

OV Marketing Insights

Unlock greater value from your network

OpenVault offers a single, holistic solution that provides actionable insights into critical subscriber behavior. This easy-to-deploy cloud-based tool for broadband providers delivers powerful decision-support insights and capabilities to drive revenue, reduce churn, reduce customer care call volume and truck rolls, and improve subscriber QoE.

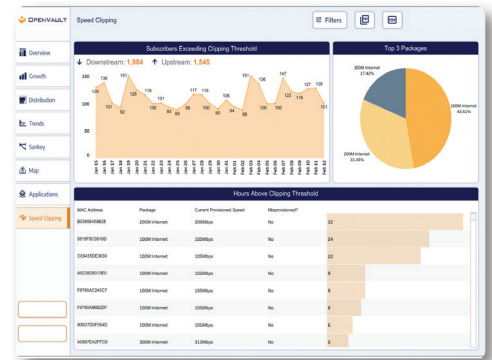
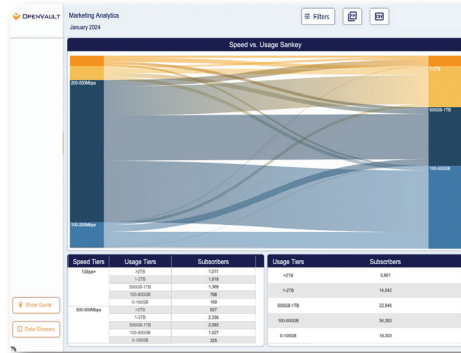
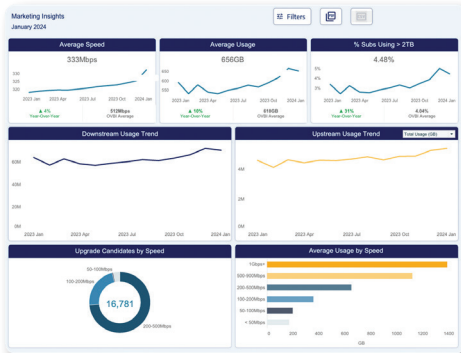
Powerful Insights Enabling You to:



- Identify upgrade candidates based on subscriber usage behavior
- Target subscribers that are clipping the speed of their service plan with upgrades
- Subscriber segmentation based on application traffic
- Compare metrics across geographic markets, postal codes, etc.
- Analyze service plan performance to inform marketing strategies
- Enable customer care to view subscriber clipping, usage, and application trends when diagnosing issues

Insights That Will:

- Monetize network assets
- Drive incremental ARPU
- Enhance subscriber Quality of Experience (QoE)
- Reduce subscriber calls to customer care
- Reduce truck rolls
- Increase Net Promoter Score (NPS)



Overview

Quickly assess usage trends across the network, speed adoption, as well as the volume of upgrade candidates.

Sankey View: Speed vs. Usage

Immediately view subscriber upgrade opportunities based on package speed and usage profiles.

Speed Clipping

Identify subscribers clipping their service plan speed and potentially misprovisioned subscribers.

Enable customer support reps to view subscriber usage and clipping when diagnosing service issues.

INDUSTRY LEADERSHIP FOR OVER A DECADE

OpenVault serves 150+ broadband operators in the North America, Europe, Asia Pacific, Latin America and Caribbean markets. We've helped them improve annual revenue by 100s of millions of dollars and we do so for more operators than any other broadband-focused software vendor in the world. No other company knows more about broadband subscriber usage behavior and how to use network data to drive revenue, reduce costs, better manage networks and improve customer satisfaction and retention than OpenVault. Contact us at sales@openvault.com

