



Subscriber Upgrade Program

Client Need:

The Nation's largest broadband provider needed a cost effective method to upgrade its video and internet customers to a more robust service offering in selected metropolitan markets. The execution of the program hinged on the quick delivery of a customer self-install kit from market specific distribution centers. A key requirement called for a database designed to capture, store and report unique information related to the subscribers installed equipment. Specific make, model and serial number information would be necessary for each shipment. It would be essential for the system to integrate with their internal CRM programs that support hundreds of order entry personnel.

Our Solution:

Replico's project team responded quickly and in less than two weeks had an operational database customized to accommodate the client's specific requirements.

Our packaging specialist ensured the equipment and components was surrounded by a functional packing designed for efficient kitting and fulfillment. Standard shipping cartons were used to save on time and cost. Each shipment included a personalize letter listing the serial number of the equipment within the kit. All specific serial information and tracking number were captured for provisioning and billing purposes.

The total solution included an online order page tied directly into the customer's order management system and an e-mail alert system that notified subscribers of actual ship dates.

Results:

The customer's upgrade program supported a 15% increase in individual subscriber revenue. The turn-key fulfillment solution enabled them to quickly launch this critical program 30 days ahead of schedule with minimal internal resources.

Our modified system allowed the customer to efficiently manage this major company initiative. Customized subscriber letters inserted into the kits contained unique equipment serial numbers allowing the customer to accurately track and provision the upgrade equipment in its own billing system.

As an added benefit, Replico processed and shipped all upgrade orders on the same day they were received helping our client improve their customers order experience.

About Replico

Replico is a leading provider of innovative, integrated supply chain services. Our full range of services includes print and package production, final product assembly and testing, warehousing, fulfillment, logistics and returns processing. Our expertise in database technology allows us to provide state of the art web enabled solutions that integrate with customer systems to manage inventory and order flow requirements. Our services reduce client costs and deliver a positive out of box experience for the end user. Replico is proud to serve some of the nation's largest and most respected companies in the broadband, technology, educational, and direct response industries.