

CASE STUDY

Rogers Cable Communications

“WE NEEDED A SOLUTION THAT WOULD HELP US BE REALLY TARGETED SO WE COULD LEVERAGE ALL OF THE CUSTOMER DATA AND PROSPECT DATA WE HAD ACCUMULATED OVER TIME.”

Charlotte Durand, Senior Director, Market Planning and Development

ROGERS CABLE COMMUNICATIONS NEEDED A WAY TO VISUALIZE ITS LARGE VOLUMES OF CUSTOMER AND NETWORK DATA SO IT COULD ADD REAL VALUE TO THE BUSINESS.



Challenge

Rogers Cable Communications is a well-established company trying to stay ahead in a highly competitive and highly saturated market. The company needed a way to leverage customer and network information so it could improve and refine its business planning, performance management and customer insights.

Solution

Rogers Cable Communications used the Envinsa® platform from Pitney Bowes Business Insight to create MapMart, their very own interactive enterprise mapping application. The tool has proven to be immensely helpful to multiple stakeholders in sales, marketing and business planning.

SUMMARY

With 2.32 million television customers and more 1.58 million Internet subscribers, Rogers Cable Communications is Canada's largest cable television service provider. In the mid-1960s, Rogers became one of Canada's first cable-system operators when it secured licenses covering much of the Toronto area. The company now serves customers in Southern Ontario, New Brunswick and Newfoundland and Labrador and has owned cable systems in the United States.

Despite its long history of success, Rogers Cable Communications needed new strategies that would help it thrive in one of the most volatile sectors in communications today. “One of our biggest business challenges was ‘How can we continue to grow and win over customers in a highly competitive, highly saturated market,’” says Charlotte Durand, Senior Director, Market Planning and Development. “We needed a solution that would help us be really targeted so we could leverage all of the customer data and prospect data we had accumulated over time.”

Rogers lacked a method for making its masses of data visually coherent and for pulling it together in a way that could add value to their business. “Our customer intelligence and data analytics groups didn't have a way to look at our data, to identify opportunities or threats, to look at patterns and trends in a visual format.”

If Rogers was to maintain a competitive edge in a fast-changing marketplace, its employees would need a tool that could combine and leverage customer, network and third-party data within a single environment.

Rogers enlisted the help of Pitney Bowes Business Insight. Rogers' geospatial planning team leveraged PBBI's expertise to build their very own interactive enterprise mapping application, dubbed 'MapMart'.

MapMart connects Rogers employees with significant amounts of internal data that had previously been stuck in silos. Each night, the solution automatically pulled in, referenced and processed millions of records from multiple sources, yielding a cohesive spatial database rich with detail about Rogers Cable's customers and network. Rogers employees were now able to begin each day viewing an enormous amount of accurate, up-to-the-minute data via what Durand calls “a very user-friendly and intuitive” web-based interface.

Durand's team created MapMart with the goal of leveraging existing customer data for better business planning, performance management and customer insights.

MapMart quickly paid dividends, helping Rogers realize “immense” business benefits across their enterprise. Employees could now visualize data like never before, helping them spot new trends and patterns as they emerged.

The new tool quickly spread within the Rogers organization. “One of our key requirements,” she says, “was getting MapMart into the hands of multiple stakeholders — sales, marketing, business planning people — to give them a tool that would make them more self-sufficient and better informed in their decision-making.”

“VISUALIZING MARKETS AND CUSTOMER INFORMATION ON MAPS ENABLES ME TO SEE BOTH THE BIG PICTURE AND THE DETAILS NEEDED FOR EXECUTION. THIS ALLOWS FOR FASTER DECISION-MAKING AND RAPID REDIRECTION AS WE LEARN.”

Terry Canning, SVP, Business Network Services

More than 200 Rogers employees now using MapMart are able to access it through their PC or Blackberry, tailoring it to meet their own needs. For example...

Employees can proactively reach out to customers after a service outage, turning a potential negative customer experience into a positive one and opening up communication channels that can yield results over time.

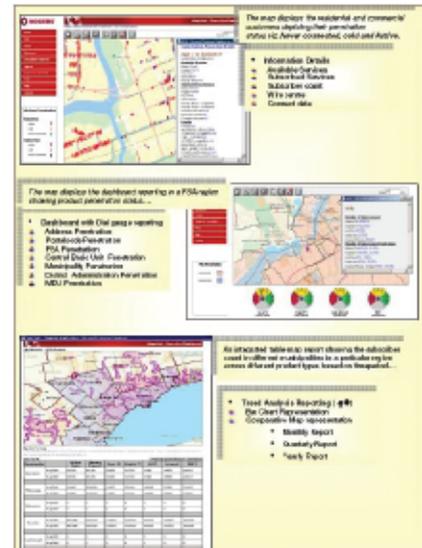
By having more accurate, detailed information going into a customer meeting, sales staff can actually help drive customer satisfaction. “They can switch on their Blackberry and get accurate information in real-time,” says Durand. “They can check in advance whether a customer they are about to meet has had any recent complaints and, if so, what they were.”

Time-pressed executives can monitor performance at numerous levels. “It’s a way for them to track how their piece of the business is doing in real time,” Durand says.

Employees can use MapMart to monitor in real time the effectiveness of promotional campaigns. “You can track its success,” says Durand, “or if you’re seeing a low response rate in a certain area, you can adjust it quickly.”

For business planning Durand says she can now see what’s going on “in every household in our footprint. We know whether people have our services. We know what they can be serviced for. We know whether they have had any technical issues.” The result? Rogers can better manage its growth, building a plan from the ground up and investing its money and resources more wisely to retain current customers and attract new ones.

Thanks to its geospatial capabilities, MapMart continues to help the company meet corporate objectives and hone strategic planning. “We are visual creatures,” says Terry Canning, SVP, Business Network Services. “Visualizing markets



Map data for illustrative purposes only

and customer information on maps enables me to see both the big picture and the details needed for execution. This allows for faster decision-making and rapid redirection as we learn. This is a huge competitive advantage.”

It is understandably difficult to quantify the impact of MapMart on Rogers’ bottom line. But Durand notes that in the last year her team has fielded more than 100 internal requests to run competitive comparisons and other sophisticated MapMart tasks. “If you were to put a dollar value on what we’ve been able to do in-house, it would be somewhere above \$200,000 and growing. In other words, by not having to outsource that work, we’ve been able to get real ROI and save Rogers a lot of money.”

Because MapMart has proven to be so useful, the company plans to expand from its current consumer-focused model to include the business side of its customer set. “MapMart has added tremendous value within our company,” Durand says, “and more people are beginning to recognize that.”

UNITED STATES

One Global View
Troy, NY 12180-8399

main: 518.285.6000
1.800.327.8627
fax: 518.285.6070

www.pbbusinessinsight.com
pbbi.sales@pb.com

CANADA

26 Wellington Street East
Suite 500
Toronto, Ontario
M5E 1S2

main: 416.594.5200
fax: 416.594.5201

pbbi.canada.sales@pb.com