

# Increase Product Adoption

## INITIATIVE:

## Low Video Product Registration Rate

### TOOLS & METHODS

- Data Analysis
- Current and Future State Process Flows
- Quick Wins Implemented
- GAP Analysis
- Business, User and Functional Requirements with Use Cases
- Monitoring and Control Processes
- Metrics and Definitions
- Measurement Process and Definition
- Operational Dashboard
- Training and Job Aids
- End User Engagement Collateral

### CHALLENGE:

Integrated video product which included a broadband, satellite and content provider experienced low registration rates resulting in company missing revenue target.

### ACTION:

Tiger Team created to identify root cause of low registration rates and potential improvements that would increase adoption of product through data analysis. Collaborated with the three participating service providers to map out current processes and identify issues at handoff points. Reviewed production data and made comparisons between the three vendors to identify gaps. Facilitated working sessions to develop closed loop processes and workflow to ensure tracking and management of the various components improving the coordination of services.

In addition, worked with client to understand the customer perspective through focus groups and participated in the installation and set-up of services through customer premise visitations. Identified deficiencies in product/service collateral and the installer demonstration of “how to register for service” prior to leaving the customer premise.

Identified short-term low cost improvements that included customer training by installation personnel, customer job aids, as well as longer-term improvements which included online video assistance, training, and automated customer registration.

Developed key performance indicators for monitoring and measuring progress to address issues immediately after executing short-term improvements.

### RESULTS:

- Registration rates increased from 50% to 57% in 4 weeks.
  - Requirements and roadmap for long-term improvements.
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