

# Cincinnati Bell Complete Connections Universal

*Blending smart data segmentation with a simplified messaging approach helped Cincinnati Bell increase household penetration of their CCU service bundle by 478%.*

## Challenge

Our task was to promote Complete Connections Universal (CCU), a complex bundle of telecommunication services that, separately, sold for \$130 a month. Bundled together, they could offer them for \$79 a month. Previous mass marketing efforts by a different agency netted less than 1,000 customers after a year's worth of disappointing efforts.

## Solution

We targeted the 100,000 customers deemed most likely to buy CCU, based upon their current product and service relationship. We then tailored copy to audience needs in 8 distinct direct mail letters, coupled with a single, simple, easy-to-understand brochure that clearly communicated the incredible value of this discounted bundle.

## Results

- 3,634 net new CCU sales, a 478% improvement over previous efforts
- Cincinnati Bell realized a 71% call volume increase over previous campaigns
- Thousands of dollars in incremental, unbundled product sales were attributed to the strategy behind this campaign and the consultative selling skills of Cincinnati Bell's call center representatives
- Our CCU approach became a hard-working control package and delivered over 10,000 customers by year-end

**Get It ALL For Less**  
Cincinnati Bell Complete Connections Universal

**Local & Long Distance**  
Complete Connections Universal<sup>SM</sup> includes local & long distance, long distance 900 area toll enhanced calling services.  
**You Get:**  
• Call to 10, Call Waiting, Voice Messaging, plus our message services (in-house, long call waiting, and more)  
(Service sold on back)  
**You Also Get:**  
• 30 FREE minutes of Any Distance long distance included each month\*  
• 300 long and week ends, 18 more during the day!  
**If You Need More:**  
• Our 99¢ Long Distance minutes (activate for just \$5.00) now. (Country calls are available on 99¢ plan)  
• Back and more value through our auto call and other features, and free home enhanced calling services

**Wireless**  
Complete Connections Universal<sup>SM</sup> ALSO includes the best wireless deal to have.  
**You Get:**  
• 100 minutes night and weekend talk time\*  
• 200 Minutes anytime for use every month  
• No contract  
• No Activation fee (\$35 one-time)  
**You Also Get:**  
• 30 Bonus Airtime Minutes for a limited 300 Minutes Wireless every month  
• Includes the new Color ID, Call Waiting and more  
**If You Need More:**  
• Cellular plans with 300 Minutes are available. \$10 a month  
• Free, unlimited overnight and long distance also available

**Internet**  
Complete Connections Universal<sup>SM</sup> DNS is includes Internet services you can always depend on.  
**You Get:**  
• 1 FREE month service with unlimited access all day every day. No extra activation fee.  
**You Also Get:**  
• FREE Complete Bell<sup>SM</sup> - 1 hour internet, home and office. Free your phone.  
• FREE eMail (new device required) - 1GB for eMail, without adding in.  
• FREE Internet Call Manager - use while calling with your phone. No download or activation or your wireless phone.  
**If You're Online All The Time:**  
• Get 300 Days high speed Internet. For just \$20.00, extra per month!

**1 Incredible Value**  
A Savings of \$70.00\*  
(Compared to current prices other purchased separately)

**Complete Connections Universal<sup>SM</sup>**  
Additional best package or services, not included, discounts and promotions not available. See Bell.com for details. \*Based on current prices. Offer good while supplies last. Offer good while supplies last. Offer good while supplies last. Offer good while supplies last.

**Subscribe Now and Get:**  
• 1 FREE Month of Service  
• 1 Complete Bell  
• 1 Complete Wireless  
• 1 Complete Internet  
• 1 Complete Bell Call  
• 1 Number to Call

**513-565-3032**  
Call 513-565-3032 for details.  
\*Long Distance and Wireless Activation Fees.  
\*Not available in all service areas.