

# eir SPORT DELIVERS TOP SPORTS CONTENT TO 90,000 SEASONAL SUBSCRIBERS

eir Sport is a Dublin-based international sports broadcaster with 90,000 subscribers in the Republic of Ireland and Northern Ireland. The eir Sport package contains six channels including BT Sport, and delivers a range of sporting events including live Premier League, Champions League and Europa League football, Ultimate Fighting Championship boxing, Formula One racing, The Masters and The Open golf championships.

## HOW TO BUILD AND MAINTAIN A PROFITABLE SUBSCRIBER BASE

In a highly competitive market, eir Sport wanted to build and maintain its core subscriber base, while reducing customer churn between sports seasons. eir Sport partnered with Paywizard to manage its entire customer journey from acquisition and subscription management through to flexible billing, credit control and win-back campaigns.

**50%**  
CONVERSION WITH BEST PRACTICE MARKETING CAMPAIGNS

As many as ten thousand subscribers can sign up for eir Sport in the week before popular sporting events such as Irish champion boxing matches or major football games. Paywizard and eir ensure a smooth and efficient customer experience by encouraging customers to sign-up via the website; and with increased staffing levels to meet customer demand, clear call-routing and messaging, and automated set-up processes.



FIND

Paywizard helps eir Sport attract new customers with targeted marketing campaigns around sports fixtures and customer preferences, delivering conversion rates up to 50%. Drawing on its deep knowledge of eir's business and its customers, Paywizard ensures maximum return on investment for every campaign.

**10,000**  
NEW SUBSCRIBERS MANAGED IN ONE WEEK



JOIN

NEVER MISS A MATCH

Paywizard delivers insight on customer sporting preferences and subscribing habits to help eir Sport match customer requirements to offers. The team ran an email, SMS and telephone campaign to minimize customer churn for a group of customers who had signed up for a time-limited 99 euro offer, successfully converting 50% to on-going customers.



CONSUME

Customers can watch six live sports channels as part of the eir Sport package, available on a monthly or annual contract. Paywizard works as an extension to the eir team, offering a full end-to-end service for 90,000 subscribers from customer and technical support through to billing and payment management, providing a seamless service and ensuring customers can always view their favourite sports.

MATCHING CUSTOMER INSIGHT TO OFFERS



UPGRADE

RETAIN CUSTOMERS THROUGHOUT THE SPORTING YEAR WITH TARGETED CAMPAIGNS

Paywizard handles all payments and credit control for eir Sport, with 81% of customers paying by credit or debit card. If a payment fails, Paywizard makes contact and retains 75% of those customers. The Paywizard billing system also has the flexibility to allow manual changes to payment dates, for example to extend the payment date in the post-Christmas period, to minimise payment failures and reduce customer churn.



DOWNGRADE

Many customers cancel their eir Sport subscription when the football season ends, and reinstate it for the next season. To help reduce this seasonal churn, eir Sport offers reduced-price subscriptions during the summer months, typically resulting in a 50% conversion.

FLEXIBLE BILLING AND CAREFUL PAYMENT MANAGEMENT



BILL

Paywizard manages around 3,500 contacts per week for eir Sport, more than half of which are cancellation requests. With a highly experienced team and carefully tailored customer offers, Paywizard retains up to 60% of those customers who call to cancel. The team also makes up to 1000 outbound calls per week as a result of cancellation requests and by re-selling the benefits and suggesting compelling offers, retains 30% of customers.

SKILLED AGENTS RETAIN **60%** OF CUSTOMERS REQUESTING CANCELLATION

eir Sport runs SMS and email campaigns for lapsed customers to remind them of individual events or matches, often with reduced price offers to reactivate subscriptions. For significant sporting events such as popular boxing matches, the Paywizard team creates targeted outbound telephone campaigns to drive subscriptions. Campaigns targeting churned customers deliver up to 60% conversion.

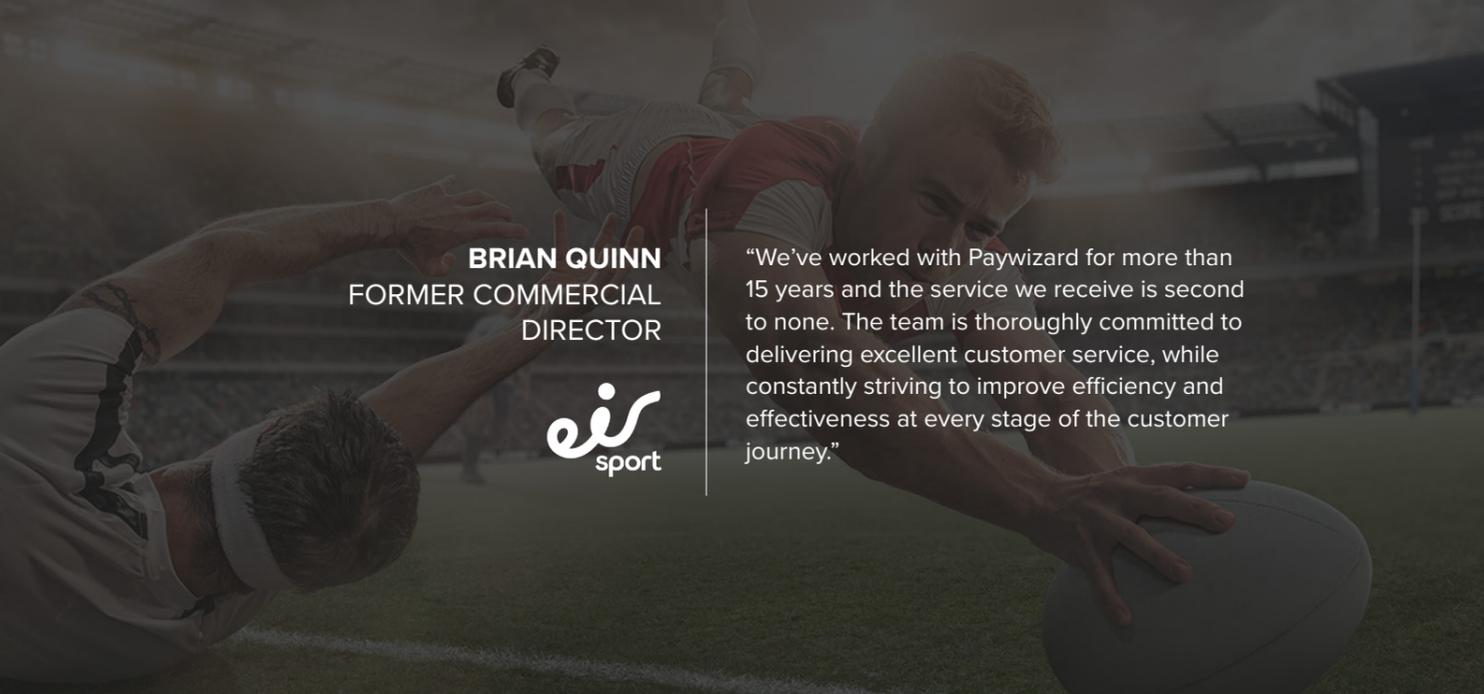


LEAVE

TAILORED MULTI-CHANNEL MARKETING CAMPAIGNS WIN BACK CUSTOMERS



WINBACK



**BRIAN QUINN**  
FORMER COMMERCIAL DIRECTOR



"We've worked with Paywizard for more than 15 years and the service we receive is second to none. The team is thoroughly committed to delivering excellent customer service, while constantly striving to improve efficiency and effectiveness at every stage of the customer journey."