

C Spire Wireless – First to Market with Video As A Service

In Brief

Customer: C Spire is a diversified telecommunications and technology services company that operates in the Southeastern U.S. with a reputation for its innovative, customer-inspired products and services – www.cspire.com

Challenge: Balance increasing data usage and costs, control super data users and retain C Spire’s core unlimited data plans on a LTE network.

Openwave Mobility Solution: PPI is an application-based charging solution that allows telecom operators to engage subscribers with personalized offers.

C Spire Benefits: Boost revenues, retain a basic lower priced unlimited plan and limit excessive data usage on LTE network.

Subscriber Benefits: Fair to the user – pay for exactly what you want, when you want it - an informed customer experience.

data plan which *they understand* and make a choice of buying video, if they want, when they want. A bonus effect of the new plans is that consumers who are likely to stream a lot of video are now incentivized to move to Wi-Fi. Both options are good for C Spire – the Pass increases revenue while Wi-Fi use reduces network cost and bandwidth consumption. This focus on customer choice is consistent with C Spire being a customer-inspired business.

AT&T and Verizon are about gigabytes and overages– C Spire enables subscribers to top up in terms they understand.

C Spire customers choose optional Video plans 4x more than plans that include video

In the ultra-competitive North American market, Mississippi-based C Spire is finding ways to demonstrate unrelenting commitment to customer experience with innovative products that continually disrupt the status quo of the larger providers.

C Spire introduced a new concept in data pricing with their Unlimited Web Plans, “Shared” data plans, and optional data passes, powered with Openwave Mobility’s pricing innovation software solutions. C Spire wanted to find a way to continue to offer their unlimited data plans while balancing increasing data consumption costs and limiting the few consumers with excessive data usage. C Spire’s analysis had shown that the majority of subscribers used data to surf the web and listen to music but with minimal video streaming, while a small proportion (less than 5%) were responsible for higher gigabyte usage.

C Spire Wireless partnered with Openwave Mobility to create **Unlimited Web plans**. These are one of a kind in the telecom industry as they give the customer low-cost unlimited data for downloading, e-mailing, browsing and audio streaming along with 30 minutes of video streaming after which video is separated out as a premium service and priced independently based on units of time. Once the customer attempts to stream more than 30 minutes’ video, viewing is paused with a message on screen indicating the need to purchase a video pass. Customers then select from 3 Video Streaming passes to complete their purchase and charge their account.

Pricing video as a separate offering was a significant undertaking to develop a new way to price data beyond tiered or unlimited – but one that paid off. The new data plans do not constrain Video Streaming, rather they target video usage based on the subscriber’s interest and therefore willingness to pay. The user is empowered- as they can opt for a basic

Don't let data limits limit you. C Spire Unlimited Plans.

Choose to pay for the type of unlimited data you need. No need to pay for the unlimited you won't use.

	Unlimited	Unlimited Lite	Unlimited Talk & Text
Monthly Price	\$100	\$80	\$50
Talk, Text & Pics	Unlimited	Unlimited	Unlimited
Web & Online Music	Unlimited	Unlimited	Available with a DayPass
Online Video	Unlimited	30 minutes included: Add more with an Online Video Pass.	Available with a DayPass

ONLINE VIDEO PASSES

\$5 – 2 hours
\$10 – 5 hours
\$30 – 1 month

DAYPASSES

For both Smartphones and Basic Phones

C Spire also used the Openwave Mobility solution to create **Shared Plans** where the customer buys a bucket of data for a number of individuals or devices (e.g. family, small enterprise etc.) to share, but is protected from overages. Although other carriers offer a similar product, the C Spire solution is the only one that provides instant inline user notification to purchase from a choice of top-up pass amounts via a self-care site according to just what they need.

Recent revenue figures indicate that significant contributors to C Spire's revenue growth are being led by the Unlimited Web, and Shared Plans powered by PPI. Additionally C Spire has seen an increase in loyalty with 20% less churn on plans that allow customers to opt in to video streaming.

**Shared Data Plans Without Overages
With Unlimited Talk & Messaging**

Customer controls purchases of additional data for all Shared Data devices.

TOP-UP DATA PASS

500MB	1GB	3GB	5GB
\$10	\$15	\$45	\$75

The Openwave Mobility PPI platform allows C Spire to offer subscribers contextual in-line choices whereby they can opt into services such as Video by purchasing timed passes. Due to PPI's intuitive user engagement capability and the focus on customer choice, **one in four subscribers who deplete their monthly free 30 min video allowance purchase a premium video pass.** Quite clearly, C Spire's innovative efforts to tailor price plans to suit subscribers has identified "Video As A Service" as a new revenue-generating opportunity which in turn boosts ARPU levels.

"The introduction of LTE, the growing popularity of smartphones and video streaming services like YouTube were increasing network costs – so

we needed a solution that avoided passing on these costs to customers," said Hu Meena, president and CEO of C Spire. "Our innovative pricing plans riding on Openwave Mobility's software provided the answer – helping us manage data usage while continuing to provide a basic unlimited data plan at an affordable price point. Topping-up with Video Passes was a fair way to not penalize customers who were only using data to surf, and at the same time create a viable revenue source in the form of Video Passes."

C Spire Wireless has always been a customer inspired business and a key differentiator for the company is that it offers overage protection. Openwave Mobility's Price Plan Innovation prevents bill shock and equips subscribers with Overage Protection as an across-the-board underlying feature evident in C Spire's plans. "The customer almost never has to pay overage bills - as they run out of data they are alerted and given options to buy more data," Meena said.

What's Next? The next step is in the direction of Openwave Mobility's Mobile Analytics to help steer a path toward enhanced subscriber understanding and improved QoE. Studying patterns of consumption will enable the operator to make even more informed decisions about what products and services are most likely to be of benefit to target user groups.

MWC Barcelona 2014: Driving New Revenues & Relationships for Operators and Brands

C Spire CEO **Hu Meena** and Openwave Mobility CEO **John Giere** discussed the implementation of innovative pricing and Video As A Service in the main conference at Mobile World Congress Barcelona, 2014. For a copy of their presentation please email us at marketing@owmobility.com, or for information on offering application based price plans please visit us at: <http://owmobility.com/mobile-data-charging>.