Comcast, reaching customers across channels.
Leading Internet, phone, and cable TV service provider uses Adobe Marketing Cloud to enhance customer self-service and boost revenues.

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Ashish Braganza, manager of digital analytics and optimization, Comcast

SOLUTION
Adobe Analytics and Adobe Target solutions within Adobe Marketing Cloud

RESULTS

44% LIFT

OPTIMIZING DEALS
Improved conversion for services by 44% with an 18% boost in preference for premium-tier packages by testing and optimizing promotions

CUSTOMER INSIGHTS
Reduced strain on customer call center by gaining insights into customer interactions and improving messaging

TESTING PHILOSOPHY
Tested design and banners, optimizing performance and transforming a cost center into a revenue center

MEASUREMENT
Enhanced decision-making process by measuring performance of campaigns and traffic across channels
Higher value, better service

Every day, Comcast delivers higher value to its customers through bundled Internet, cable television, and phone packages. Combined with innovative new technology offerings, such as an iPad remote control app and social viewing experiences, Comcast has built a solid reputation as one of the world’s leading media, entertainment, and communications companies.

When communicating its message to millions of subscribers across channels—including its call center and online—Comcast strives to make each interaction as valuable as possible to the customer and to its business. “When we launched Comcast.com, we understood how important our online channel was going to be to the overall success of our business,” says Ashish Braganza, manager of digital analytics and optimization at Comcast. “We wanted to help ensure we were developing positive online interactions that build strong customer relationships, enhance service, and drive revenue.”

The company also wanted to help relieve pressure on its call center and improve overall customer experiences by offering online self-service opportunities to customers, such as bill pay, service requests, and service-related FAQs. For Comcast to make sure each one of these features and options worked as planned, the company needed to gain deeper insights into actual customer navigation—including online-to-phone user activities—as well as how changes on the website could directly reduce call volumes.

Comcast leverages the Adobe Analytics and Adobe Target solutions in Adobe Marketing Cloud to gain a more complete picture of online and offline user interactions. “With Adobe Marketing Cloud, we can quickly integrate each solution to develop a comprehensive picture of what customers are doing, where they are coming from, and what offline activities are taking place—including service connections and calls to our call center,” says Braganza.

Innovation in its infancy

During earlier stages of the company’s adoption of Adobe solutions, Comcast’s digital analytics activities focused on how customers were engaging with Comcast.com content and moving towards final conversion. Using non-personally identifiable information and other aggregated information, Adobe Analytics delivered rich insights into what content was being consumed and where customers were falling out of the conversion funnel. From there, marketers could quickly identify areas of the company’s website where further optimization and new offers could be targeted.

“Understanding our customers was only the first step in unlocking the true potential of our website,” says Braganza. “We used Adobe solutions to collect some very useful insights into what our customers were doing, helping our decision makers be more focused and informed with their choices. But we knew we could do more to create outstanding online experiences.”
Adobe Analytics helped Comcast to uncover customer click behaviors to identify areas for improvement on the website, such as a potential flaw in the customer billing display. As customers paid their bills online, analysts noticed that within 120 minutes, many of the customers were calling into the call center to confirm payment. The trend confirmed that a new confirmation display would be required to reassure customers that transactions had been completed. A small note was added to the confirmation display stating that transactions would be applied to the account within 24 hours.

“It was impressive. Through one change, we reduced call volumes to our call center significantly and, in turn, drastically reduced the number of unnecessary visits by service technicians to customers’ homes. It was a huge win in terms of reducing pressures on our call center, saving money, and empowering customers,” says Braganza.

**Going farther, faster**

With its success using Adobe Analytics, Comcast began to look at future opportunities for generating additional revenues. For instance, by using email and DoubleClick integrations, the company can take a more proactive approach to engage customers.

“Further integration with Adobe Analytics has helped measure the success of strategic campaigns and helped deliver insights we would have never seen,” says Braganza. "We have increased the relevancy of email and banner ads, refined the content that customers view when they arrive on the site to increase conversion, and enabled new ways to follow customer progress all the way to service hook up."

In their role as a revenue generator for Comcast, the analytics team uses Adobe Analytics and Adobe Target solutions within Adobe Marketing Cloud to refine online content and boost conversion. On the Comcast product pages, it was common practice to incentivize customers to sign up for new services and bundled packages. During initial testing, the company saw an opportunity to draw more attention to these special promotions, but wanted to understand the optimal way to display these offers to customers.

Using the AB testing capabilities in Adobe Target, Comcast managers served the default page—with product and promotional information within the same body of text—to half of its audience. Remaining customers received a new design with the promotional offer pulled from the text and promoted via a starburst on the product page. With the new design, Comcast saw a 44% lift in conversion among existing and potential customers, with an 18% boost in customer preference for premium-tier packages.
SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Analytics and Adobe Target solutions. Capabilities used include:
  - Marketing reports and analytics
  - Data workbench
  - Data connectors
  - Ad hoc analysis
  - AB testing
  - Automated behavioral targeting
  - Recommendations

“We found some revealing data by administering AB testing scenarios with Adobe Target,” says Braganza. “The findings have been extremely fruitful, and the speed with which we can set up and deliver these tests is equally as impressive.” Braganza also noted that with Adobe Target, Comcast analysts have reduced their reliance on website engineers to test new offers, accelerating testing and new content rollouts even further.

As the company shifts towards a test-based philosophy, the analytics team has tested virtually every element of its site and enhanced customer interactions. So far, Comcast has quantified the impact of exclusive product offers, banner ads, and more—with not all of the results being as expected. For example, a strategic banner test compared the performance of using a well-known celebrity in the hero image versus default product images. Amazingly, the celebrity hero image had decreased click-throughs by 1.41%, enabling analysts to discredit previous notions and return to the more successful default image.

“Throughout our use of Adobe Marketing Cloud, we have virtually transformed the way executives see our team of analysts and our role in the company. We’ve moved from being viewed as a cost center to a revenue center,” says Braganza. “Most importantly, we can monetize each specific effort—from a simple test that takes only a few hours to set up to a complete campaign.”

From multichannel to more channels

With greater insights into online customer behavior, Comcast also saw more clearly into how customers engage with Comcast.com, where they arrive from, and what services they purchase—measuring activities all the way down to the activation of the final cable box, modem, or phone connection.

“The ability to integrate Adobe Marketing Cloud with our financial systems has proven to be one of our biggest successes yet,” says Braganza. “Being able to measure our efforts in terms of service connections and revenues, as well as view their root causes, drives nearly every online decision we make and sets the stage for long-term future strategies.”

Looking ahead, Comcast is using Adobe Marketing Cloud to investigate how it can leverage new social and mobile channels to engage customers with quality content—and understand what channels will deliver the most immediate impact.

“Adobe Marketing Cloud has helped to uncover a large user population arriving to our website via mobile and tablet devices,” says Braganza. Adobe solutions also helped to identify which specific devices customers use, helping Comcast deliver more relevant content optimized for specific devices.