



# CASE STUDY

**CLIENT:** CEBRIDGE CONNECTIONS (Now SUDDENLINK)

**TITLE:** The experiEmotive® Drivers of Discontinuing Cebridge Connections' Cable Television Service

**DATE:** March – April 2004

**APPLICATION:** Corporate Culture and Customer Service Improvement

**METHOD:** In-Depth Hypnosis Interviews

**SITUATION:** Cebridge Connections had experienced much higher than normal cancellations. To understand this better, and correct for it, they desired direct, detailed feedback from former and current vulnerable customers.

**METHODS OVERVIEW:** 14 individual depth interviews (IDIs) were conducted among Cebridge's Vulnerable and Former Customers. Eight (8) of the IDIs lasted 90 to 120 minutes each. The additional six (6) were less in-depth, lasting 20 to 30 minutes each. Hypnosis-interviewing was used during the longer interviews to uncover deeply held emotional motivations.

**RESULTS OVERVIEW:** The research uncovered 21 "Laws, Rules, and Values" to follow (e.g., The Law of Entitlement, The Law of Self Respect) and myriad operational experiences to address toward the study's purpose. Furthermore, the interviews were interpreted to reveal a key Value (Integrity/Justice) and emotional theme (Feeling Cared For) that could be used in more global positioning efforts.

**CLIENT BENEFIT:** This research helped (then) Cebridge revise its corporate culture statement, modify promotions and creative executions, and make improvements to its customer service operations.

## TESTIMONIAL(S)

*"experiEmotive's analysis of what drove consumers to purchase our service, and what caused them to subsequently move away from us, was highly insightful and directed us to actionable steps to improve our business. Based on the findings, we modified promotional offers and creative execution. These changes helped us attract a segment of customers that stayed with us for a longer period of time, improving operating results for the business."*

**Shahid Butt**  
Vice President  
Cebridge Connections

