

How to Improve Customer Experience through Ancillary Product Offering



About

Based in Blair, NE., Great Plains Communications is the largest Nebraska-based telecommunications provider linking nearly 100 Nebraska communities to the rest of the world through advanced telecommunications and broadband Internet services. Employing more than 200 people, their service portfolio includes state-of-the-art telephone, broadband Internet, and cable television services.

Great Plains Communications and SecurityCoverage, Inc. have valued their partnership since early 2006. Throughout their many years in business together, Great Plains Communications has offered several of SecurityCoverage's legacy Internet security products such as SecureIT, Password Genie and FileHopper.

Problem

Great Plains Communications forecasted an impending change in consumer behavior as the number of Internet connected devices per home was rapidly increasing. Their customers were adopting new technology and IP connected devices such as tablets, smartphones, gaming consoles, network printers, and smart TVs at a staggering rate. As a result Great Plains Communications recognized a significant increase in customer demand for mobile device and Internet security, home network troubleshooting, and advanced technical support services.

Concluding their research, Great Plains Communications recognized the need to introduce additional products and services to complement their core service offerings, and enhance the customer experience.

“By introducing SecurityCoverage’s new Tech Home offering we were able to provide our customers with additional protection and peace of mind. The Tech Home support options complement our high-speed Broadband service, and meet the increasing security and support demands of our customers.”

LeaAnn Quist, Sr. Director of Cable Television, Great Plains Communications

Solution

The connected home is clearly changing the ISP dynamic as consumers now demand a more robust support offering from their Internet provider. The desire for both premium technical support and Internet security creates a need for Providers to present value-added Internet protection and technical support services. Great Plains Communications recognized the need to become a more active participant in the IoT and connected home environment. Doing so proved to strengthen their customer experience and increased their ancillary attachment rate.

Partner
Great Plains
Communications



Industry
Telecommunications

Results

- Improved Customer Experience by Offering Highly Demanded Device Security and Technical Support Services
- Increased Customer Demand of Ancillary Product Sales by 165%
- Increased New Customer Attachment Rate by 337%

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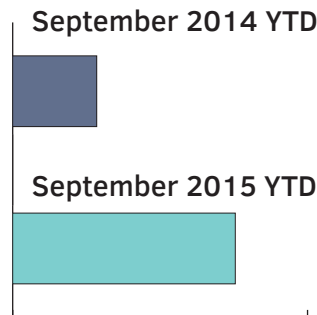
Solution (continued)

Through their long-standing relationship with SecurityCoverage, Great Plains Communications was able to identify SecurityCoverage's managed Tech Home Internet security and technical support solutions as an obvious complement to their high speed Broadband services.

Results

The below year-over-year comparison shows that by replacing a la carte legacy product add-ons SecureIT, Password Genie, and FileHopper software products with Tech Home's more appealing bundle of Internet Security and Technical Support managed solutions; Great Plains Communications improved their customer experience by extending their brand further into their subscribers home. Additionally, because of Tech Home's premier and uniquely positioned bundle and associated upgrade options including whole-home network technical support; Great Plains Communications increased new customer ancillary attachment rate by over 4x.

Ancillary Attachment Rate 2014 vs. 2015



“Tech Home’s suite of Internet security software and advanced technical support has allowed us to be more responsive to the ever increasing need for broadband Internet services with additional advanced protection of vulnerable and confidential information. Being able to offer all of these services through one provider presents a more convenient and secure suite of services for our customers.”

Janelle Allison, Chief Financial Officer, Great Plains 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.