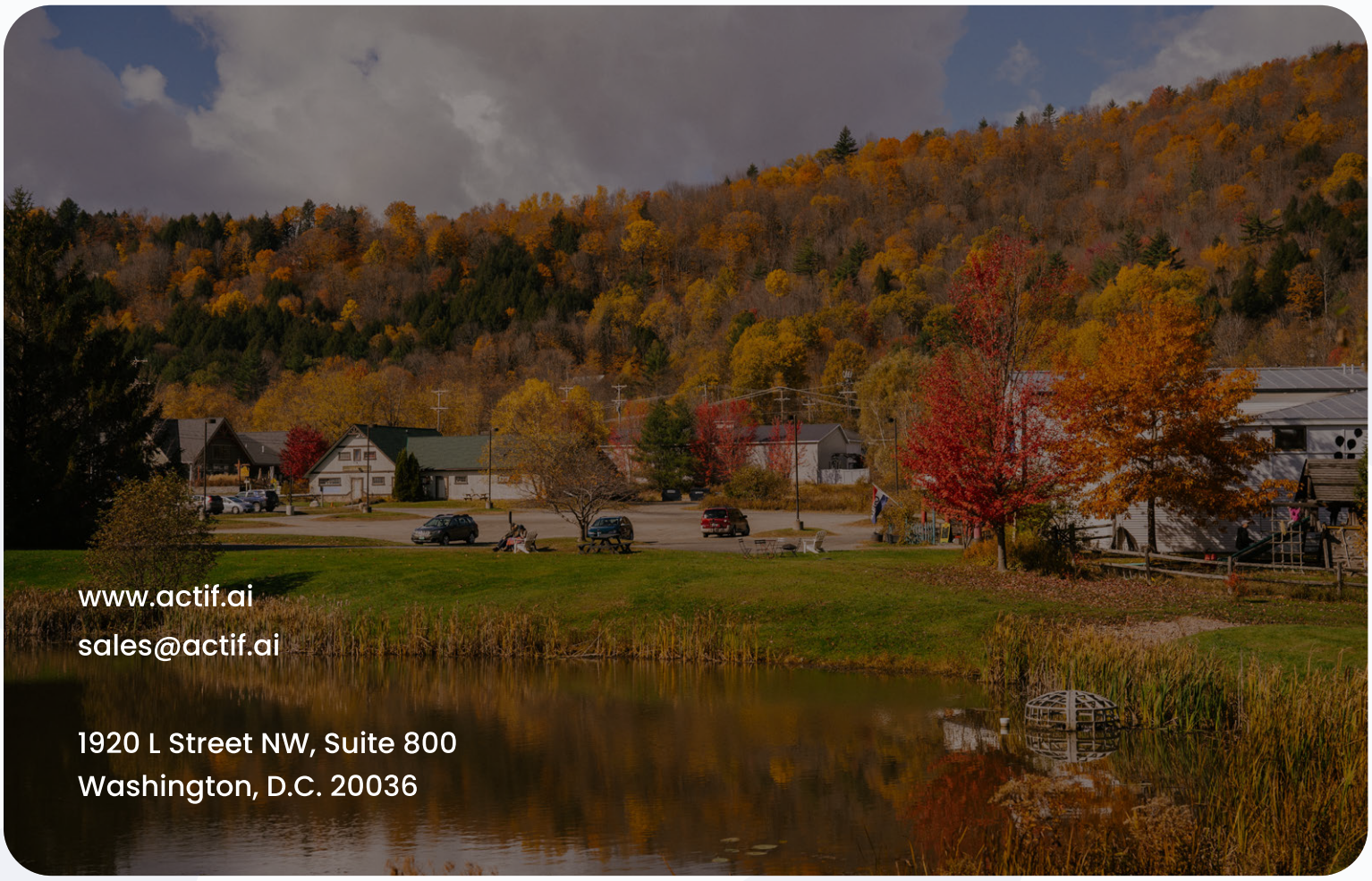
actifai

case study

increasing hargray's sales conversion and add-on upsells

How Hargray Communications used Actifai's AI-powered Engage solution to better understand their customers' needs and increase sales of a high-value, add-on product by over 100%



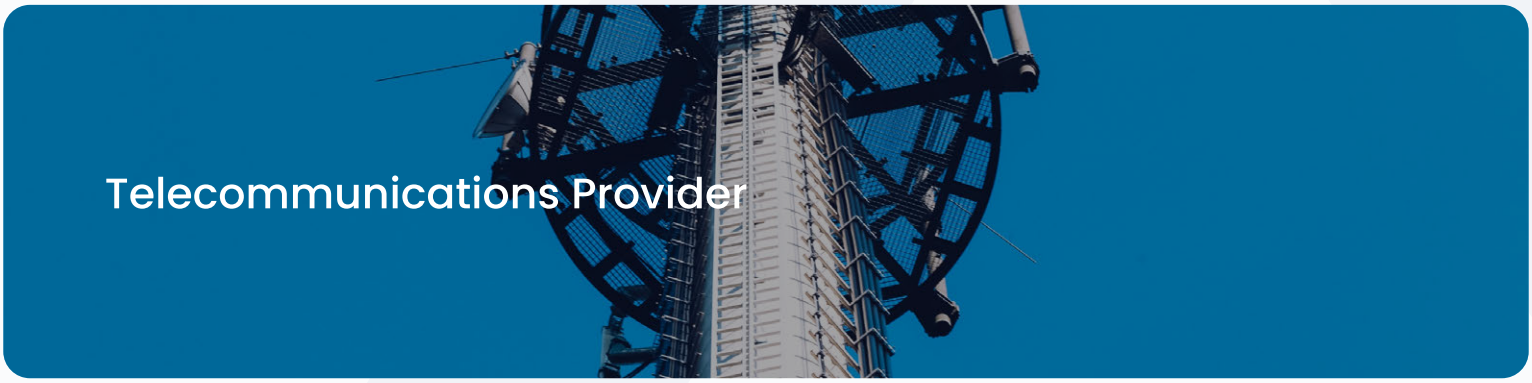
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customer

hargray communications

Founded in 1947 and acquired by Cable One, Inc. (NYSE: CABO) in 2021, Hargray is a regional telecommunications company providing Internet, television, and telephone communications services to nearly 125,000 residential and business customers in 14 markets across Alabama, Florida, Georgia and South Carolina. Hargray is committed to delivering the most advanced technology and the best service for its customers and remains active in the communities it serves by supporting a wide range of local charities, organizations, projects, and events. Learn more at: www.hargray.com.







challenge

how to best match service and product offers to customer needs?

Hargray is an organization that strives to deliver high-value products with excellent customer service. In support of this mission, all sales and support agents are trained to evaluate individual customer needs in order to recommend the most appropriate packages/ bundles. This includes core products such as high-speed data, TV or phone, as well as add-on products such as symmetrical Internet, mesh WiFi, and Max (HBO Max).

Hargray executives recognized that in some sales calls, agents lacked the context they needed to identify which offers would be most valued by an individual household. As a result, agents could miss opportunities to offer prospective customers the service packages and add-ons that would benefit them most, limiting not only ARPU but also customers' satisfaction. Hargray's executive team believed that a new data and an AI-driven approach would empower their sales agents to better identify a customer's optimal offer, directly at the point of sale.



lifting sales conversion and CLV with data & machine learning

Actifai's powerful AI platform ingested baseline Hargray data (e.g., homes passed, offers, and pricing) then combined it with exogenous data sourced by Actifai, including household-level behavioral, demographic, and competitive information ("1" *page 5*).



demographic data

Home size, rent/own, family size, income, home value, education, etc.



behavorial data

Number of connected devices, gamer, OTT video consumer, work from home, etc.



competitive data

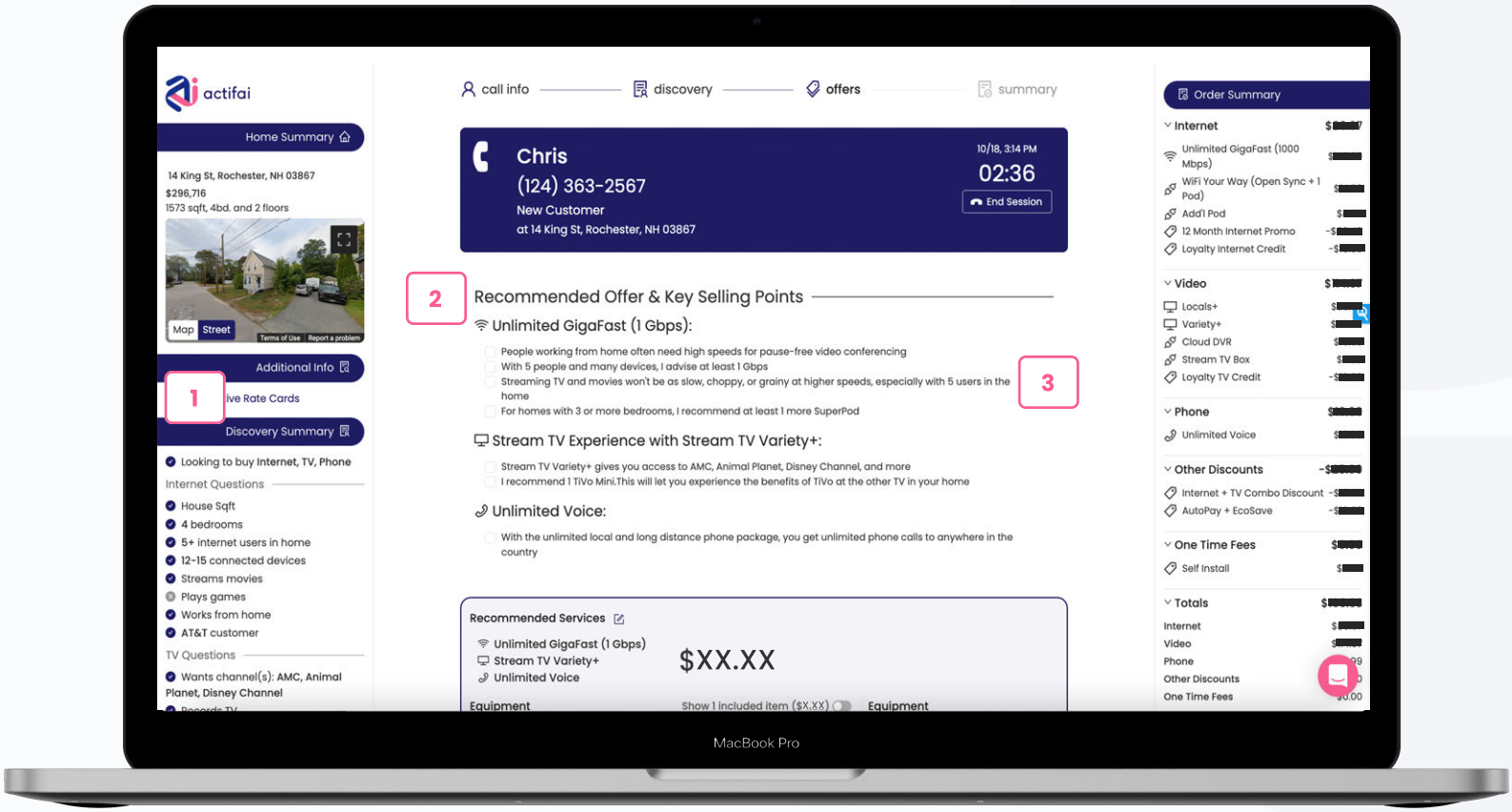
Comparison vs locally-available competitors' offers and promotions

solution

Using this enriched customer information, Actifai's machine learning (ML) then analyzed each of Hargray's subscriber engagement vs. over a million anonymized offers & outcomes from previous Actifai-powered sales engagements — creating the most informed picture of each prospect's buying motivation, interests, and preferences.

Together, this advanced data discovery and ML analysis enabled Actifai's artificial intelligence (AI) to identify a recommended offer that would best meet the needs of each unique customer while maximizing sales conversion and CLV. Despite the complexity of this AI-powered approach, the experience was quick and simple for Hargray's agents.

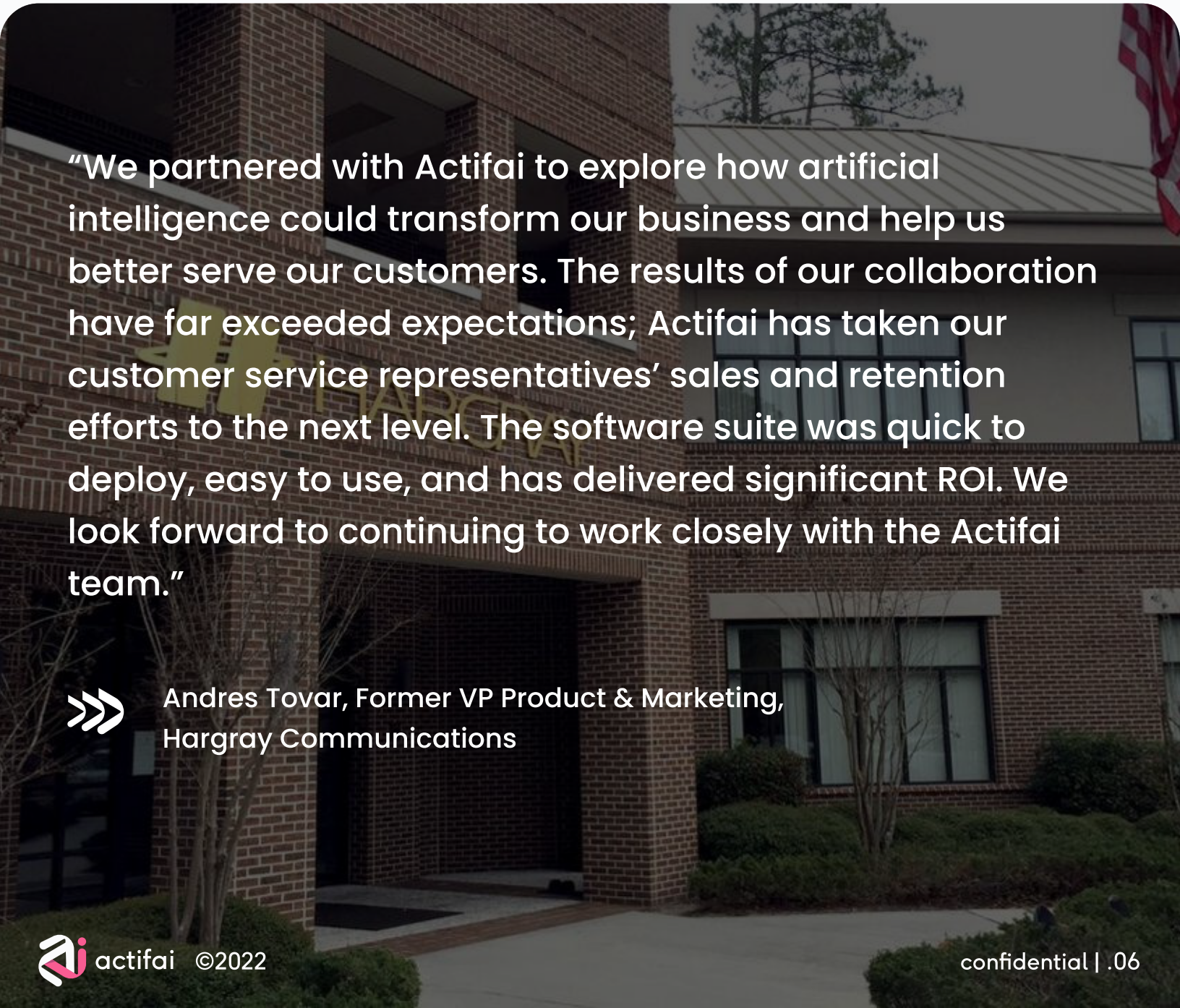
At the point of sale, the Actifai Engage web app presented agents with the optimized recommended offer, as well as the most appropriate add-ons when propensity to purchase was high (2). In addition, Actifai Engage gave agents dynamic selling points that were highly contextual to individual prospects, helping to close the sale (3).



results

boosting arpu and upsell rates

The Actifai platform was measurably successful delivering offer recommendations that better met the needs of Hargray's prospective customers while driving revenue improvement from upsell rate, ARPU, and sales conversion lift.



"We partnered with Actifai to explore how artificial intelligence could transform our business and help us better serve our customers. The results of our collaboration have far exceeded expectations; Actifai has taken our customer service representatives' sales and retention efforts to the next level. The software suite was quick to deploy, easy to use, and has delivered significant ROI. We look forward to continuing to work closely with the Actifai team."

Andres Tovar, Former VP Product & Marketing,
Hargray Communications

some key results included:

+14% arpu

A ~14% increase in average revenue per user across all agents using Actifai, with an increase in overall close rates.

2x add-ons

An over 100% increase in the sell-through rate of Hargray's profitable mesh WiFi add-on.

overwhelmingly positive feedback from agents, e.g.,

"Actifai's been a great tool for a newer rep just beginning sales. It guides them through needs assessment to ensure customers are getting the best value and appropriate service for their needs."

"(Actifai) saves me lots of time, so I can speak to customers instead of having them on hold looking for different promos and options."

"(Actifai's) made it extremely easy to stay on track during discovery and show customers the breakdown of savings."

products for the subscriber life-cycle



Actifai's platform addresses needs across the customer lifetime with products for acquiring, retaining, and expanding customer relationships. All are powered by the same dynamic AI technology, helping providers present the right offer for every customer in a way that is both simple and personalized.

actifai engage

Boost agents' sales, ARPU, & new-sub retention with advanced customer data discovery and AI offer optimization

actifai upsell

Uncover and convert existing subscriber growth opportunities that would otherwise go unserved & unsold

actifai digital

Introduce a modern website sales flow & AI offers that sell like your best agent — easily deployed via API or microsite

actifai retention

Extend existing subscribers & increase CLV with AI offers tailored by customers' current usage and services history


the right
offer for
every
customer
sales@actif.ai