



PRIME INSIGHT + FOCUS

Vol. 2, 2010

MARK YOUR CALENDARS... RFC'S 2011 EVENTS

... designed for telecom directors and their managers in product, market, sales and channel management.

BMMA Annual Meeting

March 7-8, 2011
Atlantic Beach, FL

Broadband Services 2011

March 9-11, 2011
Atlantic Beach, FL

Sales & Operations 2011

April 13-15, 2011
Atlantic Beach, FL

Alternate Channels Spring Workshop TBD

For more information on these events visit

www.researchfirst.com

Inside this issue:

Q3 2010 Broadband in Service p. 3

RFC announces 2011 conferences

BY ELLIS D HILL

ResearchFirst has scheduled its 2011 Telco Marketing and Sales seminars to be held at One Ocean in Atlantic Beach, Florida (Jacksonville). Our events are designed for Telco Directors, Product and Marketing Managers, Sales Channel Managers and their vendors.

Join us for productive and interactive sessions with presentations and roundtables covering success stories and best practices, bundles, new applications and services, converged services, loyalty and churn-reduction strategies, traditional and alternate channels, competitive overviews and strategies, and much more...

The **BMMA 2011 Annual Meeting** (March 7-8, 2011) will cover industry benchmarking with presentations by this year's Best in Class awards winners. It will

also include roundtable discussions on key broadband issues with the industry leaders.

RFC's **Broadband Services 2011 Seminar** (March 9-11, 2011). This event will cover the state of the broadband industry, recent product and marketing success stories, competitive trends, IPVT, value added services, customer support challenges and opportunities, new revenue opportunities, retention initiatives, and other relevant industry information as well as the all important networking that helps match needs with solutions.

Sales & Operations 2011 Seminar (April 13-15, 2011). This event will cover sales / care best practices, successful sales programs, training programs, sales
(Continued on page 4)

Cincinnati Bell retail tour highlights

BY ANNA GIBSON

Cincinnati Bell recently hosted RFC's Alternate Channel Fall Workshop. Representatives from seven telcos attended in addition to two vendor companies. Discussions were held on a variety of topics including: door to door sales, MDU, aggregators, outbound telemarketing, big box, resellers, social networking, tech/employee referral programs and e-commerce. This was a great opportunity to share best practices and I am confident that every participant came away with new, creative ideas.

One highlight of the workshop was a tour of Cincinnati Bell's flagship retail store. It is unlike any retail store that I have visited in the industry. It is spacious and very attractive, resembling an Apple store with

more color and pizzazz. When you walk into the store you first see a podium-type kiosk that houses an electronic sign-in. From there, the center of the store is an S-like configuration of equipment displays. Sales people are readily available to assist customers. Across the store is a living area that includes all of the home related products. On the other side of the sales floor is a wall completely covered by accessories for sale.

One of the unique aspects of this store is an area in the back quadrant specifically for small business customers. There is a conference table, display of multi-line equipment and a coffee bar for refreshments. This is intended to be an area that
(Continued on page 2)

Retail visit

(Continued from page 1)
customers and representatives can discuss business related needs in a more business-like environment. In addition, a state of the art conference center housing video conferencing equipment is available for small businesses to rent. This allows a small or home-based business to do business in the same fashion as a larger competitor.

If you've seen an Apple store then you know about the Genius Bar, primarily utilized for repair and technical support. The Cincinnati store has its own Genius Bar. As with Apple, it is in the back of the store and is a counter with stools. In addition to repair and techni-

cal support, they also provide billing and payment support.

Should you ever be in the Cincinnati area, I would urge you to take a look. All in all, the store is a one stop shop for customers in an environment that is extremely pleasant and conducive to sales. Our sincere thanks go out to Ron Sweeney and his team for this fabulous tour.

If you'd like more information, the Director-Owned Retail is Dennis Maguire, 513-703-1837.

Anna Gibson, RFC Vice President
480 283-0495
anna@researchfirst.com



Ron Sweeney, Cincinnati Bell's VP of Consumer Sales, led a tour of their flagship retail store during RFC's Alternate Channels Fall Workshop.



Cincinnati Bell offers a variety of products and services for business customers.



This attractive, spacious area allows Cincinnati Bell customers to experience their products.

Research First Consulting Proudly Thanks Our 2010 Event Sponsors:



3Q'10 Major Provider Broadband In Service

Broadband Service Provider	2010		
	3Q In Service	3Q Gain	3Q % Gain
Major Telco HSI			
AT&T	17,562,000	123,000	0.7%
Verizon	8,340,000	61,000	0.7%
Qwest	2,899,000	40,000	1.4%
CenturyLink	2,365,000	29,000	1.2%
Frontier Communications**	1,692,858	12,858	0.8%
Windstream Communications	1,290,500	15,700	1.2%
FairPoint*	295,000	-	0.0%
Cincinnati Bell	251,300	2,300	0.9%
TDS Telecom	225,400	2,200	1.0%
Consolidated Communications	104,933	1,505	1.5%
SureWest	99,200	300	0.3%
Total US	35,125,191	287,863	0.8%
Bell Canada	2,085,227	21,668	1.1%
TELUS	1,149,000	15,000	1.3%
Bell Aliant	839,393	9,576	1.2%
SaskTel *	191,000	1,000	0.5%
MTS Allstream	184,797	272	0.1%
Total Canada	4,449,417	47,516	1.1%
Total Telco	39,574,608	335,379	0.9%
Major Cable			
Comcast	16,696,000	248,000	1.5%
Time Warner	9,710,000	104,000	1.1%
Cox *	4,310,583	21,716	0.5%
Charter	3,238,700	50,800	1.6%
Cablevision	2,647,000	10,000	0.4%
Bright House *	1,373,405	12,250	0.9%
Mediacom	827,000	13,000	1.6%
Insight	521,500	4,000	0.8%
Total US	39,324,188	463,766	1.2%
Shaw	1,818,347	21,374	1.2%
Rogers	1,673,000	30,000	1.8%
Videotron	1,233,800	32,100	2.7%
Cogeco	559,057	8,904	1.6%
Total Canada	5,284,204	92,378	1.8%
Total Cable	44,608,392	556,144	1.3%

Sources :The companies, Cable DataCom News and Research First Consulting Inc. research.

*Estimated.

**Frontier's increase is estimated; previous quarters not yet restated

2011 Events

(Continued from page 1)
compensation and recruitment strategies, and other creative and tactical ideas for sales and call center management.

The **Alternate Channels Spring Workshop** will be scheduled soon. Discussions will cover all the major channels other than inbound call centers: retail, echannels, door to door, outbound telemarketing, aggregators, social networking, affinity programs, etc.

Sponsorship and speaking opportunities are available for all events. Please contact me to discuss.

We look forward to seeing you this spring! Meanwhile, we wish you a Merry Christmas and Happy Holidays!

Ellis Hill, RFC President, founded RFC in 1987 after 12 years at AT&T/BellSouth, and BMMA Executive Director
Office: 228-207-3216
Mobile: 205-837-8866
ellis@researchfirst.com

RFC Seminar Attendee Testimonials

“This experience and collaboration among peers was excellent. I would definitely attend again.” Consumer Product Manager, TDS Telecom

“The topics covered were relevant. Customer care and broadband usage discussions were very valuable.” Internet Marketing Manager, SaskTel



Join our team of
broadband marketing
professionals

www.bmma.us

Executive Director: Research First Consulting, Inc.



RESEARCH FIRST CONSULTING, INC.

Ellis D. Hill, President
Research First Consulting, Inc.
O: 228-207-3216
M: 205-837-8866
ellis@researchfirst.com
www.researchfirst.com