



# So You've Decided on IPTV – Now What?

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# Launching a Video Business

- Business Rules/Policies
- Customer Service
- Training



## Business Rules/Policies

- The video business is very complicated and may be very different than your core business
- Determine how you are going to manage this business
  - Customer Support
  - Business Rules



# Business Rules/Policies

- Support
  - Determine what organizational changes are needed
    - Customer service
    - Marketing and sales
    - Financial
    - Systems (billing and authorization integration)
    - Ongoing training support
  - Determine how to provide 24 x 7 x 365 support



# Business Rules/Policies

- Product Offering
  - Complete a competitive analysis
    - Understand your marketplace
  - What is your business strategy?
    - To retain existing subscribers
    - Be the lowest price provider
    - Remove competition
  - Bundling, pricing, packaging



# Business Rules/Policies

- Business Process
  - Determine how to integrate video with current billing system
- Business Rules/Procedures
  - Need to establish business processes
    - Step-by-step procedures are key
  - Get your team involved to establish these policies



# Business Rules/Policies

- General Business
  - Subscriber database
  - Same customer service phone number
  - Commitment periods
  - Customer agreement
  - Marketing
  - Bundled product offerings



# Business Rules/Policies

- Finance
  - Lease fees
  - Credit scores
  - Security deposits
  - New/separate bank account
  - Collection processing
  - Cutoff and write-off schedule
  - Late fees
  - PPV/VOD fees



# Business Rules/Policies

- Equipment
  - Inventory and warehousing
  - Leasing
  - RMA processes
  - Additional/spare parts



# Customer Service

**What is the most important thing  
you can do to get ready?**

- Get your entire staff involved in the project early!



# Customer Service

- Getting your staff ready
  - Explain “Why video?”
  - Keep them “in the know” about the status of project
  - Explain how you are different from the competition
  - Provide training



# Customer Service

- Get them involved and get them excited
  - Include them in decisions on business rules, bundling, marketing, etc.
  - Incentive programs
  - Free service to employees



# Customer Service

- Create the necessary tools to help CSRs during the sales process
  - Customer database
  - Customer checklist
- Overcome the major obstacles
  - Long-term employees don't like change – make them your leaders in the project!
  - This is a different business, with limited control



# Training

- Excellent customer service is a must!
  - Train, train, and re-train
  - Training never really ends; video business is always changing
- In order to sell it and support it, they must know it
- Outside support may be the key
  - Many vendors are available to provide training



# Training

- Training must be relevant
  - Customized to your local market
    - Your competition
    - Your pricing
    - Your bundling/offers
  - Why your video service?
    - What differentiates your product?
    - What do you do differently than your competition?



# Training

- Training must cover:
  - Installation & set-top box functionality
    - For both installers and CSRs
  - How to sell video
    - Packaging, pricing and bundling
    - Sales training – closing the deal
  - You may also decide to include training on home networking
    - Also a business decision you will need to make