

A Strategic Partner



The Situation

Inter Mountain Cable is a mid-sized telecom provider serving its customers throughout Kentucky, Virginia, and West Virginia with television subscription options and broadband connectivity options through Gearheart Broadband. In 2018, the organization lost a key employee. That staff member handled video content, product management, network relationships, and negotiations for the company. James Campbell, CFO of Inter Mountain Cable and Gearheart Broadband, and Heath Wiley, Director of Marketing, were scrambling to replace her.

Around the same time, they attended a National Cable Television Cooperative (NCTC) event and met Cheryl Summers and Doug Maglothin at Leverage Broadband Strategies, a company that provides independent telecom providers with the strategies, data, and services they need to compete in an ever-evolving industry. "Right when we met them, we were overwhelmed with trying to replace a key employee and integrate and launch a new app-based TV product," said Campbell.

The Challenges

In addition to launching an app-based TV product, the company also needed a trusted advisor to evaluate rates and program offerings and increase customer base and revenue.

"There were so many areas at so many levels of the company that needed evaluation and clear directions," shared Wiley. "Because Leverage works with companies like ours throughout the US, we knew they would bring recommendations based on industry best practices."

The Solution

Right away, Leverage analyzed their product offerings, rates, and programming. The Leverage team recommended new packaging and pricing options to provide customers a less expensive way to engage, which helped revenue. In addition, they led the transition from traditional to streaming TV through the MobiTV app.

"Cheryl essentially acted as our Product Implementation Manager for MobiTV," said Wiley. "This allowed me to focus on how to sell the product to consumers while she was organizing and streamlining the process."

As CFO, Campbell adds that Doug provided unparalleled perspective by creating an interactive, online dashboard giving Campbell and other company executives insight into customer behavior and areas of opportunity. The dashboard created by Leverage utilized Inter Mountain Cable's billing and subscription data to analyze trends and compare their performance with others in the industry. Doug oversees a monthly meeting with the Inter Mountain team to review what action may be necessary based on current data points. "I don't go into my executive team meetings without my dashboard," Campbell said.

"The Leverage Broadband Strategies team is conscientious, proactive, and knowledgeable. They are our strategic partners and consultants—and by outsourcing specific functions to them, our team has time to focus on mission-critical objectives."

- James Campbell, CFO, Inter Mountain Cable and Gearheart Broadband



Inter Mountain Cable

The Results

The Inter Mountain Cable/Gearheart Broadband team reports more productivity and increased revenue since bringing Leverage on board. In addition to saving them time in decision-making and analysis, they no longer feel like they have to figure out everything alone.

"I'm no longer an island," Campbell said. "I have access to a knowledgeable third party's expertise, experience, and insight. This provides us with significant competitive advantages and provides me with confidence in our decisions and strategic direction."