

How To Minimize the Impact of an Internet Service Rate Increase

About

Founded in 1906 and headquartered in Jonesboro, Arkansas, Ritter Communications is a fifth generation, family-owned company that began as a local telephone service provider. Today, Ritter Communications serves more than 45,000 customers in Arkansas, Tennessee and Missouri with advanced communication solutions typically only found in major metropolitan areas.

Ritter's goal is to provide their customers with the most advanced technology on the market, at the most affordable price, with the most dependable local customer support.

Problem

Like many cable 'multiple system operators' (MSOs) and telco providers today, Ritter was faced with implementing a rate increase to their bundled Internet subscribers due to a combination of rising programming costs and adjusting rate plans from a recent acquisition. Ritter was also looking for a product and/or service that would enable them to create an increased "stickiness" to their core Internet service while simultaneously off-loading some of their helpdesk and tech support calls.

"We're committed to providing our customers the best possible experience. Sometimes in order to raise that bar it requires entrusting another company with expertise in specific areas of the industry. SecurityCoverage has delivered a standard of excellence in technical support that our customers love."

Doug Maglothin, Director of Product Development, Ritter

Solution

To ensure the delivery of a superior customer experience, Ritter turned toward SecurityCoverage's Tech Home product line to provide their subscribers with an all-inclusive protection & technical support solution. In order to minimize the potential churn impact a rate increase might create, SecurityCoverage offered a substantial price discount on their Tech Home Protect package. This enabled Ritter to provide the Tech Home Protect package FREE to those customers affected by the rate increase as well as all customers subscribing to their bundled service package. To help offset the licensing cost of the Tech Home Protect package, Ritter offered upgraded tiers of Tech Home services including Protect Plus and Support packages. These upgraded tiers are designed for customers who have more devices in their home to protect, or customers who want 24x7x365 premium technical support for their entire home network and connected devices.

Partner

Ritter
Communications



Industry

Cable Telecommunications

Results

- \$9 ARPU increase on each Tech Home package
- Very low churn from rate increase

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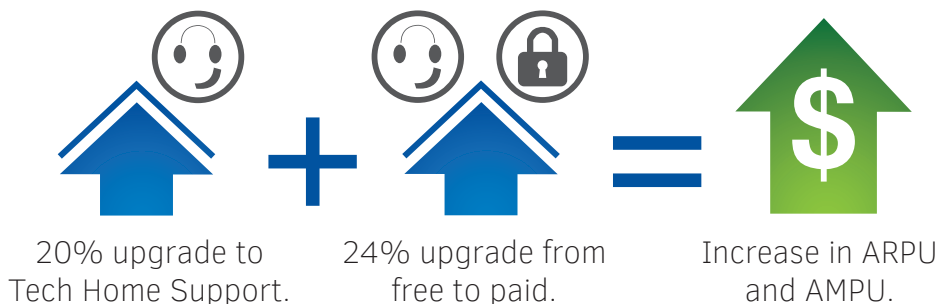
Results

With positive reinforcement from senior management, Ritter has recognized a considerable amount of success from the launch of Tech Home. Ritter achieved this success in part through consistent training via SecurityCoverage both in-person and hosted webinar training sessions. Ritter also provided FREE Tech Home Protect packages to their entire customer facing staff. This empowered Ritter's staff to not only test and gain confidence in the Tech Home products, but also facilitated a better understanding of the product and real life features/benefits which helps them to sell more effectively.

Ritter Keys to Success:

- Senior management buy-in and support at all levels
- Thorough training program
- Employees provided free licenses for the Tech Home Protect package
- Sales contests to stimulate CSR and sales team activity
- Commission program
- Marketing Tech Home via multi-channel tactics and media

Ritter accomplished \$9 ARPU on each Tech Home subscription sold to their non-bundled Internet subscribers. Each month, 20% of customers choosing a Tech Home product upgrade to the highest tier of service, the Support package. Of Ritter customers activating the Tech Home free with bundle offer, 24% upgraded to a paid tier of service such as Protect Plus or Support. This equates to a very healthy increase in ARPU and AMPU from add-on products in addition to their rate increase.



“SecurityCoverage’s resources are the best around and the team is very helpful in providing anything we need. I would say as far as vendors go, SecurityCoverage is the top in providing information and assistance in an effort to flood this product to our customers.”

Trent Taylor, Product Manager, Ritter

About SecurityCoverage

SecurityCoverage, Inc. is a leading provider of mobile and desktop security software, data protection, file backup and technical support services. Founded in 2003 with a clear mission to simplify the use of technology and provide world class customer service, we remain relentlessly dedicated to protecting consumer devices and personal data. Today, over 350 partners from diverse markets like telecommunications, broadband, mobile, retail and warranty help SecurityCoverage achieve its mission for consumers everywhere. Learn more at www.securitycoverage.com.