



Subscription  
Billing  
CRM

# DISCOVER CUSTOMER MOMENTS

EIGHT WAYS TO WIN THE HEARTS  
AND MINDS OF PAY-TV CUSTOMERS



FIND



JOIN



CONSUME



UPGRADE



DOWNGRADE



BILL



LEAVE



WINBACK

# MAKE EVERY CUSTOMER MOMENT COUNT FOR YOU AND YOUR CUSTOMERS

We believe that each time a customer interacts with your TV service or with you directly, there is a point in which your timely engagement can have a massive impact on building the relationship. Through a combination of our expertise and insight, alongside the power of our Subscription, Billing and CRM Platform, we can help you to monetize your content and drive ARPU at each stage of these eight Decision Moments.



The right offer  
at the right time

Fast, effortless  
sign up

TV Everywhere,  
Personalisation and  
Recommendations

Increase  
ARPU

Easy  
self service

Pain free  
billing

Reduce  
churn

Entice  
customers back

# WHAT ARE CONSUMERS SAYING?\*

“I want to get unexpected bonuses for staying loyal. If you feel appreciated by the service you’re more likely to stay”

Jodie, Recent Joiner, Manchester

“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

“The trials helps you test the waters. You can gauge how much you’re actually going to use it”

Lukasz, Package Changer, New York

“It should support Paypal. Then I don’t need to enter my personal details. It’s also more secure”

Nadine, Recent Joiner, London



“Sometimes the sound is out of sync. You don’t expect that. Video quality is vital, otherwise it’s infuriating”

Catherine, Package Changer, London

“These packages are like a rubber band. You flex them in and out, and it’s fine”

Robert, Recent Cancellor, New York

“I cancelled Amazon Prime, and they gave me a full refund. It was so easy that I went back. If it had been a nightmare, I wouldn’t have returned”

Christine, Package Changer, Manchester

“I had a tech issue and my provider went ahead and credited me for that month before I even asked. That was great for winning my trust”

Carla, Package Changer, New York

“I pay even when I don’t use it. It’s still cheaper than cinema, and it’s at your beck and call”

Colin, Package Changers, Manchester

“For me, Netflix is for when there’s nothing to watch on live TV”

Roseanna, Recent Joiner, London



# FIND

## THE RIGHT OFFER AT THE RIGHT TIME



Building awareness and driving acquisition is imperative for any pay-TV business. Only competing on content and price all drive the customer to abandon loyalty and chase the best deal.

It is through the Decision Moment 'Find' that Paywizard supports your acquisition strategy. Customers want:

### CHOICE

Great subscription packages

### OFFERS

Compelling introductory offers

### RIGHT TIME

Timely engagement



**JOIN**  
FAST, EFFORTLESS SIGN-UP



When a customer makes a decision to take action and sign-up to your subscription offer, the process has to be easy, instant and reassuring.

It is through the Decision Moment 'Join' that Paywizard supports your sign-up process. Ultimately customers want:

**EASY**

Device agnostic process, minimal information collection

**INSTANT**

Access to the service and content

**HUMAN TOUCH**

Reassurance through web chat or voice

# EXPERT TIPS

## #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

Clearly, the less clicks to sign-up, the easier to convert prospects into paying customers. However, its important to give your potential customers reassurance in your brand and in our experience, leveraging tools such as webchat at the right time, are critical to converting interest into paying customers.

## #3

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 minimise 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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**SIMON GREEN**  
CEO



“As a premium service, BoxNation’s customer experience at the critical registration and subscription stage must be second to none.

We chose Paywizard as our payment partner because the Paywizard payment mechanism is smooth, fast and secure and because it gives us the flexibility and scalability that we need for the future.”





# CONSUME

## TV EVERYWHERE, PERSONALISATION AND RECOMMENDATIONS



Customers are demanding TV Everywhere. Consuming content across multiple devices and platforms is critical to delivering a competitive Pay-TV service.

The Decision Moment 'Consume' focuses on the customer experience at the point of deciding to add or remove devices and platforms. Ultimately customers want:

### SELF SERVICE

Device and platform choices

### VIEW

Content through their device of choice

### RECOMMENDATIONS

Personalised experience

### CLOCK IS TICKING

3 months to convert into loyal customer

# BILL

## PAIN FREE BILLING



Daily, weekly, monthly, annually, one-off...it doesn't matter what the billing cycle, currency, subscription package or payment method is.

The Decision Moment 'Bill' focuses on the customer experience at the point of collecting revenue. Customers want:

### **ACCURACY**

The bill is always right

### **SUPPORT**

If it's not, it is sorted out quickly with minimum effort

### **FLEXIBILITY**

Multiple ways to pay from vouchers to credit card and PayPal

# EXPERT TIPS

## #1

When a customer first signs-up to your service, they want instant access to your content across multiple devices. Integrating your subscription, billing and CRM with platforms, such as conditional access, is critical to delivering a seamless journey.

## #2

In our experience, the first 3 months after a customer signs-up to your service are critical to longer-term retention. It's critical to monitor and proactively respond to usage, educating and enticing the customers to leverage your service as much as possible.

## #3

It goes without saying, the bill needs to be very simple to understand and accurate. Customers also want the ability to pay in multiple ways, including using things like vouchers in low credit card adoption areas.

## DEBBIE LEISHMAN

CHIEF OPERATING OFFICER

Debbie has been helping pay-TV operators to acquire customers for over 16 years



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**JAMES MICKLETHWAIT**  
ONLINE PRODUCT  
DIRECTOR



“When we launched the new ITV Player it was imperative that we found a payment partner that understood our needs and met the technical, commercial and operational requirements of our business. It was clear from Paywizard’s proven ability to provide a comprehensive suite of products aimed at monetizing digital content and supporting customer purchases, that they could do exactly that.”



# UPGRADE

## INCREASE ARPU



Your customer is open to more. Are you making the most of educating them and giving them access to great offers to extend their subscription across your product portfolio?

The Decision Moment 'Upgrade' focuses the customer experience on helping drive ARPU. Customers ultimately want:

### **INCENTIVES**

A clear reason to upgrade

### **PACKAGES**

Clear and easy to understand

### **EASY SELF SERVICE**

Package, device and platform changes

# DOWNGRADE

## SELF-SERVICE



Reducing services or taking a subscription holiday should be easy and pain free for the customer.

The Decision Moment 'Downgrade' focuses on the customer experience whilst proactively reducing churn. Customers ultimately want:

### **TO TAKE A BREAK**

Pause subscription

### **INCENTIVES**

Help keep potential churners

### **EASY SELF SERVICE**

Package, device and platform changes

# EXPERT TIPS

## #1

Make it clear and simple to upgrade. What are the benefits of upgrading, buying additional content or enabling multiple devices? The key is understanding your customer base, then designing enticing offers and incentives at the right time.

## #2

Whether customers want to upgrade or downgrade, it's critical they are given the ability to manage their accounts themselves. Seamless self-service with proactive offers and human interaction at the right time goes a long way to driving customer loyalty.

## #3

Customers downgrade for a whole host of reasons, sometimes financial or simply lack of usage. Monitoring customer usage and behaviour can provide critical insights that can be used to proactively reduce churn.

## CHRIS LLOYD

SENIOR TECHNICAL PRE SALES CONSULTANT

Chris has been helping pay-TV operators to increase ARPU and reduce churn for over 10 years



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**CLIVE COTTRELL**  
MARKETING DIRECTOR

**RACING UK**

“In response to consumer demand and trends for access to content across a number of different platforms, we have launched on multiple platforms and screens. But we found that having different systems for multiple devices and multiple relationships meant that gathering payments became problematic, and we therefore required a ‘one account’ approach. Upgrading with Paywizard was seamless and provides exactly what we need to enable a smooth and consistent consumer experience across all screens.”



# LEAVE

## REDUCE CHURN



Customers choose to leave for reasons often beyond your control. Often they just need a break, so the experience now, leaves the door open for later.

The Decision Moment 'Leave' focuses the customer experience on keeping customers that have made the decision to cancel their subscription. It's a critical Moment and customers ultimately expect:

### **CANCEL WITHOUT HASSLE**

Easy to find and simple

### **BILL**

Accurate final bill

### **LOYALTY**

To feel valued

### **PERSONALISED**

Relevant offer to stay



# WIN BACK

## ENTICE CUSTOMERS BACK



Customers often like to ‘dip in and out’ of your service, so there is always a way to encourage them to return.

The Decision Moment ‘Win Back’ leverages data, insight and knowledge of the customer to truly understand what makes them tick. Customers can be encouraged by:

### **PERSONALISED ENGAGEMENT**

The right offer at the right time

### **EVENT BASED CAMPAIGNS**

Campaigns based on preferences

### **KEEP IN TOUCH**

Content related updates

# EXPERT TIPS

## #1

For many OTT services, our research has shown customers tend to dip in and out of the service. It's therefore critical the cancellation process is straight forward, as customers are less likely to return if it's difficult to leave.

## #2

In our experience, customers that are looking to churn can be saved by proactively offering a downgrade. Also, being proactive rather than reactive can help bolster your brand advocacy.

## #3

Understanding behavior and interests, coupled with the right win-back offer at the right time plays a critical role in helping win the customer back to your service.

## CHRIS TRUEEMAN

SENIOR VICE PRESIDENT INSIGHT AND INNOVATION

Chris has been helping pay-TV operators to increase ARPU and reduce churn for over 17 years

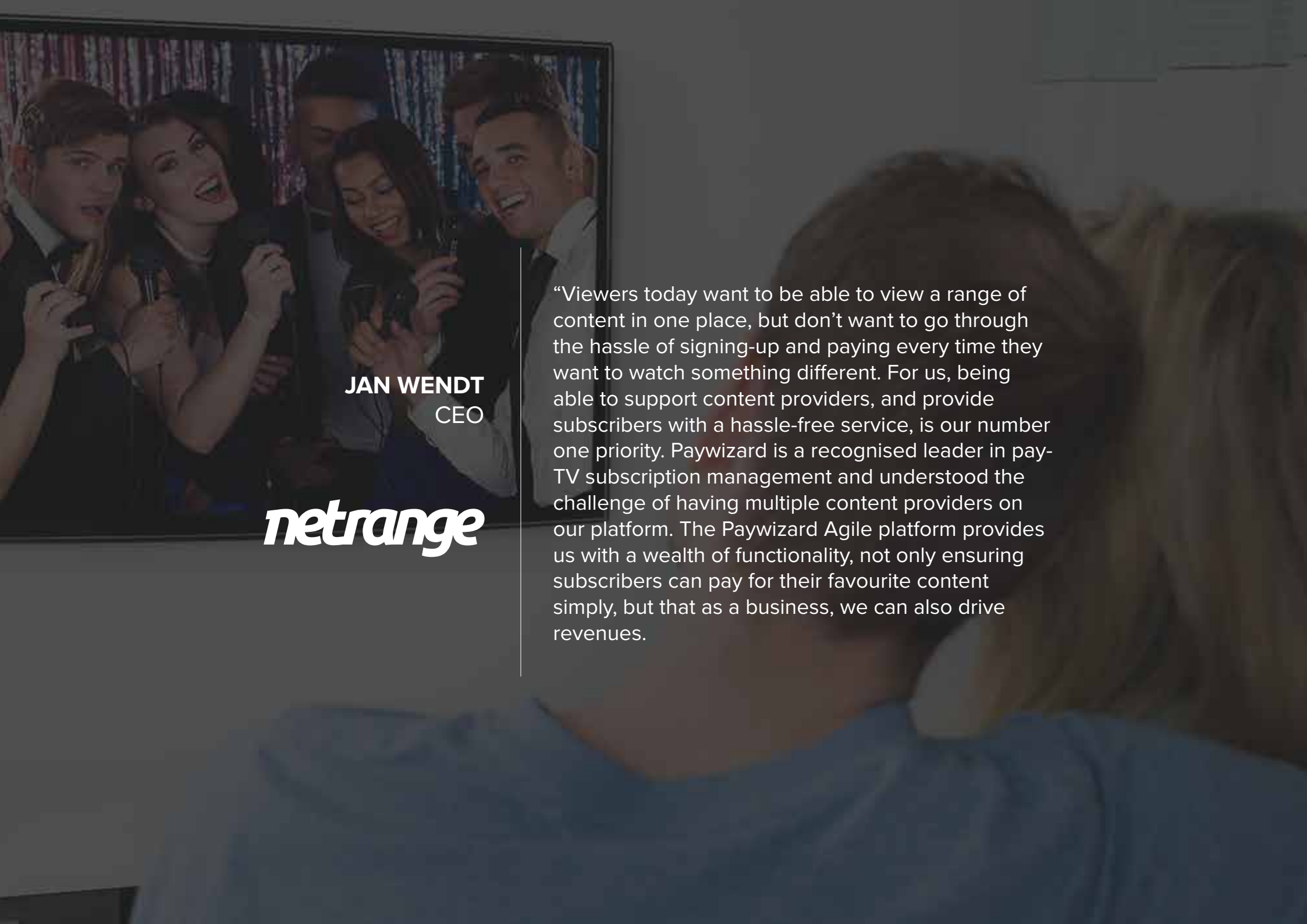


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**JAN WENDT**  
CEO

***netrange***

“Viewers today want to be able to view a range of content in one place, but don’t want to go through the hassle of signing-up and paying every time they want to watch something different. For us, being able to support content providers, and provide subscribers with a hassle-free service, is our number one priority. Paywizard is a recognised leader in pay-TV subscription management and understood the challenge of having multiple content providers on our platform. The Paywizard Agile platform provides us with a wealth of functionality, not only ensuring subscribers can pay for their favourite content simply, but that as a business, we can also drive revenues.

A photograph of three young women sitting on a bed, looking at a laptop screen together. They are in a casual setting, possibly a dorm room or a shared living space. The woman on the left is wearing a white t-shirt and glasses. The woman in the middle is wearing a white t-shirt and glasses. The woman on the right is wearing a white t-shirt and glasses. They are all smiling and looking at the laptop screen. The background shows a wooden desk with a chair, a potted plant, and a framed picture on the wall.

# **TECHNOLOGY+INSIGHT+PEOPLE**

**YOU CAN HAVE IT ALL. BRILLIANT TECHNOLOGY AND THE DEPTH OF EXPERIENCE THAT ONLY COME WITH DOING THE JOB.**

Paywizard has been supporting subscription-based businesses for over 17 years. Our experience is real.

Lets talk to see how we can help turn your viewers into paying customers.

# PAY-TV TOP TIPS:

## TURNING VIEWERS INTO PAID SUBSCRIBERS



*What do customers really think about signing up to your service?*

*Where does customer service fit in the minds of your customer?*

*Does the way you handle the cancellation process really impact long term customer loyalty?*

We commissioned independent research firm, Decipher, to run a series of consumer focus groups to answer these very questions. Find out how customer service and experience – alongside content and value for money - is now seen as critical for turning viewers into paid subscribers

In this first of a series of eBooks, we explore what it takes to acquire customers, and combined with our experience of delivering over 100 pay-TV projects globally, suggest what tips and tactics can you employ to increase your paid subscribers.

**Download your free copy now - [paywizard.com/findandjoin](https://paywizard.com/findandjoin)**

## ABOUT PAYWIZARD

Paywizard has been supporting subscription-based businesses for over 17 years. Our experience is real. Helping over 100 Pay-TV operators including: ITV, Setanta Sports, BT Sport, BoxNation.

We know what it takes to acquire, grow and retain paying customers. This insight is deeply embedded in all that we do.

With over ten million customers acquired, our Paywizard Agile Platform delivers advanced subscription, billing and CRM with performance marketing modules.

When combined with our consulting services and expertise, we've helped our clients deliver inbound acquisition rates of up to 90%, outbound campaigns driving up to 25% conversions, and churn reduction programmes achieving turn-around figures of up to 60%.

Ultimately we deliver personalised experiences across each customer moment. The result: happy and engaged customers.



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WINBACK

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