![idomoo logo]

Charter Communications
Boosts Self-Installation Success
With Personalized Video

Charter Communications, operating under the Spectrum brand, is one of the largest broadband providers in the U.S., serving over 55 million households across 41 states.

Needless to say, that's a lot of customers to keep happy. One tool in their toolkit? Personalized Video. Setting up service is an important point in the telecommunications industry. After all, this is when what you paid for (or will pay for) starts working. To make the self-installation process seamless for their customers, Charter leverages Idomoo's Next Generation Video Platform, a scalable personalized solution to walk viewers through exactly what they need to do next.

In this case study, we'll share how the solution works for Charter and the impressive results they've seen so far.

The Challenge

In the telecom industry, self-service is a key driver of efficiency and customer satisfaction. A McKinsey & Company survey found that 75% of customers prefer self-service options simply for the convenience and time savings. For brands like Charter, ensuring a smooth and frustration-free self-installation process is critical to reducing support strain and a good customer experience.

When customers receive a self-installation kit for their internet, Wi-Fi or TV service, they need easy-to-follow instructions to successfully set up and activate their equipment.

Without clear guidance, some customers may:

Struggle with the installation process, leading to frustration

Contact support, increasing call center volume and operational costs

Delay activation, negatively impacting customer satisfaction

To address these challenges, Charter needed a personalized, scalable solution that would proactively assist customers in setting up their service while also reducing reliance on customer support.

Solution

Enter Personalized Video.

Working with our team, Charter launched a Personalized Video campaign designed to provide step-by-step self-installation instructions tailored to each customer's specific product and service combination.

With Idomoo's unique technology, the videos were able to display only the relevant information to customers based on dynamic scene logic. This included different scenes for various TVs and supported routers.

Charter also added multiple points of interactivity within the video, allowing consumers to jump to relevant scenes or access additional resources. This can be a great way to deflect support calls. Interactive Video has been shown to cut call volume as much as 73%.

Key Features of the Campaign

Personalization

Customers received a video tailored to their exact service and equipment, ensuring clear and relevant setup guidance.

Dynamic Scene Selection

To account for different product and service combinations, there were multiple configurations of the video.

Take a look at one of the Personalized Videos below.

Connect the coax splitter

Receiver | Modem

This approach empowered customers to confidently complete their self-installation, improving activation rates as well as the customer experience, which is particularly important early in the brand-customer relationship. By focusing on a personal experience during setup, Charter shows customers they value them as individuals and want to provide them the best service possible.

Interactivity

Customers engaged with clickable CTAs to access additional resources.

Seamless Email Distribution

Videos were sent via email, making them easy to access and watch at the customer's convenience.

Quality Creative

The video creative was brought to life by our award-winning studio, ensuring high-quality, engaging content.

Results

This Next Gen Video campaign just recently launched, but it's already showing strong results with significant improvements from the customer groups who view their video.

The videos were sent via email and had a 2x higher click-through-rate than the benchmark. Customers were highly engaged with the various CTAs and other points of interactivity in their video, resulting in a 131% engagement rate of clicks to views.

The videos also improved Charter's core KPI, activation success rate. (Activation is when the customer successfully self-installs their equipment and activates their service.) Those who watched the video had a 9% higher activation rate than those who didn't see a Personalized Video. This uplift was even higher for mobile app users, with a 15% higher success rate with Personalized Video versus without.

2x
higher email CTR

131%
engagement rate

9%–15%
higher activation success rate

A Better CX

Studies show that [95% of consumers](#) place a lot of importance on customer service. That, in turn, affects customer retention and your bottom line. Charter understands the value of a good experience early in the customer journey, and by strategically leveraging Personalized Video, they turned what could be a confusing process into something clear and stress-free.

The activation success rate uplift shows it was more effective in getting customers to self-serve. This doesn't even take into account the instances where it made the process faster or simply more pleasant for the customer. But a better self-service experience means a better CX, and that affects your bottom line.

Key takeaways from the campaign:

✔ Clear, engaging Personalized Video instructions reduce confusion and boost activation success.

✔ Interactive Video enhances engagement, making the setup process more effective.

✔ Higher activation rates mean fewer support calls, cutting operational costs.

✔ Personalized Video is a proven tool for self-serve customer journeys, improving CX at scale.

Looking to reduce support calls, improve onboarding and boost engagement in [telecommunications](#) or another industry where CX matters? (Hint: It's all of them.) Idomoo's Next Generation Video Platform can help. Offering automation tools, AI to handle video creative, robust analytics and enterprise-grade security, our platform can render millions of Personalized Videos in up to 100x real time so your customers get the best experience possible.

Want to learn more? Click below to schedule a call with an expert.

SCHEDULE A CALL

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