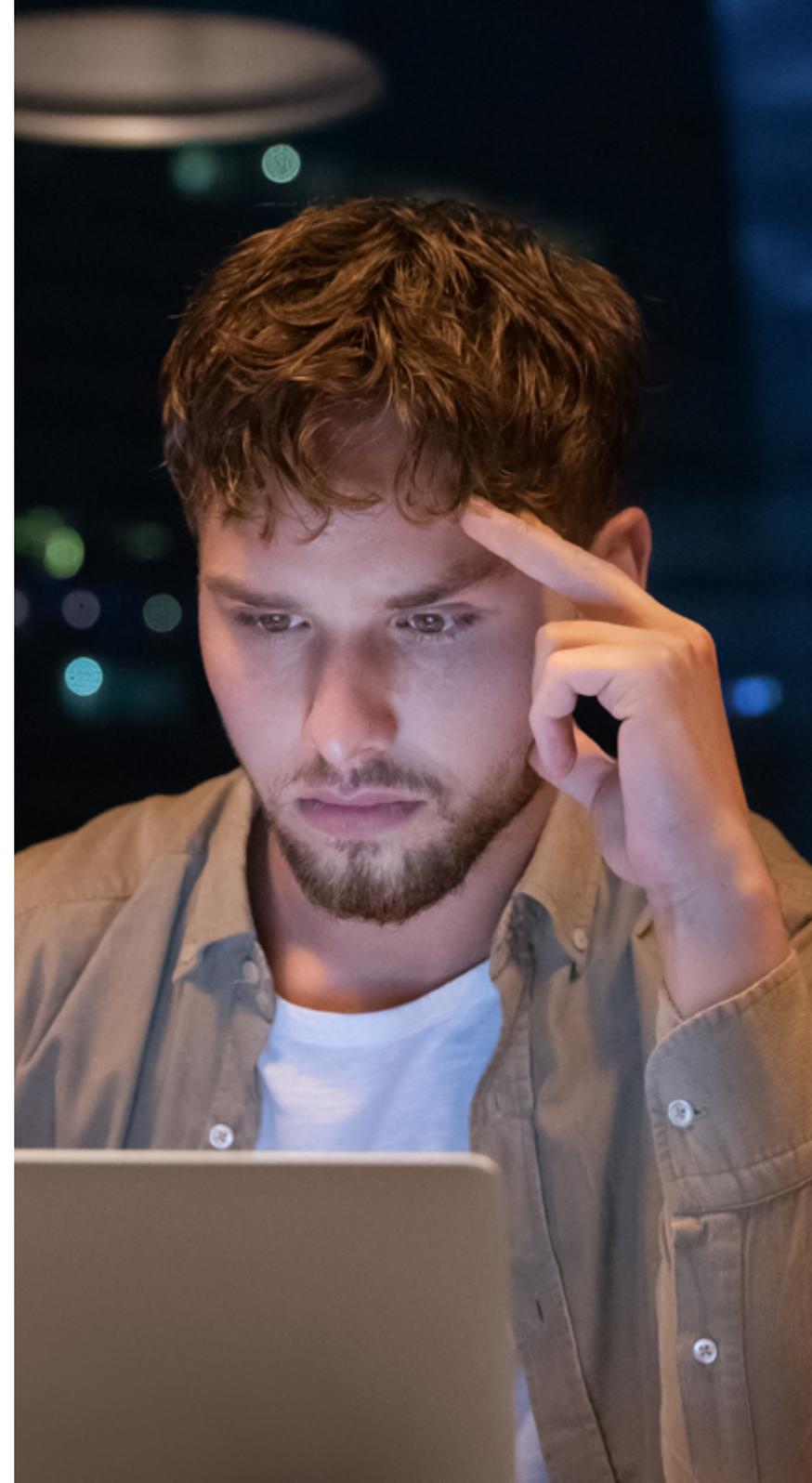
Sky-high content production costs

Constant subscription churn

Dig Deeper into your Data

The first step in addressing these challenges is to leverage the huge quantity of customer data available to you. And that's where insights come in.

Unlike traditional data analytics that focus on what's happening with your customers on an operational perspective, insights take you to a deeper level. They tell you what you need to know in order to explain why your customers behave the way they do. Insights also help you understand who to target with personalised experiences and campaigns.





Pay TV

- Rising content acquisition costs

- Cord cutting and shaving

- Content that delivers the best ROI**
Track content performance relative to investment to understand its perceived value

- Highest value packages for a given subscriber**
Determine the most important content to retain and how to package it to personalise your offers

Telcos

- Must-have TV offering to acquire new customers

- Competition over limited consumer wallet

- Content that most appeals to your customers**
Recognise the content that consumers are engaging with in your market, and identify that which is most attractive

- Addressable audience segments**
Leverage machine learning to group your viewers according to behaviour patterns and preferences

OTT

- Sky-high content production costs

- Constant subscription churn

- Changes in viewer engagement**
Understand where viewers gain or lose interest (e.g. by episode/season/market) and which type of content appeals to specific audiences

- Long tail content for continued engagement**
Ascertain the content that can be promoted and the most effective methods for discovering it

Insight, Action, Outcome!

Now that you have your insights at your fingertips, what next?

Simply put, insights help you create a clear actionable path to overcome your biggest challenges and make a major impact.

Got a big live sports event coming up? Make this event more prominent on the devices that matter most. Customers trying to access unavailable content? Send them a personalised offer to upgrade their subscription. With actionable insights, you get endless opportunities to enhance the customer experience and deliver better business outcomes.





Pay TV

Content that delivers the best ROI

Highest value packages for a given subscriber

Find hidden content gems, and shed underperforming content

Conduct effective and targeted marketing campaigns for flexible offers

Improve margins with high ROI content, and grow your customer base

Entice new customers with personalised offers that keep them from leaving

Telcos

Content that most appeals to your customers

Addressable audience segments

Determine which services should be bundled into appealing packages

Target ads based on relevance and behaviour to eliminate repetitive, irrelevant ads

Acquire and retain mobile and broadband customers through video bundling

Grow your advertising revenue with more opportunities and higher impression rates

OTT

Changes in viewer engagement

Long tail content for continued engagement

Guide future content creation (e.g. local vs. global mix, successful genres)

Bring to the surface content that keeps viewers and enhance navigation

Attract and retain customers with content that connects with your audience

Increase customer loyalty, improve lifetime value and reduce acquisition costs

What to Look for in a Data Insight Partner

Plenty of vendors collect data from video platforms. But turning that data into actionable insights is a whole other thing.

Data vendors typically compartmentalise many varied consumer datasets into multiple silos— from quality of service and navigation to content consumption and advertising engagement – and then focus on just one. But diverse datasets can provide greater understanding when combined intelligently.

And that's where a data insight partner comes in.

A data insight partner consolidates and correlates all available information under one umbrella. By analysing a uniform and reliable dataset, your partner can identify your challenges, evaluate your business performance, and make actionable recommendations to improve your outcomes.

But not all data vendors are equal. So, what should you be looking for when choosing the right data insight partner?





Strong data foundation

Data is both the starting point and centre of insight building. Your partner needs to be able to collect, normalise and organise data from diverse sets and sources to provide a holistic view of your platform's performance and content consumption.

Any solid data foundation should be backed by a powerful platform featuring:

- **Coverage** capturing varied data across the entire system
- **Quality** complying with data structures across new releases and sources
- **Reliability** ensuring constant data availability from system-wide sources, including any device, platform or third-party
- **Resilience** understanding normal data loads and recovery procedures in order to reduce lost data when required



Single consolidated platform

Most importantly, however, the platform must be able to consolidate customer data and create a common language for all of that information – however diverse it might be.

By achieving data uniformity, your partner can draw out the most relevant insights and recommend the actions most valuable to your business.





Video expertise

You live and breathe video. And your partner needs to do the same in order to understand your company, your business strategies, and your commercial goals. Experience matters; as does a global understanding of video markets.



360° video ecosystem view

To understand your customers, your partner needs to see the whole picture across your entire ecosystem – from marketing, through customer service, to operations – connecting the dots to reveal critical relationships and trends.



Data consultancy

Uncovering relevant insights from so much data can be difficult. That's why your partner should be able to look at the most complex issues you encounter, exploit your data, and help you devise the right solutions.

Put simply, the right data insight partner can help you go a long way in maximising value from your video customers.

About Synamedia Clarissa

Synamedia Clarissa is a modular, video-centric cloud services solution that generates insights from a wide breadth of datasets across your system to address the full video experience.

From content consumption, through subscriber experience and video quality, to advertising, Synamedia Clarissa helps you make sense of the myriad ways that customers interact with your service.

Providing a holistic view of the customer journey, Synamedia Clarissa helps you understand your challenges, analyse your business performance, and come up with actionable insights to reduce churn, accelerate your return on content spend, and lower acquisition costs.

At Synamedia, we recognize the challenges of running video platforms. With decades of video-industry experience, our leading technology solutions are embedded in over 300 million video devices across over a thousand video providers worldwide. Our expertise in data insights can help you unlock the real potential of your video service.



Ready to get personal with your customers?
Find out more on Clarissa and learn how insights
can help you make better business decisions.

[Learn more](#)

