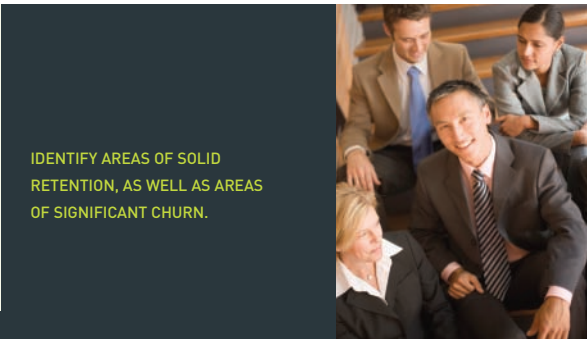CASE STUDY

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 Software'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.

RESULT

Time Warner Cable turned to Pitney Bowes Software 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 SOFTWARE ADVANTAGE

The Time Warner business development team in Los Angeles turned to Pitney Bowes Software 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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