RR ENTERPRISES LTD.

"The World's Subscriber Management Software"

marketing reports

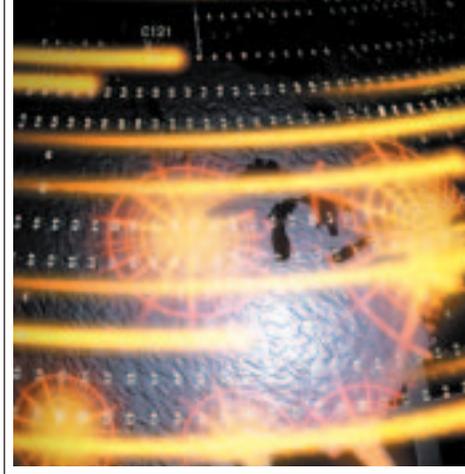telemarketing

total flexibility

MARKETING PROGRAM

innovative marketing programs

total flexibility

targeted campaigns

highly automated

marketing reports

telemarketing

cross marketing

demographics

varied

selection criteria

RR Enterprises'
Marketing Program
Highlights

Be Innovative

In todays competitive marketplace with so many products and services competing for your subscriber's discretionary entertainment dollar, it is imperative your company offer creative and innovative marketing campaigns to your targeted subscriber base. Whether generating new subscribers, or maximizing the revenue potential of existing subscribers, you need a sophisticated marketing program that is comprehensive, creative and flexibile, incorporated within your Subscriber Management System, that provides all the tools necessary to successfully market to your subscribers.

Supported by one of the leading Subscriber Management Systems in the world, the RR Enterprises Marketing Module is a leading-edge software solution that will assist you in increasing your subscriber base, reducing churn and maximizing revenue per subscriber.

Automated Marketing

The RR Enterprises Subscriber Mangement System has a unique software architecture that provides total flexibility in the handling of marketing campaigns, unlimited services, rate schedules and packages.

Combined with the incredible functionality of the RR Subscriber Mangement System, we offer a Marketing Campaign module that is simply outstanding! It completely controls the processing of subscribers who elect to receive cable, Pay Per View or Internet service as the result of a marketing campaign (promotion). It will support both fixed and variable length campaigns in whatever combinations are desired. The System will automatically track and report on any campaign. It will automatically give any customer signing-up any current promo they qualify for, and the Customer Service Representative does not have to remember or consult anything about the campaign, the System does it for them! Of course, the CSRs have the ability to offer any campaign for which the subscriber qualifies.

Should a CSR desire details about a specific campaign, Help screens are readily available which will give the CSR the details of any campaign, including scripting help on how to sell the campaign to the subscriber.

"Finally I can say, "yes" to marketing! The new marketing module can handle almost anything our sales department can think of, and with the ability to offer multiple benefits, even on all ready discounted services, we are looking forward to many successful campaigns."

Barbara Jordan
MIS Manager
Sunflower Broadband
Lawrence, KS

Total Flexibility

The RR Enterprises Marketing module is extremely flexible, enabling you to tailor a marketing campaign that is just right for your targeted subscriber group.

Here are just a few examples of the different type of campaigns you can create:

Fixed price campaigns, campaigns on packages, PPV Campaigns, discounts on monthly rental charges, installation campaigns, cross promotions where you can offer incentives such as one month of free premium service or free PPV movies if you subscribe to another premium service, free gifts for subscribing to a particular premium service, advance payment promotions, free service for a period of time for subscribing to a particular PPV Event, free PPV movies for subscribing to a Digital Equipment package, free PPV movie for subscribing to a particular package of services, subscribe to digital services and receive a free modem installation, and many more.

Let your imagination be your guide!

Campaign Benefits

Incorporating "multiple marketing triggers" to establish a subscriber's eligibility and benefits for a specific campaign, you can focus on a specific marketing area. Multiple marketing triggers can be established according to:

- Service codes
- Package codes
- Range of monthly rental charges
- Payments on account
- PPV Events
- Purchase of items
- Effective start and end dates

Campaign Benefits, whether free PPV movies, merchandise, discounts etc. can be set to be automatically given to the subscriber only if a match is found within the triggers that you have set up. The benefits will be assigned either by Services, Packages, Purchasable Item, Monthly rental, Installation and PPV.

RR Enterprises'
Marketing Program Highlights

Determining when you would like the subscriber to initially receive the benefit of the campaign, and for how long the subscriber will receive those benefits, is extremely simple to set-up. The benefits will start within a defined period (months, weeks, days) from the work order completion, PPV charging or the posting of payment batches. The benefits can also run for any given time period (months, weeks, days).

Our sophisticated Work Order Program will automatically inform the CSR when a campaign benefit or trigger is cancelled because the subscriber's rate schedule, services or billing frequency has changed.

Targeted Campaigns

Whether it is a system wide marketing campaign or a promotion for a particular community, it is simply a matter of deciding to whom you want to market.

Focused Marketing Campaigns can be set-up according to:

- Up to 7 different levels (division, region, community, etc.)
- Work Order Zones
- Marketing Zones
- Dates
- Subscriber Status
- Invoice Frequencies; Monthly, Bi-monthly, Quarterly, Semi-annually, Annually or All. (Can automatically cancel campaign if invoice frequency changes.)
- Unit Status
- Nodes
- Rate Schedules (Can automatically cancel campaign if invoice rate schedule changes.)
- Start dates based on Installation, Entry or on Signature date of Work Order
- Methods of Payment; Invoice, P.A.C., Credit Card or Consolidated Bill
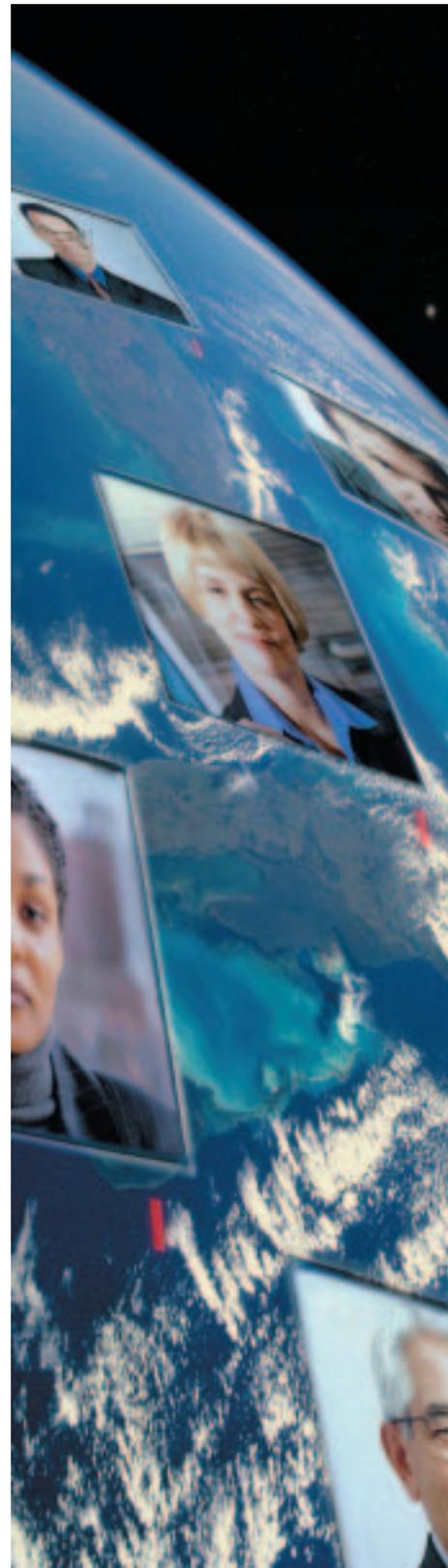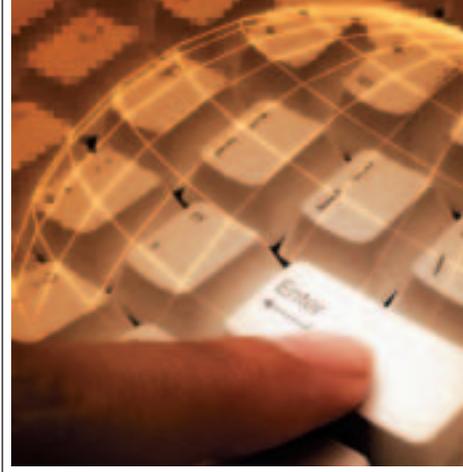
RR Enterprises'
Marketing Program
Highlights

You also control whether a subscriber will receive campaign benefits if the subscriber is currently receiving, or has received in the past, benefits from a different campaign.
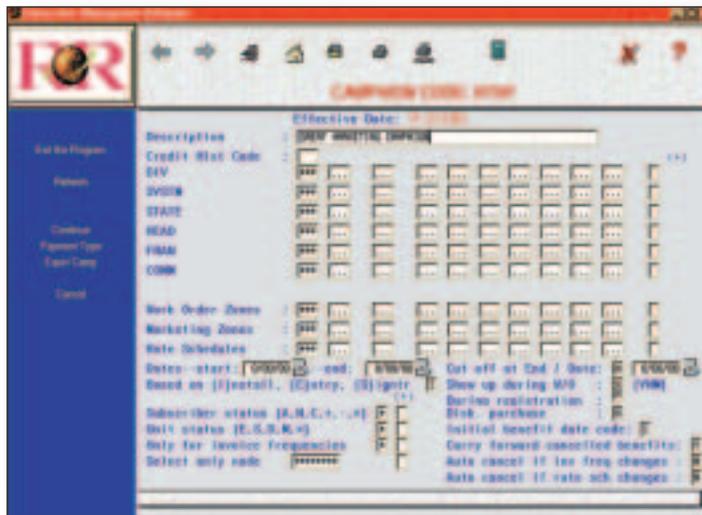
Campaign
Set-up Screen

Setting-up a targeted marketing campaign is a very simple process. Above is the Campaign Set-up Screen.

Multiple Selection Criteria

Selecting the criteria to determine who you would like to market to is extraordinarily easy with our integrated Subscriber Listing & Labels Program.

Marketing to either a targeted subscriber group or homes passed selection is simple utilising the RR Labels Program or Subscriber Listing Program. You can focus on practically any segment of your database. Campaigns can be set-up according to user defined levels, including divisions, franchise areas, systems, communities, states or head-ends. The choice is yours.

Once you have determined the general marketing area, you can further refine your selection to a particular group, grid area, Work Order zone, Head-End or Rate Schedule.
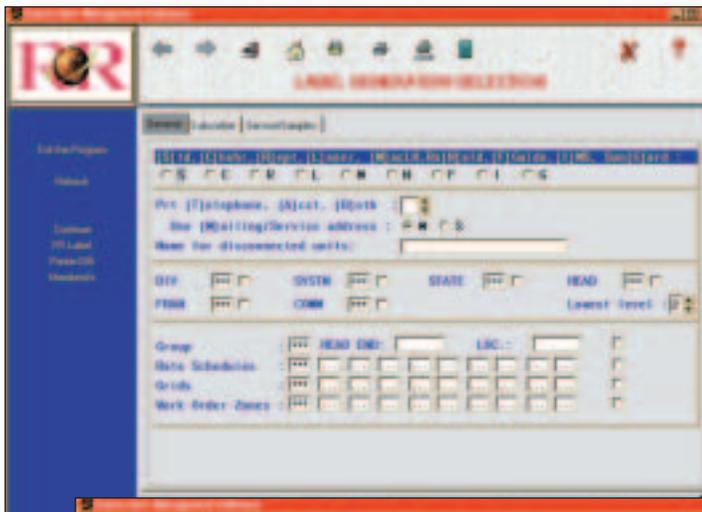
RR Enterprises'
# Marketing Program
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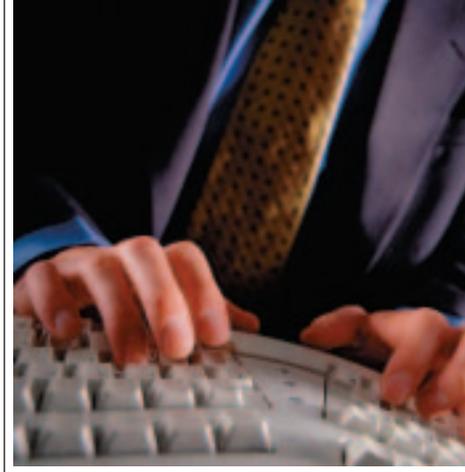
Drilling down even deeper to subscriber attributes such as invoice frequencies (Bi-monthly, Monthly, Quarterly, Semi-Annual or Annual), Payment methods, Monthly rental amounts, Subscriber balances, Cancellation Dates, Start dates, Subscriber status codes, Unit status codes or Services is very easy to set-up.

Select what you would like to do with your target group. Generate mailing labels, letters, print reports, or creating Electronic files to be sent to a mailing house is a simple selection process.

Label Generation
General Screen
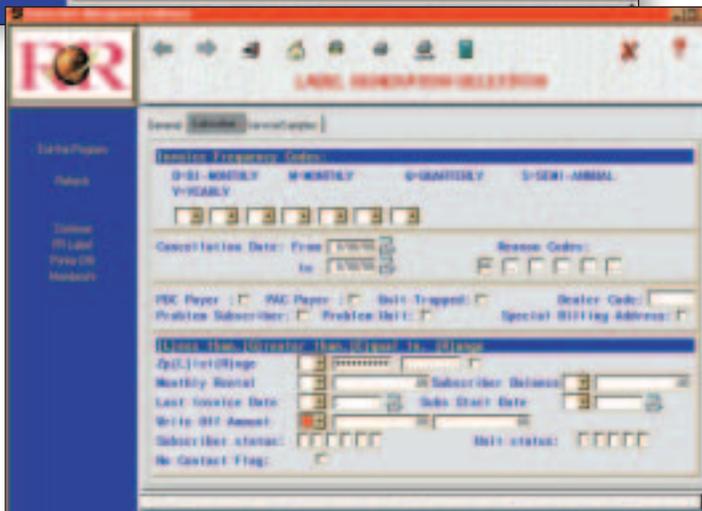
Label Generation
Subcriber Screen

"The new marketing module offered by RR Enterprises allows us to present a more diversified approach to the cross selling of services. In a highly competitive environment, the ability to bundle and cross sell basic and digital cable with high speed Internet allows us to optimize our marketing of these products and services. The capability to group these very different types of services into customized promotions will enable us to better cross sell the products and services that we offer."

David Powers
Regional Cablesystems
St. Johns, Nfld.

RR Enterprises'
Marketing Program Highlights

Telemarketing Opportunities

It could not be easier to create targeted telemarketing campaigns with the RR Enterprises Telemarketing module.

You decide on the definition of your telemarketing campaign. Whether you want to contact existing or potential subscribers, focus on specific Divisions or Communities, incorporate only certain Work Order or Marketing zones or market to subscribers with specific Services, it is all a simple selection process. Further define your telemarketing campaign to include only those subscribers that are new, active, cancelled or include all subscribers.

Multiple reports are available on all aspects of your telemarketing campaign, including a daily report of subscribers that require follow-up calls. The report is based on User defined criteria with specific time lines for follow-up, and indicates the type of follow-up call to be made.

The RR Telemarketing module's sophistication allows you to isolate a specific segment of the database for telemarketing, i.e. all subscribers lost to a satellite dish, other disconnect reasons, whatever you desire. Among the many other features available is a history log of telemarketing activities, subscriber "smart notes", telephone log history, logging of telemarketing letters to subscribers, work order & service call history, credit history, call reasons, the ability to import a prospect list, and Help scripting for service selling.

Based on the constants and tables established, the System will calculate all applicable commissions for both inside and outside telemarketers. Every two weeks, the commission system will calculate commissions based on subscriber activity.

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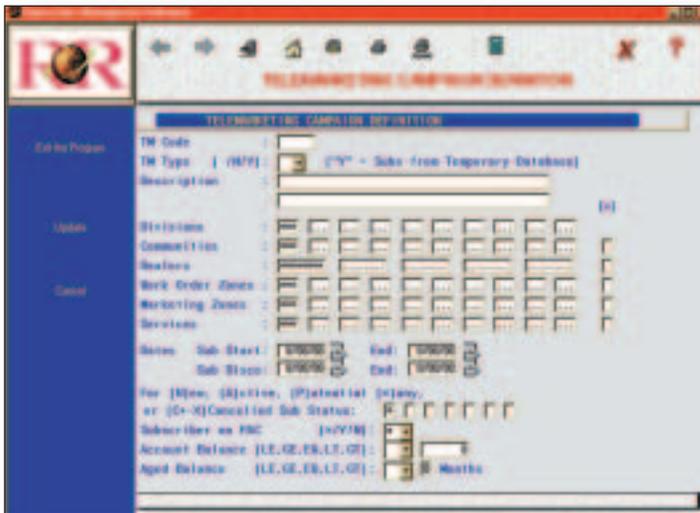

Telemarketing Campaign Screen

You can see by the Telemarketing Campaign Definition screen, just how easy it will be to create a powerful and cost effective telemarketing campaign.

Multiple Marketing Reports

So how successful was your campaign? In order to effectively manage your marketing activities, you require pertinent and accurate reporting tools to assist you in the assessment of all your marketing campaigns.

Targeting specific subscriber or unit (service address) data, numerous custom marketing reports can be created. In addition, standard marketing reports by telemarketer names, campaigns, divisions and dealers include:

- Telemarketer Productivity Report
- Send Information Reports
- Sales Reports
- Needs Service Reports

- Lead Reports
- No Interest Reports
- CSR to Call Reports
- More Information Reports
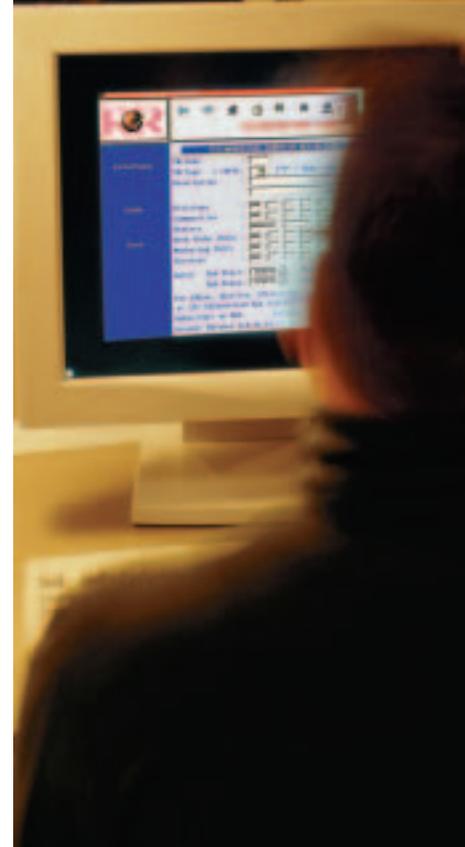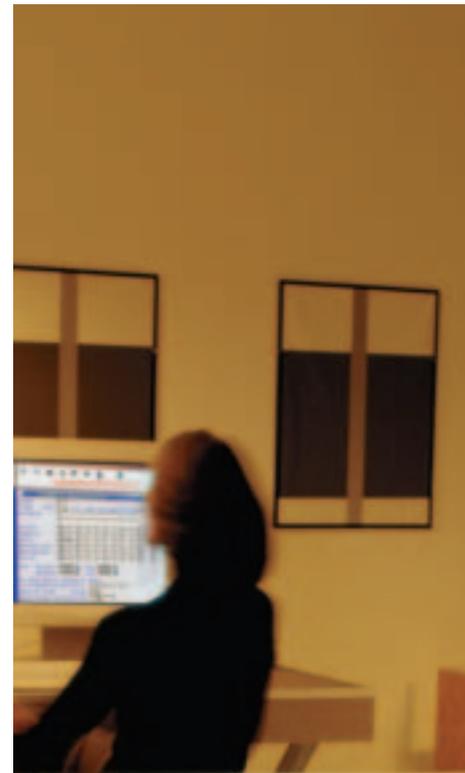
RR Enterprises'
Marketing Program Highlights

Summary Report - Campaign codes utilized

- This monthly summary report presents a matrix summarizing all of the detailed information for basic outlets, subscribers on campaign, subscribers keeping the service, subscribers cancelling the service (during and after), the total of subscribers still with the service, and the total of subscribers finished with the service – based on work orders, new subscribers, cancelled subscribers, outlets offered, taken, pending, and on service.

Time Subscribers Keep Service

- This report lists the subscribers who are or were on campaign, and how long they kept the campaign. This report is generated for the campaigns, level codes, date range and services based on selection criteria that the user specifies. You can select campaign codes, levels, services, and whether you want to include subscriber details in the report.

RR Enterprises'

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Market To Potential Subscribers

Generating new subscribers is a critical aspect of your business. The RR Marketing Module gives you all the tools to reach out to your prospective subscribers.

- One of the features within our Marketing program is the ability to load potential subscribers and / or units into the database. It is possible to build a database including all apartments in a specific apartment building, or homes passed in a particular area, whether active or inactive.

- Once you have identified these potential customers, reach out and touch them with a targeted marketing campaign, sure to increase your subscriber count.

- Capture subscriber demographics with the RR Additional Subscriber Information program, which provides input fields to capture demographic and service related information for potential subscribers and units. When setting up the tables on the system, the user has access to ten tables and four, free-format fields to capture whatever information is desired to be recorded about the subscriber. There is also the same number of fields available for the Unit information. Listings may be produced by code values.

- Another method to capture information about the subscriber is with our Telephone Log program. This program tracks all calls received by the cable company by user defined reasons and sub reasons. Reports may be produced by reasons, sub reasons, date range, users and levels.

- Another tool to determine how customers subscribe to particular services is the Service Activity Code (SAC code). User defined codes are entered by the CSR on the work order to indicate how the subscriber found out about a particular service. The cable company can decide whether this is a mandatory function for the CSR. A report may be produced on demand for each code within a given time period. This will determine how well you have done on a particular newspaper add, radio ad, billboard campaign etc.

RR

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What Our Customers
Are Saying:

"The new Marketing Program from RR enables Intercable CZ to create flexible and targeted marketing campaigns with a multitude of options, to help us increase our subscriber base, reduce churn and increase our per subscriber revenue. Virtually any marketing campaign we desire is easily created and fully tracked, providing Intercable CZ the ability to market all our services.

JAN VAN STEEG
Chief Operating Officer, Intercable CZ, Republic

"With 300,000 subscribers, one of Matav's challenges is to withstand the serious competition from satellite TV, just launched in Israel last year. Focused and aggressive marketing campaigns will be critical to preserve and grow our subscriber base. The new campaign module from RR enables us to launch multiplex campaigns that are linked to different services within the same campaign. These options enable us to generate additional subscriber revenue by adding content and services, and in doing so, increasing the company's income. The RR Campaign Module is a great tool to generate new subscribers and conserve existing subs. The flexible and user friendly module gives Matav a powerful marketing tool in a very competitive market."

RON SHARON
V.P. & C.I.O., Matav Cable Systems, Israel

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