



Powerful partnership today and in the future

Blue Ridge Communications plans customer satisfaction 3-5 years into the future



“The superior TiVo user experience coupled with the support that TiVo provided, helped make our launch a success. Having their product management team connected to our engineering and operations team made it feel like a joint effort.”

— John DelViscio, Director of Operations
Blue Ridge Communications

Customer Name:

Blue Ridge Communications

Industry:

Pay-TV Operator

Country or Region:

Northeast Pennsylvania, USA

Online at:

www.brctv.com

Customer Snapshot:

Blue Ridge Communications is a technologically advanced provider of television, phone and internet services delivered to more than 200,000 homes in Northeast Pennsylvania.

Business Challenges:

- Prior to 2014 Blue Ridge was providing customers with an outdated guide and user experience.
- Using a more focused and deliberate approach to managing the video business while capitalizing on the accelerating consumer demand for broadband.
- Increased competition from video providers with a stronger UX and streaming capabilities.

Why TiVo:

- Superior Experience: TiVo Experience 4 and the TiVo Voice Remote deliver a superior viewing experience.
- Immersive: Captivating UX delivers a deeply satisfying user experience and enables subscribers to choose their favorite content to watch across any source, on any device.
- Consumer-Focused: Subscribers can cut through the entertainment chaos to discover and view favorite content quickly and intuitively.
- Hyper-Personalization: Predictive technology, conversational voice control, and What to Watch recommendations add to subscribers' immersive experience.

Products:

- TiVo Experience 4, TiVo Voice Remote.
- Clients: Linux set-top box, TiVo Mini™, iOS and Android mobile, hybrid set-top boxes running TiVo's Flex-Mode Software. Blue Ridge plans to add BYOD in 2020.
- Integration of popular OTT apps and services including Netflix, YouTube, HBO GO, Hulu, HSN.



Culture of innovation

It all started with one man's vision to deliver television reception for residents in the Blue Mountains around Palmerton, Pennsylvania.

It was 1950 and Claude E. Reinhard had an idea to dramatically improve TV reception in the area. This was a substantial challenge: the closest over-the-airwaves broadcasts originated in Philadelphia, over 80 miles distant. Reinhard and a group of investors formed Palmerton TV Signal Corporation with an idea to capture signals and deliver them to every home.

Using the very geographic features that prevented good reception, Reinhard and team erected an antenna on top of Blue Mountain and installed a pole line from the mountaintop to the roof of Palmerton's Sokol Hall Social Club. From there, signals for the three main networks of the time were delivered to subscribers via coaxial cable and the company grew from subscriber demand.

Being innovative and entrepreneurial was and still is part of the Company's DNA which soon acquired two local telephone companies and invested in technology upgrades to improve service. In the early 1990s, what became PENCOR Services recognized the potential of broadband and launched high speed internet. Late in the same decade, cellular service was added to the Blue Ridge suite of products.

TIME FOR A CHANGE

Today, Blue Ridge provides high speed data, video and telephone service to over 200,000 residential and commercial customers. In 2018 full gigabit internet was deployed throughout their service area and Blue Ridge partnered with eero to launch a premium WiFi product, the first MSO to do so with eero. They were also one of the first to launch multi-room DVRs and among the first providers to launch internet over RF.

In 2014, Blue Ridge had reached a transition point with their product strategy. While the company's history was deeply rooted in video, the user experience wasn't current and sales of high speed internet were accelerating. "To offer a more modern and robust video entertainment experience we believed an investment was necessary and we chose TiVo as our partner." In 2017, Blue Ridge stepped up its marketing efforts of TiVo, got aggressive with pricing which helped drive connect volume and stabilized video churn rates. In 2018, they launched TiVo Experience 4 to deliver a simple intuitive experience to access live, on-demand, DVR and OTT content in an elegant and appealing way. Blue Ridge customers liked what they saw and sales started climbing. Everything is immediately available with TiVo and customers liked the idea of using their voice for an easier and more direct search experience.

Blue Ridge has a deep commitment to progressive adoption of new technologies. As a company, we do these things because it's the right thing to do for our customers.

— Joe Lorah, Marketing Manager,
Blue Ridge Communications

TiVo's innovative voice remote makes finding favorite entertainment easy—simply by asking for it. Moreover, TiVo Experience 4 with voice is conversational, enabling complex queries to narrow search results to make them relevant. Hyper-personalization of recommendations creates a subscriber-centric experience that further conveys the Blue Ridge commitment to an outstanding customer experience.

TiVo Experience 4 was an exciting launch, and Blue Ridge started experiencing an immediate lift in connects. The Blue Ridge team recognized how dramatically better TiVo Experience 4 was and committed to shipping one new voice remote to every TiVo customer. Getting a voice-activated remote in the customers' hands was important. Digital marketing, commercial and billboard advertising, call center agent recommendations, demonstrations of the technology at the Blue Ridge retail centers and by technicians during visits to the home generated awareness and excitement. To further help create excitement in the retail stores, Blue Ridge welcomed customers with food, beverages and promotional items.

Co-marketing support from TiVo was an important part of the launch success. TiVo supported Blue Ridge's marketing effort with a co-branded commercial and helped underwrite the voice remote packaging design.

Joe Lorah, Marketing Manager with Blue Ridge, said: "We don't want customers to feel they have to go elsewhere to get what they want. Working with TiVo's team, we can present our brand to customers in a new way: that Blue Ridge TV isn't a little video company—we are much more."

Customers that were visiting the Blue Ridge stores to return equipment and older set-top boxes were exposed to the TiVo 4 Experience and the Voice Remote. These demonstrations created desire for the product as customers realized that this is easy to use and a simple and direct way to experience what they want. Blue Ridge believes that TiVo Experience 4 with Voice Remote has exceeded expectations and now customers are more connected to the brand than ever before.

Find the movie with Tom Hanks and airplanes.

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The BRTV Voice Remote

TECHNICAL IMPLEMENTATION: A TRUE PARTNERSHIP

Teams at Blue Ridge recognize that well planned new product implementation is critical to its success. Dedicated project engineers familiar with TiVo Experience 4 deployment worked closely with the local team during technology implementation. Following the implementation phase, TiVo operations support stepped in—another benefit Blue Ridge had never experienced with another vendor. TiVo and Blue Ridge have regular weekly checkpoint calls—the partnership and connection between the two has helped make this launch successful.

By early 2018, the product was ready for launch. Employees participated in an extensive testing period and found the product very stable. Ben Fink, NOC Manager, noted: “The TiVo team listened to our input and valued every word.” During the testing period, every issue or bug was quickly addressed and never made it to customers.

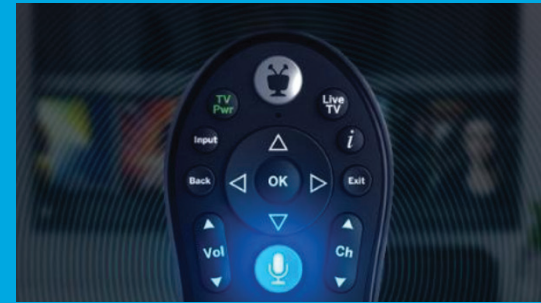
Many employee comments drove the marketing message and helped build excitement. By August, the product was offered to existing customers.

RESULTS COUNT

Today, the numbers speak for themselves:

- Sell-in rate of all video products has skyrocketed from 16% to more than 67% when TiVo is included.
- 43% of net-new customers and 55% of upgrades of existing subscriptions can be directly attributed to TiVo Experience 4 with voice remote functionality.
- Folding TiVo Experience 4 into the triple-play offer drove churn rate to approximately 1% vs. 2% for customers without the product.
- Customer average bills are \$136, when combined with TiVo.
- Blue Ridge now estimates a 65% to 70% market share for video products.
- Music Choice was added to the features list and early data suggest a big lift in usage—the application is available only on the TiVo product.

In the past, we would build something and hope customers would discover it. Putting the remote in people's hands drove adoption.



Ease of use of Experience 4 and the remote is a big deal.

—John DeViscio, Director of Operations
Blue Ridge Communications

FUTURE-FORWARD

Customers' needs and wants will continue to evolve and Blue Ridge is committed to using TiVo for the transition to IPTV. "Once complete, we will be positioned well to offer a full technology stack" said Fink.

SUMMARY

Blue Ridge Communications has leveraged their partnership and investment with TiVo to deliver outstanding entertainment experiences for customers. Subscribers benefit from access to their content on their terms, across all devices, drawing from all platforms, with the ease of a simple voice request on their remote.

The company benefits from increased subscriber loyalty, adoption of additional products and an increase in customers wanting TiVo Experience 4 with a voice remote.



For more information: business.tivo.com

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