

RACING UK BUILDS CUSTOMER LOYALTY WITH PERSONALISED SERVICE

Racing UK is Britain's premier horseracing channel. It broadcasts live and exclusive racing from 34 of the UK's top racecourses including Ascot, Cheltenham, Epsom Newmarket and York. Established in 2004, the channel has 48,000 residential subscribers and is shown in over 4,000 clubs and pubs in the UK.

HOW TO DELIVER A NEW SERVICE OVER MULTIPLE DEVICES AND PLATFORMS

Racing UK chose Paywizard to efficiently and cost-effectively manage its entire customer lifecycle from acquisition through to billing, credit control and churn management. Paywizard manages customer subscriptions and authentication for Racing UK across multiple devices and platforms including Sky, Freeview, Desktop, Mobile, iPhone and iPad.

50%
CONVERSION FROM NEW CUSTOMER ACQUISITION CAMPAIGNS



FIND

Paywizard helps create carefully targeted, multi-channel marketing campaigns for Racing UK to attract new customers. Campaigns include outbound telephone, direct marketing and SMS and voice messaging run in conjunction with TV advertising to deliver conversion rates up to 50%. Paywizard advises on which prospect groups to target, drafts compelling outbound calling scripts, extracts the required data and delivers the campaign with a dedicated team of professionals.

Discount codes and "Join Now" offers help to drive online and telephone sales from multi-pronged direct marketing campaigns including voice messaging and SMS. New subscribers can join up by telephoning, requesting a call back or via the website. During the sign-up process, agents capture customer data such as racing interests and viewing preferences which is harnessed for future marketing offers.



JOIN

CALL TO ACTION CAMPAIGNS DRIVE CUSTOMER SIGN-UP

MANAGE
48,000
SUBSCRIBERS WITH SEASONAL VIEWING PATTERNS



CONSUME

Racing UK has around 48,000 subscribers but this can increase by 5% during peak times and Paywizard scales seamlessly to meet this demand. To drive customer loyalty, Racing UK rewards customers with free race day tickets and all subscribers are invited to Club Days at each of the 34 racecourses. Customers request tickets online, by telephone or email, all professionally managed and delivered by Paywizard.

Customers watch the horseracing on up to three different devices as part of the standard package, and can self-serve via the website to change those devices at the touch of a button. If required, Paywizard guides customers through the process of adding more devices and Sky multi-room accounts for an increased subscription, all managed and billed through a single customer account.



UPGRADE

DELIVERING A FLEXIBLE MULTI-DEVICE TV ANYWHERE PACKAGE

GATHERING CUSTOMER INTELLIGENCE AND BUILDING LOYALTY



DOWNGRADE

Racing UK customers can quickly and easily swap between devices within their subscription model to watch the live horseracing, either online or by telephone. Skilled Paywizard agents talk customers through the process of moving between devices, helping to build further customer and brand loyalty.

Paywizard ensures accurate, consolidated billing for Racing UK across multiple platforms, and accurately manages which platforms subscribers are entitled to view. Bills are straightforward, clear, and correct, regardless of complexity of subscription offer or content.



BILL

A STRAIGHTFORWARD, SEAMLESS BILLING EXPERIENCE FOR CUSTOMERS

45%
OF CUSTOMERS CHOOSE TO STAY



LEAVE

Customers wishing to cancel are referred to a skilled retention agent who listens to the customer's reasons for leaving, reinforces the benefits of Racing UK, and suggests appropriate retention offers. With this approach, Paywizard retains on average 40% of customers.

Carefully targeted email, telephone and SMS win-back campaigns attract lapsed customers with "Welcome Back" offer codes to remind them of specific events, the new season, or by suggesting compelling offers such as race day tickets. Paywizard achieves typical conversion rates of more than 30%.



WINBACK

TARGETED CAMPAIGNS WIN BACK MORE THAN
30%
CUSTOMERS

CLIVE COTTRELL
FORMER DIRECTOR
OF MARKETING

Racing TV

"Paywizard enables a seamless user experience across devices, while the real-time marketing information it provides helps ensure that we truly understand our customers, and that we can provide meaningful offers and content options that lead to greater user satisfaction."

