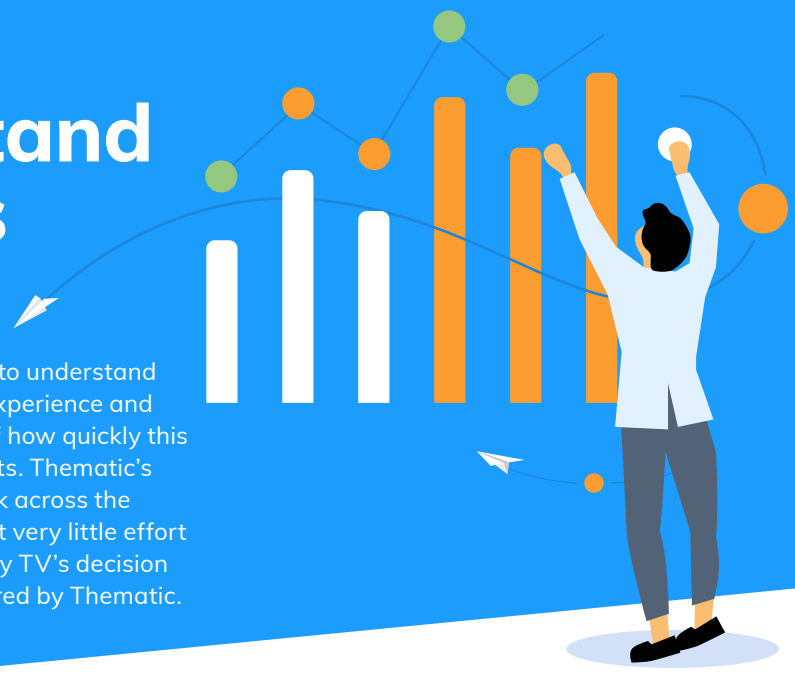


CASE STUDY

Sky TV: Understand your subscribers

Executive Summary

Sky TV, a New Zealand pay television provider, needed to understand the reasons behind company metrics such as viewing experience and customer service NPS. They chose Thematic because of how quickly this solution turns customer feedback into actionable insights. Thematic's flexible visualisations helped surface customer feedback across the company. Sky TV's customer insight team needed to put very little effort to implement this solution. This case study describes Sky TV's decision process and demonstrates three sample insights delivered by Thematic.



Sky TV: New Zealand's largest paid TV network

Sky TV is one of NZ's best known companies and has been selling paid satellite TV for nearly 30 years. It is publicly listed with a revenue of over \$900 million. The company has over 1200 staff and services nearly 900,000 customers.

Customer insight is crucial in a competitive market

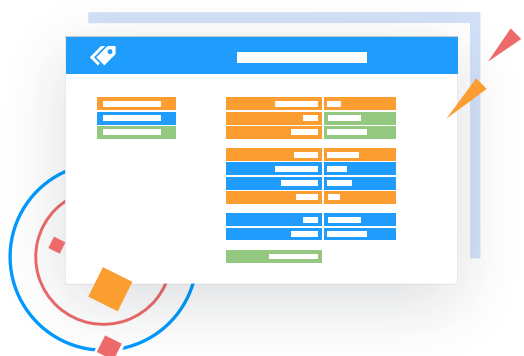
For years Sky TV was able to maintain a relative monopoly in paid TV, but the rise of alternatives such as Netflix, Lightbox, and other TV streaming options made this sector more competitive. Customer insights became key to understanding subscribers' needs. A team of five analysts specialising in customer analytics, qualitative research and data science implement Sky TV's voice of customer. Every week they survey thousands of customers, in addition to running focus groups, research studies, social media listening and call centre analysis.



Traditional approaches don't scale

The customer insight team used an older generation tool for survey responses. This tool had many powerful features. For example, the analysis can be exported and re-used in other modelling projects. But the team faced many difficulties when using this tool in every day:

- An expert user was required to set up the tool and to add any new emerging themes
- Translation of results to actions wasn't clear
- Publishing the results on the company's intranet was difficult
- The tool had a difficult user interface
- Integration with survey providers could not be automated



Key needs for understanding subscriber's feedback

Understanding the advantages and disadvantages of traditional analytics tools has helped the customer insight team finalise their requirements for an ideal solution:

Need: Low touch
Description: They do not want to spend any time configuring categories for each new survey. At the same time, the solution should capture existing and emerging themes in all new surveys.

Need: Seamless workflow
Description: Ideally, data should be flowing automatically: from survey provider to text analytics to visualisation solution, returning the results back to the user.

Need: Easy access to data
Description: They do not want to use another external dashboard to view the results. They need the ability to export the analysed results.

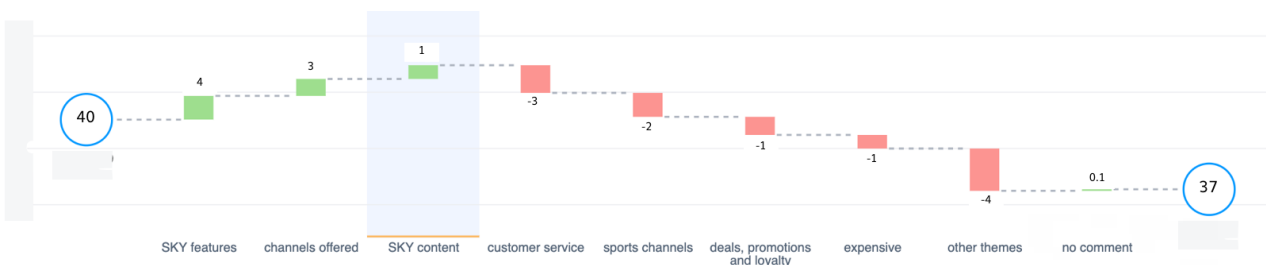
Need: Straightforward integration
Description: The analysis results need to be easily integrated in their existing intranet dashboards.

Sky TV evaluates Thematic

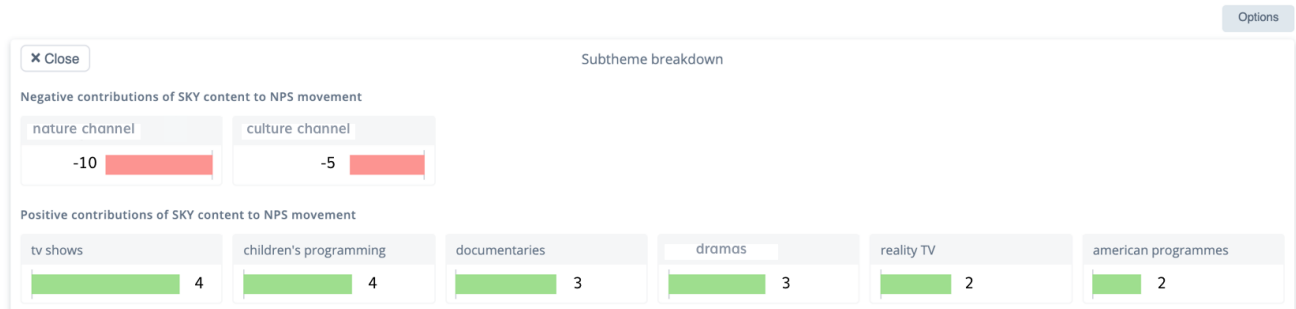
Head of Customer Insight at Sky TV, Troy Stanton, discovered Thematic when the product was about to be released. He found that it fit the requirements well:

- Thematic is built specifically for extracting insights from survey responses.
- Thematic is low touch, meaning that the insight team did not have to do any configuration themselves, other than provide the raw survey responses.
- Thematic can detect emerging themes without pre-configuring those themes.
- Thematic's interactive visualisations let you zoom in on the feedback that matters.
- Thematic can be configured to automatically retrieve the dataset from a location and then email the results to a specified address.
- Thematic returns the original spreadsheet with responses, each coded with one or several themes and sentiment.
- Thematic creates standalone visualisations, which can be integrated on an intranet.

Sky TV have been successfully using Thematic for over a year.



See a themes impact on your score over time



Thematic's interactive visualisations let you zoom in on the feedback that matters

Thematic delivers actionable insights about the subscribers

Using Thematic Sky TV have successfully determined a number of data-driven insights.

Insight 1: What's the impact of price increases on customer experience?

Sky TV had to increase their prices multiple times over the past few years. Subscribers hate price increases, but just how much?

- Thematic helped calculate the impact of increasing prices on decrease of NPS score
- Thematic quantified how important the increase was on customers' perception of the company

Insight 2: How important is losing the coverage for a sporting event?

TV content changes for a variety of reasons. When Sky TV stopped broadcasting a popular sporting event, they wanted to know, did it matter to their viewers?

- Thematic has shown that specific event was very important for subset of customers who were very vocal
- The theme spiked at announcement but produced the biggest impact on NPS when customers expected the coverage to start.
- Thematic has shown the length of time this change affected customer perception.

Insight 3: Do people tell the truth?

Further insights emerge when verifying customer feedback with hard data. For Sky TV, the hard data are the viewing numbers. Do they correlate?

- Thematic discovered a striking finding: a very vocal percentage of the subscribers said that there were too many reality television shows.
- Among the reasons for subscribing to Sky TV, reality shows did not make the top ten.
- Comparing the results of this analysis with the viewership statistics has shown that many people were in love with reality television, but perhaps weren't willing to admit it.
- Some customer feedback is aspirational!

“Over the years we’ve tried different solutions, both manual and automated, to deal with hundreds of comments Sky receives on a weekly basis. We have found Thematic to be the most effective and sustainable approach. We can validate changes in customer perception immediately and quantify their importance.”



Troy Stanton
Head of Customer Insight
Sky TV

Considering Thematic or just want more info?
Contact us now to get started!

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