Cincinnati Bell Complete Connections for Business

This $69.95 bundle of calling services expanded the agility of business telephones. By spreading the word to small businesses, we increased Cincinnati Bell's revenues and retention levels.

Challenge

Our charge was to migrate Cincinnati Bell business customers from basic phone service to Complete Connections – a bundled package of 17 value-added services including Voice Messaging, Caller ID, Call Forwarding and Local Phone Service. Research showed that the more services a business customer had, the less likely they were to churn.

Solution

We targeted single-phone businesses and positioned Complete Connections as an easy way to stay connected with customers for just a few dollars more per month.

- Our mailing clearly explained the benefits and interconnectivity of all 17 services, as well as the ease of activating and deactivating them at will.
- For businesses that didn't yet have Cincinnati Bell's long distance service, we offered a discounted bucket of long distance minutes.

Results

- 1.73% responded and purchases Complete Connections
- 2.99% purchased additional long distance minutes
- 2.7% purchased other products

LOCAL WIRELESS INTERNET DATA LONG DISTANCE EQUIPMENT

Sidney A. Sample
Acme Enterprises
123 Any St.
Cincinnati, OH 45202

Get up to
17 useful phone features
for a few dollars more per month
than you already spend.

Dear Sidney A. Sample:

With the proper features, your telephone can be one of the best business management tools you have.

Cincinnati Bell has a calling feature package – Complete Connections® for Business – that makes managing calls from customers and suppliers much easier. It also simplifies working from outside your office.

Complete Connections for Business **includes your local phone line**, Voice Mail, Three-Way Calling, Caller ID, Anywhere Call Forwarding and 12 other useful features (please see the enclosed flyer for a complete list).

With Complete Connections, you use any or all of the features you need. You choose. There's no charge for turning them on or off, so you can change your selection as your needs change. The whole package costs just $69.95 per month, and even that qualifies for our Cash Back program.

Plus, as a Cincinnati Bell Any Distance customer, **you'll get 30 free minutes of long distance each month.** It's a lot more value for not much more money. And, if you sign up for Complete Connections for Business by September 30, 2002, you'll also get $10 off your first three months – that's an additional $30 savings.

Call me today at «000-000-0000» with questions or to order Complete Connections.

Sincerely,

ACCOUNT MANAGER NAME
Account Manager
Cincinnati Bell

P.S. Complete Connections for Business gives you 17 useful calling features, including your local phone line, to help manage your business. Order by 9/30/02 and save $30. Call me today at «000-000-0000».

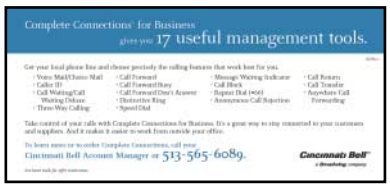
Cincinnati Bell

LOCAL WIRELESS INTERNET DATA LONG DISTANCE EQUIPMENT

Get FREE activation and
$10 off your first 3 months
when you order Complete Connections® for Business
by September 30, 2002.

Call your
Cincinnati Bell Account Manager
or 513-565-6089 today.

Cincinnati Bell


Complete Connections® for Business
gives you 17 useful management tools.

Take control of your calls with Complete Connections for Business. It's a great way to stay connected to your customers and suppliers. And it makes it easier to work from outside your office.

To learn more or to order Complete Connections, call your
Cincinnati Bell Account Manager or 513-565-6089.

Cincinnati Bell

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Ideas that Sell