

Modern Broadband: Maximizing Retention and Revenues

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Abstracts

As broadband gains greater penetration worldwide, operators must explore new strategies to both attract new customers and keep existing customers. This report analyzes the philosophies and approaches to subscriber retention and acquisition, including triggers to churn, broadband service messaging, consumer willingness to switch, and the tools and strategies used across markets today to compete successfully. The report also provides a forecast for broadband subscribers worldwide through 2019.

Report Topics

Overview and analysis of strategies broadband providers use to acquire and retain subscribers

Primary triggers that drive customers to consider new providers, cut the cord, or upgrade services

How subscribers who plan to cancel broadband will access the Internet in their home, including OTT plans

Industry trends that will impact broadband subscribers worldwide, with forecast data through 2019

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