



**CABLEVISION FIBERTEL ARGENTINA**

# CUSTOMER EXPERIENCE & INNOVATION



TELECOMMUNICATIONS MARKET

LATIN AMERICA

The logo features a central globe with a teal and brown color scheme. The words "TELECOMMUNICATIONS MARKET" are written in a grey, sans-serif font, curving over the top of the globe. The words "LATIN AMERICA" are written in a large, white, bold, sans-serif font with a teal outline, positioned horizontally across the middle of the globe.



# Vision



To be the best connection between our customers and the world, in a simple way, anytime, anywhere and through any device.

# Mission



To be chosen for offering the most reliable technologies, so that everyone can access the contents, with the best service and customer care.

what does  
**CUSTOMER EXPERIENCE**  
**MEAN TO CABLEVISION ?**



# NPS

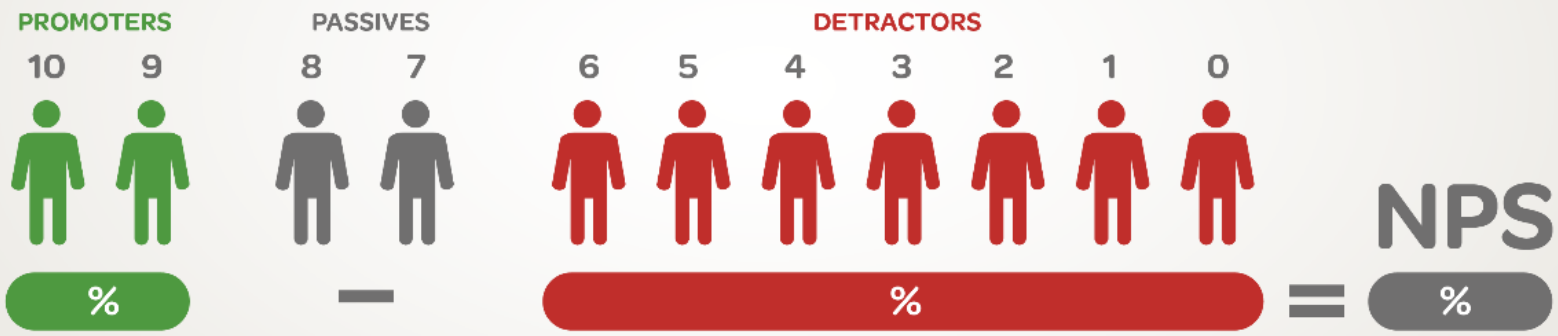
NET PROMOTORE SCORE



# NET PROMOTOR SCORE

Is a management tool that can be used to determine customer's loyalty, by measuring their disposition to recommend a company. These customers are classified in three groups:

How likely is it that you would recommend our company to a friend or colleague?



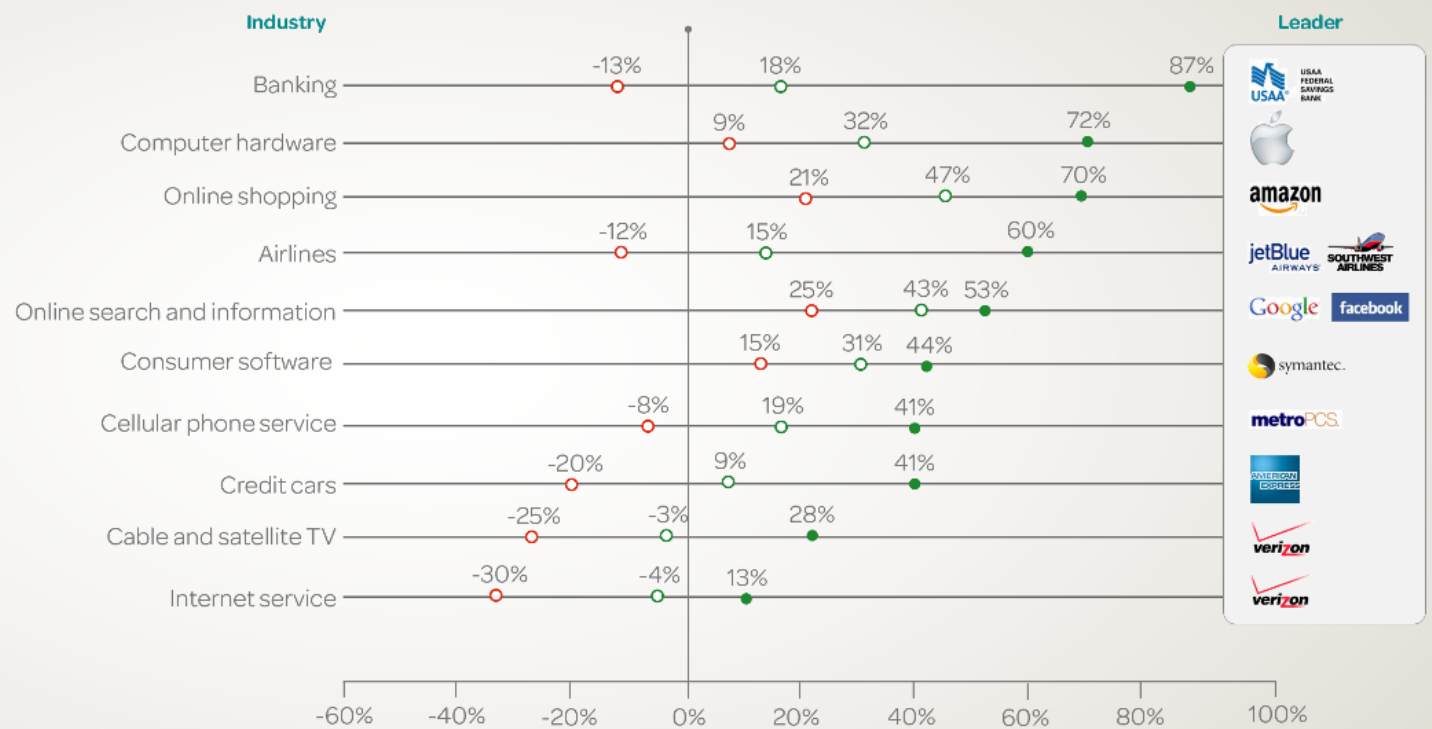
**PROMOTERS:** those who respond with a score of 9 or 10 have probably been through positive experiences and are considered loyal enthusiasts.

**PASSIVES:** those who respond with a score of 7 and 8 have probably been through merely satisfactory experiences and they are indifferent to recommendation.

**DETRACTORS:** those who respond with a score of 0 to 6 have probably been through negative experiences and are considered unhappy customers who wouldn't recommend the company.

# The challenge of service companies

NPS ranges and leaders by industry (U.S)



# DESIGN experience

## APRENDER/PREDECIR

### TENDENCIAS

CONTEXTO DEL MERCADO Y  
TENDENCIAS CULTURALES

### CO-CREACIÓN

EMPLEADOS COMO USUARIOS <sup>N</sup>  
(retroalimentación y co-creación)

### DATOS

#### DATOS INTERACCIONES

Transaccionales  
No transaccionales

#### DATOS INDIVIDUALES DE USUARIOS

Personales  
Profesionales

#### DATOS COMPORTAMIENTO USUARIOS

Consumo / Usos

## DISEÑAR JOURNEYS

### INCREMENTOS DE INGRESOS



### EFICIENCIA

## ACCIÓN INDIVIDUALIZADA



big data | analytics

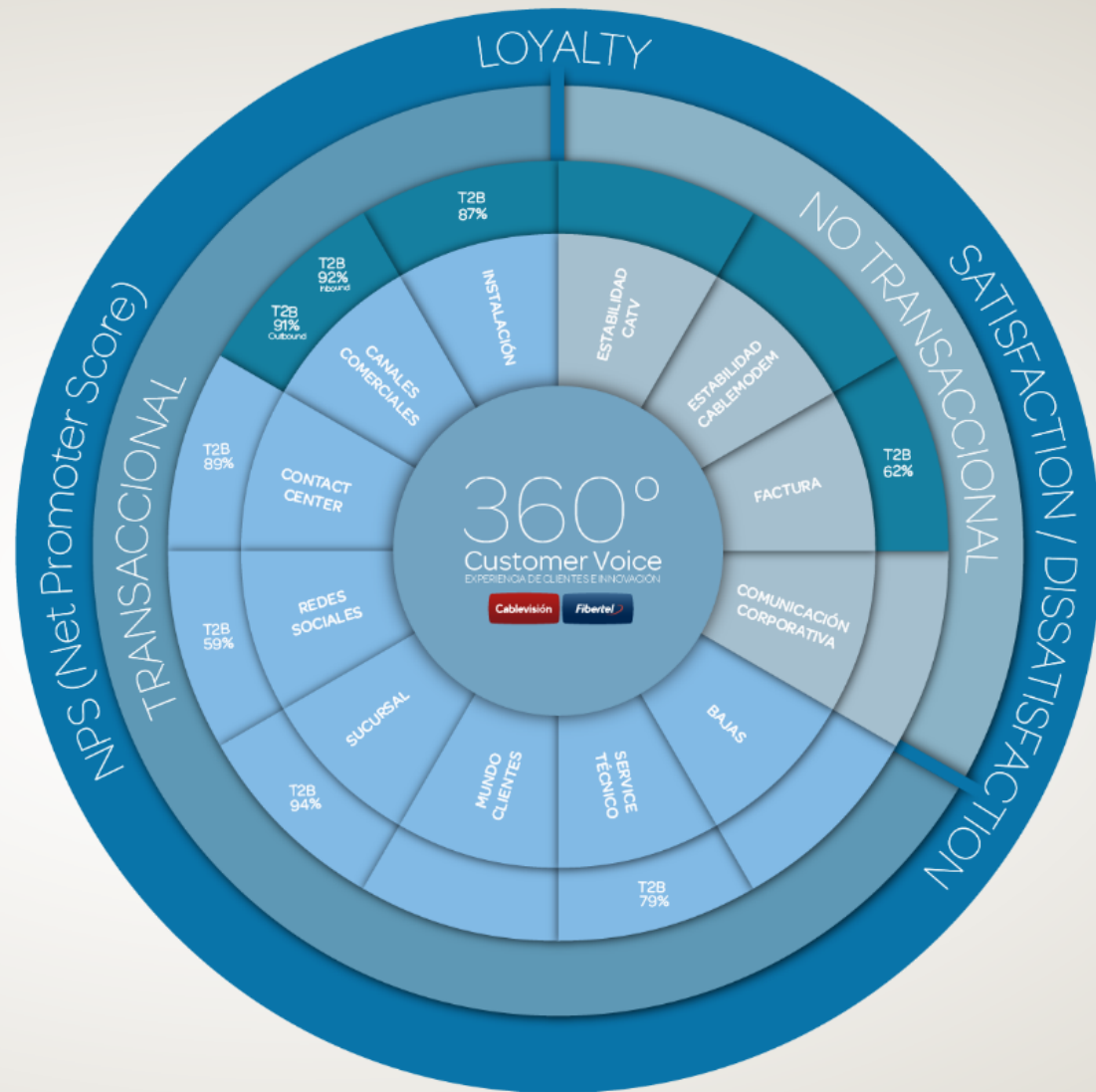


insights | procesos de negocios



real time interaction | analytics | campaign manager

# CUSTOMER'S VOICE Progamme



# WHY DID

we begin our experience  
by forecasting  
**Technical Service?**

It's a process that impacts customer's global satisfaction with CV/FT (Gfk).

It's an experience generated from a evident dissatisfaction.

It's one of the touchpoints with the lowest performance (360).

The cost of a truck roll is greater than the amount of money charged monthly to a Cable Full Price customer.

# WHY DID

we begin by predicting  
**hours of agenda?**

Anticipating to future demand enables us to be more efficient.

It's a high impact variable on customer's satisfaction with the technical service.

When this attribute shoots up, it takes three months for it to return to the previous indexes

It's a differentiating attribute when comparing to competitors.

what have  
we done?



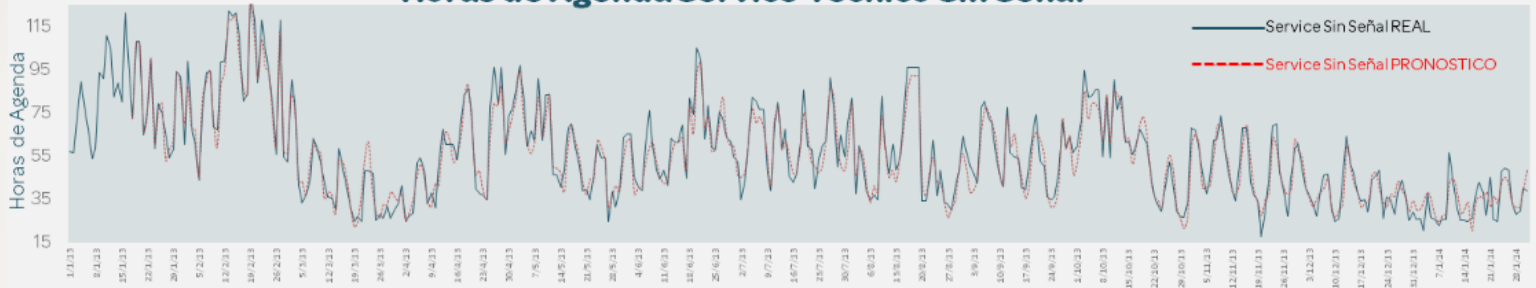
# what have we done?

1. We created an interdisciplinary team: business experts & forecasting methods specialists (BeSmart).
2. We made a pre-selection of possible predictor variables. (income, capability, service type, technical base and weather)
3. We developed the time series and neural network model.
4. We took one month to test the model's accuracy internally.
5. Field testing in 5 technical bases.

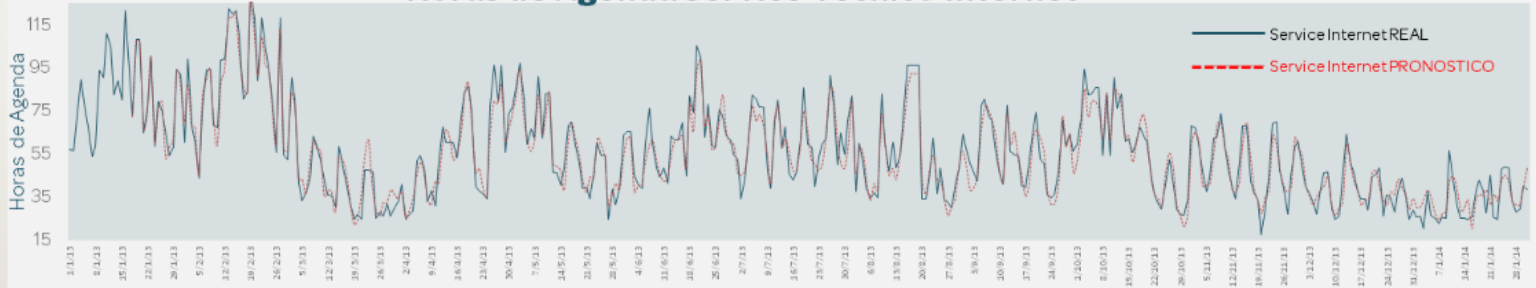
### Horas de Agenda Service Técnico Televisión



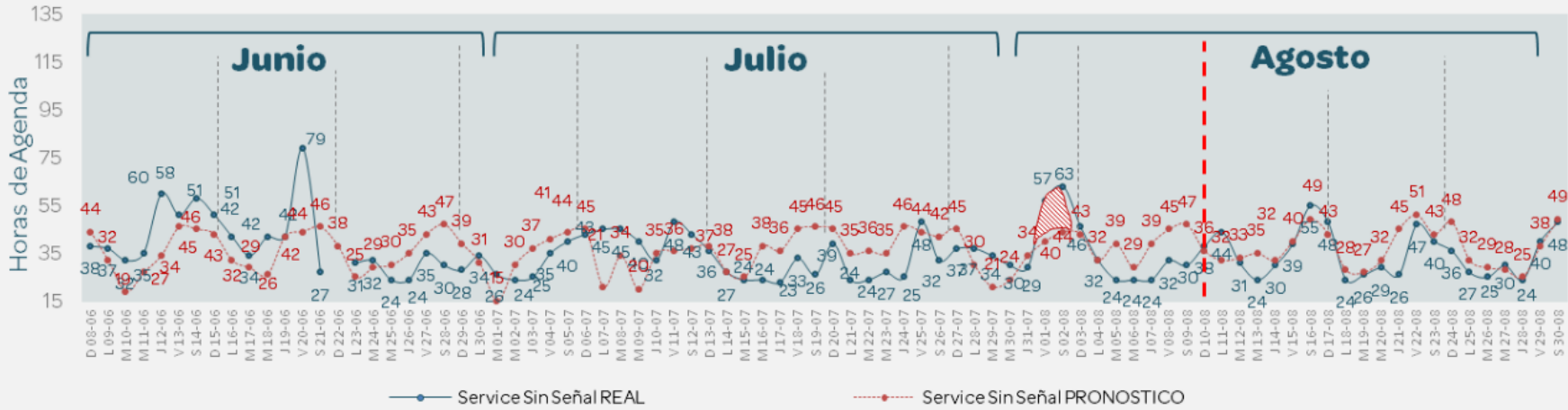
### Horas de Agenda Service Técnico Sin Señal



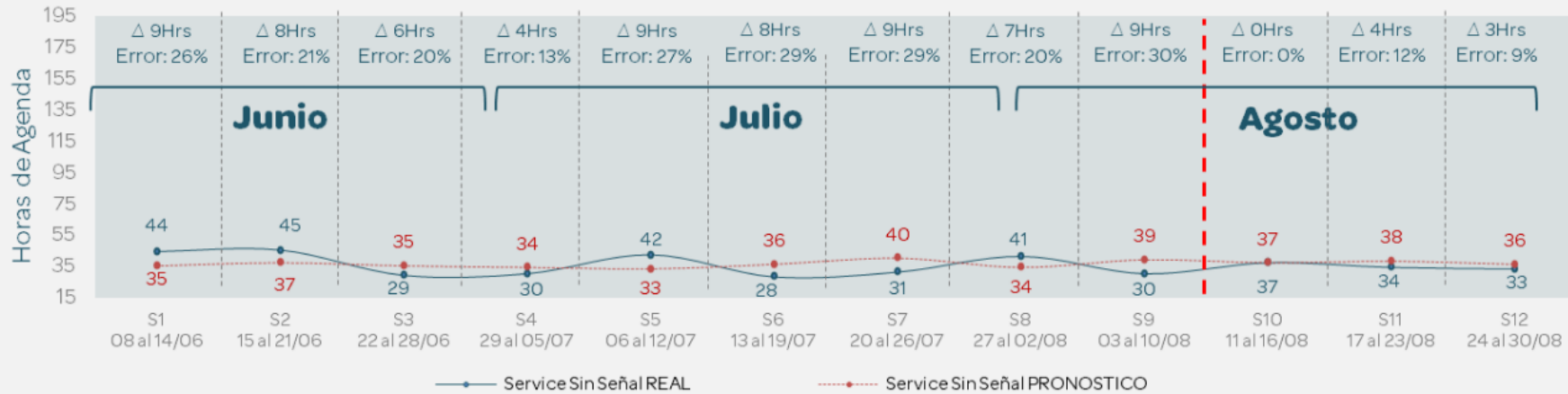
### Horas de Agenda Service Técnico Internet



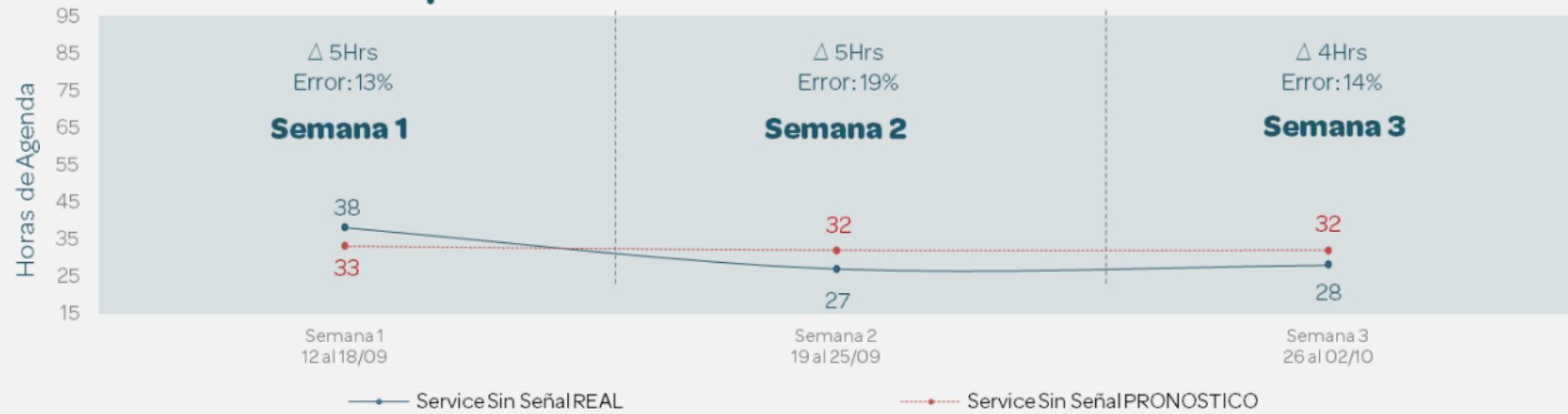
### Horas de Agenda Promedio Service Sin Señal (Días)



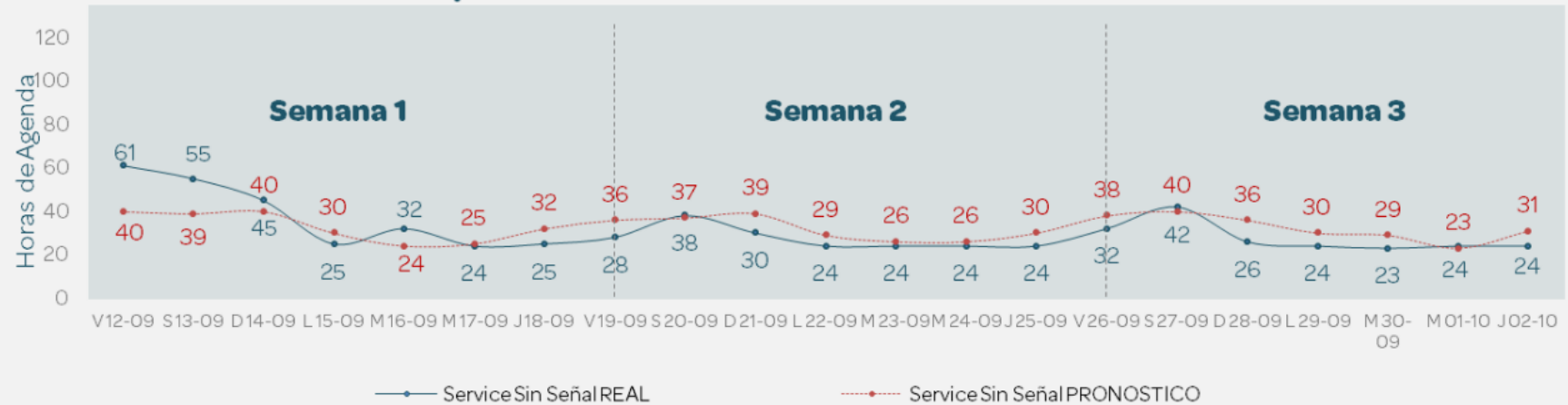
### Horas de Agenda Promedio Service Sin Señal (Semanas)



## Apertura Semanal Service Técnico Sin Señal



## Apertura diaria Service Técnico Sin Señal



# NPS & CHURN

Impact on churn rate of customers with technical services consummated from september to december 2013 (contract status updated to April 2014)



# Thank YOU!

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