

A large satellite television provider tackled the challenges of an acquisition and came out on top.

Challenge

- **Organizational Changes** – In 2015 a large telecom finalized the acquisition of the client. This telecom was one of the few cellular providers who still charged for data usage of video streaming services. With the client now part of the telecom's family, customers would be charged data streaming fees for using an their product, this was identified to be a significant customer churn risk.
- **Competitive Landscape** – In the highly competitive wireless provider market, the large telecom set out a strategic initiative. This initiative would enable the telecom to waive data usage charges to its customers using the client's apps for video streaming.
- **Content Providers** – With third parties advertising on the client's streamed channels, they needed a mechanism to white list dynamic URLs that were feeding various advertisements into the application video stream and allow data free viewing to be possible. Verifying data free across the vast array of devices customers were using was a manual and labor intensive process.

Client

The client is a satellite television provider primarily focused on North American customers and offers streaming television from anywhere across their 4 applications. The client was recently acquired by a large telecom.

Solution

- **Real Devices on the Cloud** – Perfecto provided a 24/7 lab filled with real devices that the client could access and run automated tests to verify that advertisement urls were fed and displayed across multiple mobile devices. Perfecto also enabled the client to verify this functionality across multiple geographies to help the client cover region and national advertisements.

Result

- **Data Free** – The client is executing tests across all all 4 streaming video applications and has had a plethora of marketing campaigns making consumers aware of the data free enablement.
- **Reduced Customer Churn** – The client and the large telecom no longer have to worry about customers leaving to competitors because of high data-usage charges.

About Perfecto

Perfecto enables exceptional digital experiences. We help you transform your business and strengthen every digital interaction with a quality-first approach to creating web and native apps, through a cloud-based test environment called the [Continuous Quality Lab](#). The CQ Lab is comprised of real devices and real end-user conditions, giving you the truest test environment available.

More than 1,500 customers, including 50% of the Fortune 500 across the banking, insurance, retail, telecommunications and media industries rely on Perfecto Mobile to deliver optimal mobile app functionality and end user experiences, ensuring their brand's reputation, establishing loyal customers, and continually attracting new users. For more information about Perfecto Mobile, visit perfectomobile.com, join our [community](#), or follow us on Twitter at [@PerfectoMobile](#).