Sky TV: Understand your subscribers

Sky TV, a New Zealand pay television provider, needed to understand the reasons behind company metrics such as viewing experience and customer service NPS. They chose Thematic because of how quickly this solution turns customer feedback into actionable insights. Thematic’s flexible visualisations helped surface customer feedback across the company. Sky TV’s customer insight team needed to put very little effort to implement this solution.

This case study describes Sky TV’s decision process and demonstrates three sample insights delivered by Thematic.

Sky TV: New Zealand’s largest paid TV network

Sky TV is one of New Zealand’s best known companies and has been selling paid satellite TV for nearly 30 years. It is publicly listed with a revenue of over $900 million. The company has over 1,200 staff and services 850,000 customers.

Customer insight is crucial in a competitive market

For years, Sky TV was the major player, but the rise of alternatives such as Netflix, Lightbox, and other TV streaming options made this sector more competitive. Customer insights are key to understanding subscribers’ needs. A team of five analysts specialising in customer analytics, qualitative research and data science implement Sky TV’s voice of customer. Every week, they survey thousands of customers, in addition to running focus groups, research studies, social media listening and call centre analysis.

Traditional approaches don’t scale

The customer insight team used an older generation tool for survey responses. This tool had many powerful features. For example, the analysis can be exported and re-used in other modelling projects. But the team faced many difficulties when using this tool in every day:

- An expert user was required to set up the tool and to add any new emerging themes
- Translation of results to actions wasn’t clear
- Publishing the results on the company’s intranet was difficult
- The tool had a difficult user interface
- Integration with survey providers could not be automated
Key needs for understanding subscriber’s feedback

Understanding the advantages and disadvantages of traditional analytics tools has helped the customer insight team finalise their requirements for an ideal solution:

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<th>Need</th>
<th>Description</th>
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<td>Low touch</td>
<td>They do not want to spend any time configuring categories for each new survey. At the same time, the solution should capture existing and emerging themes in all new surveys.</td>
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<td>Seamless workflow</td>
<td>Ideally, data should be flowing automatically: from survey provider to text analytics to visualisation solution, returning the results back to the user.</td>
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<td>Easy access to data</td>
<td>They do not want to use another external dashboard to view the results. They need the ability to export the analysed results.</td>
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<td>Straightforward integration</td>
<td>The analysis results need to be easily integrated in their existing intranet dashboards.</td>
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Sky TV evaluates Thematic

Head of Customer Insight at Sky TV, Troy Stanton, discovered Thematic when the product was about to be released. He found that it fits the requirements well:

- Thematic is low touch: the insight team simply need provide the raw survey responses;
- Thematic automatically retrieves the data from a location and redistributes the results;
- Thematic returns the original spreadsheet with responses, each coded with one or several themes and sentiment;
- Thematic creates standalone visualisations for integration on an intranet.

In addition:

- Thematic can detect emerging themes without pre-configuration;
- Thematic’s interactive visualisations let you zoom in on the feedback that matters;
- Thematic is built specifically for analysing people’s survey responses.

Sky TV have been successfully using Thematic for over a year.

Thematic creates standalone visualisations, which can be integrated on an intranet.

Thematic’s interactive visualisations let you zoom in on the feedback that matters.
Thematic delivers actionable insights about the subscribers

Insight 1. No customer likes a price increase, but what’s its impact on NPS?
No customer likes a price increase, but what’s its impact on NPS?
  - Thematic helped calculate the impact of increasing prices on decrease of NPS score
  - Thematic quantified how important the increase was on customers’ perception of the company.

Insight 2. In the more competitive markets content rights can come and go. When Sky TV missed out on a popular sporting event, how did their viewers feel about it?
  - Thematic has shown that specific event was very important for subset of customers who were very vocal.
  - The theme spiked at announcement but produced the biggest impact on NPS when customers expected the coverage to start.
  - Thematic has shown the length of time this change affected customer perception.

Insight 3: Is there a correlation between customer feedback and hard data, such as the viewing numbers?
  - Thematic discovered: a vocal percentage of the subscribers said that there were too many reality television shows.
  - Among the reasons for subscribing to Sky TV, reality shows did not make the top ten.
  - Comparing the customer feedback with the viewing numbers has shown that many people were in love with reality television, but perhaps weren’t willing to admit it.
  - Some customer feedback is aspirational!

Over the years we’ve tried different solutions, both manual and automated like SPSS, to deal with hundreds of comments Sky receives on a weekly basis. We have found Thematic to be the most effective and sustainable approach. We can validate changes in customer perception immediately and quantify their importance.

Try Thematic on your data

In only 30 minutes, we’ll show you how Thematic works on your data and give you advice on how to improve your customer feedback analysis.

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