

THE DIGITAL TV SWITCHOVER

OBSTACLES TO OVERCOME AFTER IT'S DONE



Once the digital switchover takes place, you may think your work is done, but the reality is, you are just getting started.

My name is Chris Lloyd, Senior Technical Pre Sales Consultant at Paywizard. I was part of the Digital UK team, and you might be surprised to know that we still gets calls today to assist with retunes for a switchover that happened in 2012! Clearly there is a need for continued customer service efforts long after the digital switch is flipped. So with that in mind here are a couple of things that you should consider post switchover to ensure you keep consumers onside.

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RETURNING

After the switchover, there will be times when digital TVs and set top boxes will require retuning. This includes when channels are moved, when consumers are missing channels or when viewers receive the wrong news channel for their region.

Unfortunately, retunes can cause panic if consumers can't find their favourite channels. Therefore, consumers must be educated about what to expect and how to get help. Once a retune happens, don't assume that people will know how to perform another retune the second time around, should the channel lineup change again.

AWARENESS

Even after the switchover happens, you must continue to build awareness, letting consumers know where to call when they need help. Be careful not to post this information too early, instead, release it closer to switchover time so that people don't forget what to do. Post-switchover, continue to reaffirm your message and contact information in case of a retune.

Retuning is one of the biggest obstacles you must overcome post-switchover. With proper preparation and education, these requests can be met with order and ease.

Who will you trust to guide you through the rough switchover terrain? Paywizard and Inview both have the depth of experience to see you through. Contact us today.



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For more information please visit digital-switchover.tv or get in touch:

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