

Connecting the Dots:

Bringing Cable ONE Business' Salespeople Closer to Their Customers



Contact Hostway

For more information, contact one of our technically trained sales staff by phone, email, or live chat via our site.

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Hostway recently helped a popular telecommunications company enhance its sales and marketing efforts by hosting personalized websites geared toward prospective clients. Cable ONE offers Internet, cable TV and phone services for residential and business clients, currently serving more than 730,000 customers across 19 states. Launched in 1986, Cable ONE – now the 10th-largest cable provider in the U.S. – needed help providing online sales engagement tools for its field Business sales team. Hostway provided website hosting that proved valuable not only for the Cable ONE Business team, but also for their current and potential customers as well.

Problem:

During the sales process, the Cable ONE Business field sales team realized there were issues with the channels available to prospective clients. Before contacting Hostway, the company's website funneled visitors and potential clients to the corporate call center as opposed to local sales representatives. The Cable ONE Business field sales staff felt that they were losing considerable opportunities to engage with potential clients, because the only online avenue for those seeking information online about Cable ONE Business was the corporate website, which directed visitors to the corporate contact center number. The field sales staff wanted to provide potential clients with an online resource for additional information, but did not want to risk losing the sale to the corporate call center.

Solution:

Cable ONE Business contacted Hostway to address the sales team's worries. The company decided to create custom websites for each individual field sales representative so that prospective customers could directly contact their local team member instead of being routed through the call center. With Hostway's help, Cable ONE Business was able to establish tailored micro websites, each providing more information about the products and services available, as well as the contact information for the sales agent in the area. The company employed an advertising agency to design the website template, then provided those files to Hostway. Using this information, Hostway was able to develop the overall process for creating and managing each individual micro-site.

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Results:

The personalized websites bolstered Cable ONE Business' sales and marketing efforts, and field representatives felt more confident about their ability to engage with prospective clients. Without the Hostway solution, sales agents feared that they might lose to the call center should potential customers turn to the corporate contact for more information. Now, with the micro-sites deployed, prospects have a place to go for more details about Cable ONE Business' products and services and for the contact information of their local sales representative.

In addition to streamlining the process that potential customers use to contact a sales agent, the new websites also strengthened relationships between Cable ONE Business' internal teams. Now, field sales representatives feel they have more support from the corporate marketing team, and sales channel conflicts have been reduced. At the same time, the call center still serves a valuable purpose for the company without taking away from the field sales team's efforts.

Cable ONE Business also is considering adding even more content to these sites in the near future, including testimonials and special offers. This would provide potential clients with a more robust information source for their questions and pre-service needs.

Key Takeaways:

Hostway's micro-websites benefited Cable ONE Business in several ways, including unifying its sales and marketing efforts and ensuring prospective customers get the most specific information possible. The tailored sites prevented the sales team from losing opportunities to engage with prospects without disrupting the processes of the corporate contact center.

Quotes:

"Hostway's website hosting made all the difference for Cable ONE Business sales team," noted Jim Ciampaglio, Hostway Vice President of Channel Partners. "The individual, personalized websites allow the field representatives to better connect with prospective clients and help ensure they are getting the information they need when they need it. Hostway is happy to be a part of Cable ONE Business' online presence."