

**Topic:** Managing the Promo Hopper Customers – a Case Study

**Summary:**

Ever since Oprah told her viewers to call their communications provider and ask for the retention team to get a better deal, telcos have been plagued by a group of customers who perpetually call the retention teams and demand a lower price. To address the issue of switchers and price grinders, MTS leveraged its database and customer segmentation system to develop the Broadband Retention Indicator. Jennifer will provide an overview on how the tool was developed, implemented, and share some high level results of this initiative.

**Discussion Leader:** Jennifer Robertson, Marketing Portfolio Manager - Consumer Broadband Services, MTS



Jennifer is the Portfolio Manager for Consumer Broadband Services at MTS Inc. She currently leads a team that is responsible for developing and executing strategies to acquire, upsell, and retain consumer TV and Internet customers. She started at MTS in 2002 in the Advertising department. Since then, she has worked in Segment Marketing, Competitive Intelligence and has spent the last 7 years in Consumer Market Management. She holds a Masters of Business Administration from the University of Manitoba.

On the personal front, Jennifer is taking her fifth trip to Hawaii in September. She loves to practice yoga and took up tap dance as an adult over 5 years ago.