

# SEIZE THE MOMENTS

TIPS TO ACQUIRE LOYAL CUSTOMERS



FIND



JOIN



CONSUME



UPGRADE



DOWNGRADE



BILL



LEAVE



WINBACK

There are eight critical Decision Moments when consumers interact with a TV service. How a TV service provider shows up, behaves and responds at each Decision Moment significantly influences the consumer's decision to subscribe or continue to subscribe.

## US AND UK FOCUS GROUPS REVEAL THAT CUSTOMER SERVICE AND EXPERIENCE ARE NOW AS IMPORTANT AS CONTENT AND VALUE FOR MONEY WHEN DIFFERENTIATING BETWEEN TV SERVICES

### Q FIND

I want to watch my favourite show, movie or sporting event - what service should I sign up to?

### + JOIN

I want to sign up as easily and quickly as possible – with minimum fuss.

#### WHAT ARE CONSUMERS SAYING?

“The trials helps you test the waters. You can gauge how much you're actually going to use it”  
Lukasz, Package Changer, New York

“I want a helpline and an ‘idiots guide’ to the service. If they want me on board they have to earn my loyalty, and that means helping me use their system fully”  
Colin, Package Changer, Manchester

“It should support PayPal. Then I don't need to enter my personal details. It's also more secure”  
Nadine, Recent Joiner, London

**HAMISH MCPHARLIN**  
DIRECTOR  
DECIPHER MEDIA RESEARCH



“Users have begun to accept SVOD as an exciting but fundamental part of their media life, and as such they are expecting more from the services. Whilst initial drivers were around content, the emerging desires are around great customer service and more sophisticated ways of handling a customer's interests and needs.”

## EXPERT TIPS: HELP CONSUMERS TO FIND AND JOIN A TV SERVICE

- #1** Multi-pronged marketing campaigns, with above and below the line, are key to customer acquisition. In our experience, a blended approach with the right promotional offer go a long way towards acquiring customers to your service.
- #2** Don't underestimate the power of the phone call in acquiring customers. In fact, we've seen customers acquired with human interaction are more likely to be loyal to your brand. Think about the sign-up process. We know there is a big drop off when prospective customers are faced with providing payment information. In our experience, providing clear information up front helps to minimize abandonment later in the sign-up process

### STUART BRODIE

HEAD OF OPERATIONAL TECHNOLOGY SOLUTIONS  
Stuart has been helping pay-TV operators to acquire customers for over 10 years

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These expert tips come from a new series of ebooks where you can find out more about Decision Moments, starting with how a customer finds and joins a TV service.

Seize the moment and learn practical advice to improve customer acquisition and loyalty – download now.

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