CASE STUDY

Cable Operator in North America Improves the Customer Experience

INDUSTRY INSIGHT

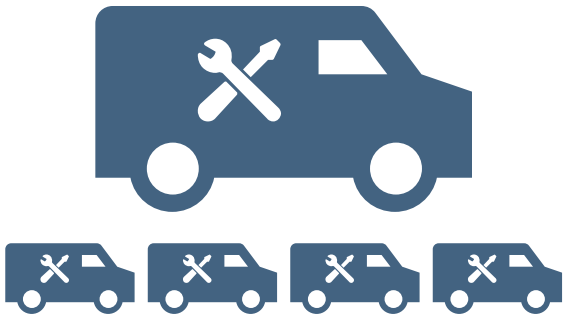
Valued at approximately $101 billion dollars, cable operators distribute broadcast programming often bundled with other services like internet access and telephony. The industry employs about 214,000 people. The cable business is highly competitive and while actual subscription rates are expected to decline the demand for premium packages and fee hikes are expected to sustain the industry. In larger markets the competition is fierce. This is a fragile business that relies on their ability to manage costs and provide exceptional service to reduce churn.

Change is a constant for cable operators. Network upgrades and the frequent application changes enabled by sophisticated DevOps platforms and CI/CD processes result in planned and unplanned service interruptions. Service interruptions resulting from these changes can lead to costly visits by technicians to subscribers' homes and businesses. Cable operators need the ability to detect changes that are impacting service and know before the subscriber calls to report a service issue.

INDUSTRY NARRATIVE

This top tier cable operator in North America was fielding thousands of visits a year by trained technicians to subscribers' homes and businesses. Besides the obvious cost of a truck roll, the service interruption between the time a call was placed by the subscriber and the time the technician arrived to remedy the problem was having a negative impact on the customer experience. Their frustration was reflected in the Net Promoter Scores (NPS) and the scores were impacting the cable operator's brand and ability to be competitive in larger markets.

The cable operator reasoned that if they could automate change management and detect problems before the subscribers, they could better manage the change and the



impact of change on service. They selected VIA AIOps. VIA AIOps provides total ecosystem observability for realtime visibility across all layers of the service delivery topology. VIA's explainable AI was able to correlate third party events, incident and change tickets to experience KPIs, which enabled detection and mitigation of service issues caused by change, often before customers were impacted. VIA AIOps for Managing Change had an immediate impact on Net Promoter Scores by reducing the number of service interruptions and the time required to get service back online.

REALIZING VALUE

The company identified 200,000 truck rolls they could avoid by implementing VIA AIOps.

The approximate cost of reducing on site technician visits to subscribers represented a cost savings of $16M. More important, subscribers weren't waiting for the technician to watch their favorite programming. Service was more predictable and Net Promoter Scores came in higher.

Learn more about VIA AIOps.

Use our Buyer's Guide for AIOps to launch your analytics strategy.

ABOUT VIA AIOps

VIA AIOps easily integrates with monitoring systems located in silos across the service hierarchy. Enabled by explainable AI, VIA prescribes remedial actions to the designated system of action and predicts problems before they impact customers. VIA AIOps can be deployed from the cloud, on premises or in hybrid operating environments.

VIA AIOps