

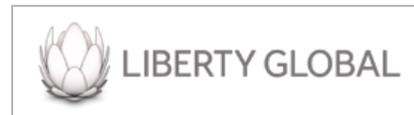
## **Liberty Global Case Study**

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*Sending a personal video that explains the first bill starts customer relations on a positive note, generates high engagement levels, reduces call center costs, and increases self-service site signups.*

### **THE BUSINESS**

Liberty Global is a leading international cable company with operations in 13 countries, connecting people to the digital world and enabling them to discover and experience endless possibilities. Its market-leading television, broadband internet, and telephony services are provided through next-generation networks and innovative technology platforms that connect 20 million customers who subscribe to 33 million services.



Liberty Global's consumer brands include UPC, Unitymedia, Kabel BW, Telenet, and VTR. The operations also include Chellomedia, its content division, UPC Business, the commercial services division and Liberty Global Ventures, its investment fund.

### **THE SOLUTION**

Liberty Global chose Idomoo to create personalized video overviews of the first monthly invoice for new clients. Starting with UPC Ireland, each new customer received an engaging email, inviting him/her to view the personalized video explanation and visit the UPC self-service site.

Idomoo's solution automatically generated personal videos with customer-specific audio-video illustrations of the charges. The movie led each subscriber through his/her actual charges and billing parameters in a credible and personalized manner, effectively clarifying what previous textual attempts could not, and encouraging free sign up for the UPC self-service website.



[Click to play video](#)



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### THE RESULTS

The new customer campaign delivered outstanding results:

- A 65% email open rate
- A 42% click through rate (CTR) to the video
- 100% growth in self-service site signups
- 30% reduction in service center calls compared to control group
- 33% of clients that received the video continued to browse website

The results in Ireland were so positive that Liberty Global decided to rollout the Idomoo videos across its European footprint. The solution is now live in six countries, in six different languages.

### WHAT THEY'RE SAYING

"Simply put, Idomoo made a real impact on the way we communicate and engage with our customers in a proactive manner. Personalized video brings us closer to our customers, raises their satisfaction with our services, and lowers our service overhead. That's why we're rolling out their solution across Europe."

*Mr. Gerrit Goedkoop, Vice President Customer Care at Liberty Global*