

# How to Increase ARPU with Revitalized Wire Care Offering

## About

Based in Cedar Rapids, IA, ImOn Communications provides high-speed Internet and data, cable TV, and telephone services to residential and business customers in the Cedar Rapids metropolitan area. ImOn serves its customers with one of the most technologically advanced broadband networks in the country. They continue to invest and expand their fiber optic and cable network to bring their customers lightning fast Internet speeds, an outstanding cable viewing experience, and crystal clear voice services.

ImOn Communications takes great pride in doing things a little differently than other cable companies which they have coined as the “ImOn Difference”. They support their local community through volunteering, sponsorship, and donations. ImOn also prides themselves in providing outstanding support while genuinely listening and caring about their customers.

## Problem

Like many cable operators and telco providers today, ImOn was evaluating possible product changes which could increase their overall ARPU. Their research concluded they needed to revitalize their Wire Care Protection offering due to higher operating expenses and lower margin. ImOn’s Wire Care Protection provides repair coverage related to inside wiring for both phone and cable services and inside jack service issues. Their offering includes routine testing, diagnostic work, and up to 3 in-home service calls per calendar year.

In order to improve margin, ImOn considered a Wire Care rate increase to offset increased overhead, materials and truck roll expenses.

***“We considered a rate increase but we were concerned about negatively impacting a strong 80% Wire Care attachment rate. We wanted the offering to remain ‘sticky’ and at the same time increase overall profit margin.”***

Mark Daniels, Product Development Specialist, ImOn Communications

## Solution

To minimize the negative impact of a price increase, ImOn turned toward SecurityCoverage’s Tech Home product line to provide an all-inclusive protection and technical support value added solution. In order to minimize the potential churn impact that a rate increase may create; SecurityCoverage offered a substantial price discount on their Tech Home Protect package. This enabled ImOn to bundle Tech Home Protect into their existing Wire Care offering and fortify the product’s value proposition. ImOn also marketed the revitalized Wire Care package rebranded as Tech Home to new customers with a three months free offering in order to strengthen their already impressive attachment rate and ARPU.

### Partner

ImOn  
Communications



### Industry

Telecommunications

### Results

75% Increased Revenue on Wire  
Care Bundle

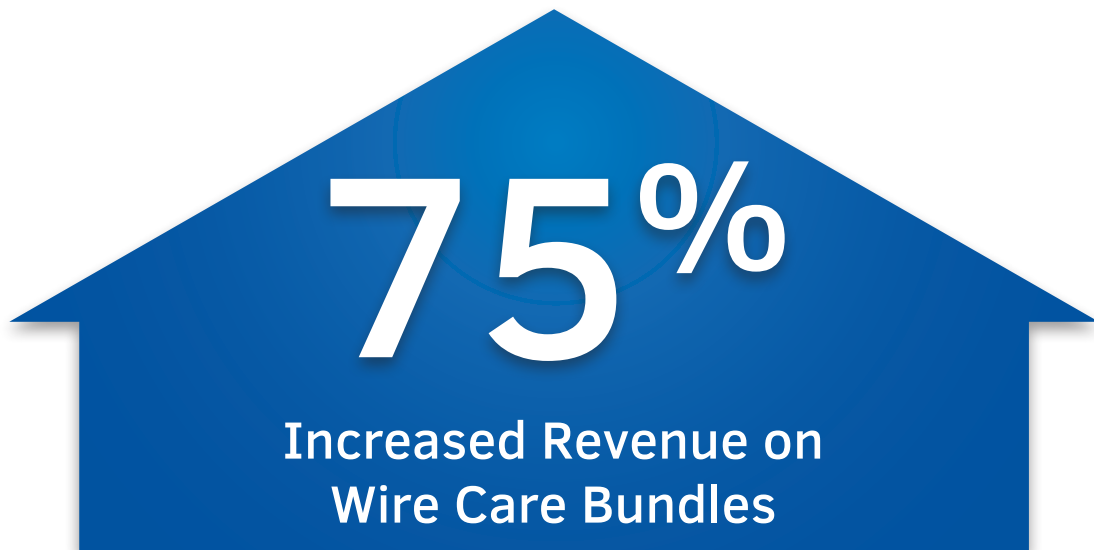
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By incorporating Tech Home Protect into their Wire Care package, ImOn Communications was able to enrich the product with relatively low cost. They were also able to deliver a superior home protection package with increased stickiness that their customers recognized.

## Results

Wire Care as a stand-alone seemed an easy up-sell for ImOn Communications. However, by bundling it with Tech Home Protect the offering has now become a robust, feature rich, value added mega up-sell. ImOn's customer care representatives immediately recognized the value that Tech Home has provided. The techs are now helping customers solve a need, which also makes it an easier sale.



*“By combining Tech Home Protect into our Wire Care price increase we have retained an 80% attachment with our customers at the same time increased revenue by 75%. Our customers recognize the value as they now receive more for their money. Plus, we have the opportunity to capture additional revenue from upgrade options like Tech Home Support. This has been a win-win for both ImOn and our customers.”*

Jeff Janssen, VP - Marketing & Sales, ImOn Communications

## About SecurityCoverage

SecurityCoverage, Inc. is a leading provider of mobile and desktop security software, data protection, file backup and technical support services. Founded in 2003 with a clear mission to simplify the use of technology and provide world class customer service, we remain relentlessly dedicated to protecting consumer devices and personal data. Today, over 350 partners from diverse markets like telecommunications, broadband, mobile, retail and warranty help SecurityCoverage achieve its mission for consumers everywhere. Learn more at [www.securitycoverage.com](http://www.securitycoverage.com).