

How to Fortify Bundled Service Offering Attachment Rate



About

Incorporated in 1903, Marne Elk Horn Telephone Co. (METC) provides reliable, affordable and high quality communications services to the rural communities of western Iowa. Based in Elk Horn, Iowa, most people would not think a community of 650 residents would be home to one of the most progressive rural phone companies in the state. METC has been provided state of the art technology along with personalized customer service.

METC recently completed a very aggressive multi-year build out of fiber optics to each home and business in their community which they leverage as an economic development tool for the rural communities they support. The company is a locally-owned, shareholder corporation with an active board of directors that believes in promoting the communities IT services.

Problem

Over the course of their 110+ years in business, METC has experienced many changes in the evolving world of technology. METC was searching for new and inventive way to fortify their add-on attachment rate to their bundled services offering “Get Connected” packages. METC sought a new product that would enhance their existing Phone, Cable, and Internet bundles while increasing revenue.

In a hyper-competitive economy where consumers are accustomed to bundling everything from their fast food to insurance policies, METC wanted a new product that would not only strengthen attachment rates on their bundled services but also follow their approach to bundling multiple services relating to their core services.

“Telecommunications have become an ultra-competitive industry. Service providers must adopt new and original ways to offer their products and services to an increasingly tech savvy consumer. SecurityCoverage’s Tech Home packages complement our core service bundles and allowed us to deliver a more valuable overall bundled offering to our subscribers.”

Janell Hansen, General Manager, Marne Elk Horn Telephone Company

Solution

In order to ensure the delivery of a unified service offering, METC turned to SecurityCoverage’s Tech Home Managed Services Solution. SecurityCoverage provided initial training and marketing support to assist METC in visualizing how to take the product to market. SecurityCoverage also provided Tech Home Protect entitlements to all customer facing staff which allowed METC employees to better understand the products and upsell the personal benefits of using Tech Home for their customers.

Partner

METC



Marne Elk Horn
YOUR LOCAL CONNECTION TO IT ALL

Industry

ISP Telecommunications

Results

Cumulative Bundled Offering & Fortified Attachment Rate

How to Fortify Bundled Service Offering Attachment Rate

The go-to-market strategy and execution between METC and SecurityCoverage ensured a flawless product launch. By launching a complimenting product to enhance their core bundled services METC was able to deliver a higher value offering and increase attachment rate of add-on services.

Results

Since launching Tech Home by incorporating the three different Tech Home packages into their “Build Your Own Bundle”, METC has recognized a significant increase in add-on sales. This growth can be directly correlated to the value proposition Tech Home provides to METC’s Get Connected Bundles and concentrated marketing efforts.

TECH HOME

Better Protection is... **IN YOUR HANDS!**

Tech Home Plans give you unlimited flexibility to help protect your digital lifestyle. And, with all of your connected devices, that's flexibility you need! Smart phones, tablets, and PCs are all safer with Tech Home!

Protect For One Desktop & One Mobile Device: - SecureIT Web Security (mobile/PC) - Anti-theft for phone or tablet - Password Genie password manager	Bundled Price: \$2.95/mo. MSRP: \$5.99/mo.
Protect Plus For any combo of Four PC & Mobile Devices: - SecureIT Web Security (mobile/PC) - Anti-theft for phone or tablet - FileKopper file backup/sharing - Password Genie password manager	Bundled Price: \$6.95/mo. MSRP: \$9.99/mo.
Support Includes Protect Plus on Four PC & Mobile Devices: - Unlimited Premium Tech Support on all devices - 24/7 US-based service - Setup, support, troubleshooting - Home WiFi Network Management	Bundled Price: \$11.95/mo. MSRP: \$14.99/mo.

Call Today for Details
888-764-6141
712-764-6161

Marne Elk Horn
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www.metc.net

Additional Services & Products

Internet

SecureIT - Protects your desktop, laptop, tablet, and smartphone from malware, spyware, and ransomware. Includes anti-phishing, anti-spam, and anti-malware protection. Available for desktop, laptop, tablet, and smartphone. \$2.95/mo. (includes tax).

SecureIT Plus - Protects your desktop, laptop, tablet, and smartphone from malware, spyware, and ransomware. Includes anti-phishing, anti-spam, and anti-malware protection. Available for desktop, laptop, tablet, and smartphone. \$6.95/mo. (includes tax).

SecureIT Premium - Protects your desktop, laptop, tablet, and smartphone from malware, spyware, and ransomware. Includes anti-phishing, anti-spam, and anti-malware protection. Available for desktop, laptop, tablet, and smartphone. \$11.95/mo. (includes tax).

Technical Support - 24/7 US-based service. \$11.95/mo. (includes tax).

Tech Home Bundled Offering Touch Points

“SecurityCoverage has definitely stepped up their game with Tech Home. Their packages have drastically increased the number of up-sells our organization achieves. Tech Home filled a void that we didn’t even know was there. Our customers demand these products and services. A win-win for all!”

Janell Hansen, General Manager, Marne Elk Horn Telephone Company

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.