

Sky Italia Drives Customer Engagement with Control-M Orchestration

 90%
faster
winner selection

 3x
increase in weekly
online contests

NEAR
ZERO
risk of
human error

POWERFUL ENGAGEMENT THROUGH ROBUST AUTOMATION

Being Sky Italia a customer-centric organization, providing its customers with the best experience is one of its most relevant missions. As a result, the company is always looking for innovative technologies to make the customer experience unique.

To profitably reach these goals, Sky needed to put in place an operating model that would provide new levels of automation, speed, agility, efficiency, and stability.

Sky redesigned critical business services and implemented new workflows with automation provided by Control-M. This resulted in tangible process acceleration, improved governance, and higher quality output at a lower cost. One example of a critical business process Sky redesigned is the winner selection for its Sky Extra voting contests. This process is fundamental to the company's revenue and reputation.

WINNER SELECTION ON SKY EXTRA VOTING CONTESTS

For some of its most popular shows, such as X Factor, 4 Restaurants, and Uomo Partita (Man of the Match), Sky promotes online national contests that allow Sky Extra subscribers to vote for their preferred artists through a decoder or the Sky App, and enter a contest for a prize drawing. Sky's customers love these contests, especially when exciting prizes like tickets to football matches, which include special passes for admission into the players locker room and the press room, are at stake.

Through the contests, Sky engages with the audience, thus increasing their active involvement in Sky programming. The contests also provide an incentive for people to subscribe to Sky Extra.

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With Sky Extra and other loyalty programs, Sky attracted +2.5 million members and continued to add value to customer subscriptions, with +26 million interactions for +45 available benefits⁽¹⁾. In fact, other than providing access to voting, Sky Extra rewards customer loyalty with additional value-added services, content, and cost savings at no additional charge. Before Sky leveraged Control-M to automate the process, it took days to execute voting contests. Steps were performed manually, with significant additional checks to avoid human error, and it was difficult for Sky to comply with strict legal contest criteria or communicate with Italy's Ministry officials and business partners about contest winner selection.

LIFE AFTER CONTROL-M

With Control-M, Sky can execute the winner selection process in near real-time. All contest entries and the information needed for participant validation are orchestrated through Control-M, which manages the communication and data flow between the internal and external partners responsible for all aspects of the contests.

Thousands of electronic votes, entered through the Sky App, social media, and Sky Q, are gathered into a single list. Control-M checks the list against Sky's CRM database, validates the data, and separates existing Sky Extra customers from those eligible to join Sky Extra. These customers are then given the opportunity to subscribe to Sky Extra programming. The final output of all the processing steps is sent to various internal and external partners for reporting and compliance purposes, and in particular to the notary, for extraction and validation of the contest winner in accordance with applicable laws.

After implementing Control-M, Sky has improved:

- **Speed and agility** – the process is 90% faster. What took 3 days now takes just 2 hours. Customers are more engaged, as the winner is selected faster, and Sky now launches 3 contests each week, versus 1.
- **Operational risk and compliance management** – the risk of errors has been reduced to near-zero, guaranteeing higher service quality, better service level agreements, and saving costs, with no additional checks.

(1) <http://www.sky.it/extra/index.html>

ABOUT SKY ITALIA

Sky Italia was the first media company in Italy. It was born in July 2003, as a merge of Stream TV and Tele+, inheriting all subscribers of the two unique satellite platforms in the Italian market. In 2014, it was acquired by Sky UK, becoming part of Sky Plc, Europe's leading entertainment company with 21 million customers across five countries: Italy, Germany, Austria, the UK and Ireland. In the end of 2018, the US giant Comcast acquired Sky Plc. Today, with the multi-platform offering, Sky Italia has surpassed 5 million of subscribers.

FOR ADDITIONAL INFORMATION ON CONTROL-M

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