

Driving Conversions for Telecommunications Company with Integrated E-commerce

A case study for Altice USA / Optimum Residential E-commerce



1,900%

in online conversions

95%

growth of online conversions

24%

increase in sales

Company Overview

Altice USA, operating under the brands Optimum and Suddenlink, provides internet, pay TV, and telephone services to approximately 4.9 million residential and business customers in 21 states. It is the fourth largest telecommunications provider in the U.S. with customers throughout the New York City tri-state area, Midwest and South.

Challenge

Optimum wanted to overhaul their residential e-commerce experience to increase online conversions. The existing platform was underperforming in meeting business objectives - it was slow to load and presented numerous exit opportunities along the purchase journey. Optimum required a solution that delivered a complete and optimized online shopping experience, built with the latest web technologies that would improve performance between numerous API services to both in-house and external applications. Having previously optimized Suddenlink's online sales channel, Optimum turned to Spry Digital to transform their e-commerce platform.

Strategy

Spry began by discovering Optimum's unique business rules, product / services offering, and API infrastructure, as they differed from Suddenlink's. User stories were captured to document complex product and pricing rules, bringing alignment to Optimum business owners, in-house and external IT teams. Spry defined the user experience strategy by creating journey maps and wireframe prototypes that mapped user expectations to business goals, capturing every interaction along the purchase journey. Prototypes evolved into high fidelity visual mockups that reflected the Optimum brand look and feel.

Execution

Our development team worked in an agile process to create multiple web service integrations for address verification / serviceability, individualized product packages based on the customer's location and product selection (TV, internet and/or phone), order creation (allowing for customization and add-ons), credit checks, online prepayment, and order confirmations via Amazon's Simple Email Service (SES). The e-commerce platform was built on a JavaScript (Angular and Node.js) architecture and integrated with the existing Optimum website. Zendesk and Mixpanel were implemented for customer service and event tracking, respectively.

Spry Digital provides ongoing product support with feature/enhancement planning and hosting. We continue to work across teams and agencies to assist with performance tracking, A/B testing, pricing and package changes. Spry also provides design services to ensure that assets that support package and incentives are on brand and work across devices.

Results

In the first two years since launching the new e-commerce experience (2016-2017), metrics have shown a YOY increase of over 1,900% in online conversions, resulting in a sales revenue increase of over 1,500%. Optimum continues to see growth of 95% of online conversions and 24% increase in sales with continued platform enhancements and product offers, not to mention operational savings with improved reliability and processes.

