![Perfecto — Seek Perfection]

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 advertisments 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.

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 advertisments.

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.

Client

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