



CUSTOMER CASE STUDY

Challenge

DirecTV Sky Brasil, a division of AT&T, delivers content to millions of consumers via satellite and digital. The organization saw an uptick in digital demand like content delivery as well as transactions and self-service tools. However, Sky Brasil and its customers were experiencing a catch-22: Consumers appreciated the digital services, but each service had individual log-ins and customers were struggling to remember their numerous passwords. This is commonplace in many organizations but Sky Brasil wanted to resolve this issue in order to deliver a better user experience compared to competitors. "We were seeing an increase in relevant digital transactions like payments and upgrades, as well as self-care approaches for customers such as re-setting set-top boxes online. The key to all of that is authentication," said Ganesh Kandan, Director of Technology, Sky Brasil.

Another driver for digital services was Covid-19. With families stuck at home, Sky Brasil saw an increase in demand for content, changing viewing times, etc. But the pandemic dictated that Sky Brasil technicians couldn't enter homes to add or fix set-top boxes and therefore more people turned to DirecTV Go.

Sky Brasil had been using a homegrown solution but found that its organic growth as well as growth through acquisition was making the system more time-consuming and costly to maintain. Additionally, the increasing demand was putting scalability and performance pressures on the system and the organization was unsure if the existing solution could maintain the organization's high standard of service, especially in the time of a pandemic.

Solution

Sky Brasil decided to embark on a unified log-in strategy with identity experts with proven track records in the media industry and hence, implemented the entire stack of ForgeRock products. "ForgeRock is a great technology and that, combined with the excellent sales, support and proven expertise in the media field, made our decision easy," Ganesh said. Ganesh further explained, "We are leaving identity to the experts so we can focus on our consumers' needs and have the technology follow."



Sky Brasil is the largest pay TV operator via satellite in the country. Since its opening in 1996, it has distributed 100% digital programming to its subscribers throughout the national territory. It has more than 5.3 million customers, which represent just over 28% of all pay TV subscribers in Brazil.

HIGHLIGHTS

93%

Log-in support chats have been reduced by 93%

53%+

Log-in success rates have improved to 53% and counting

\$240K

Savings of \$240K for Sky Brasil in support costs

Results

"ForgeRock is a great enabler and tool. It is touching every one of our consumer-facing applications," Ganesh said. Since implementing ForgeRock, Sky Brasil has seen a significant improvement in customer service: Log-in support chats have been reduced by 93% and log-in success rates have improved to 53% and counting. This, in turn, has saved Sky Brasil \$240K in support costs.

ForgeRock has aided in service levels as well. By better understanding consumers' usages, Sky Brasil can plan for increased loads during peak usage times to ensure zero outages, as well as offer more personalized services. "Digitalized services make for better services," Ganesh said.

ForgeRock has also helped ensure Sky Brasil's flexible business model during the pandemic. "Our business has changed, as has everyone's and Sky Brasil is all about pivoting quickly," Ganesh said. "We are using the identity experts so we can ride the wave instead of playing catch up. Our digital-first DirecTV Go has allowed us to extend the value of our existing products and easily address the fact that more people are watching TV as well as how and when they are watching it."

Sky Brasil's DirecTV Go running on ForgeRock has also paved the way for future service improvements and revenue opportunities. In addition to being "cloud-ready" for an easy migration path, Sky Brasil will continue to leverage ForgeRock for personalized service. "Every customer, like parents and kids, have different journeys and intelligence is the first part of understanding that experience. It's a data-driven exercise and ForgeRock is allowing us to do that," Ganesh said.

ForgeRock will also help Sky Brasil continue to improve upon customer service. "We want to use the additional capabilities like social log-in and MFA through social so it's even easier for consumers to leverage our capabilities," Ganesh said. He added that ForgeRock's profile capabilities will further reveal personal preferences, which will unlock future business models.

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— **Ganesh Kandan**
Director of Technology, Sky Brasil

About ForgeRock

ForgeRock®, (NYSE: FORG) is a global leader in digital identity that delivers modern and comprehensive identity and access management solutions for consumers, employees and things to simply and safely access the connected world. Using ForgeRock, more than 1300 global customer organizations orchestrate, manage, and secure the complete lifecycle of identities from dynamic access controls, governance, APIs, and storing authoritative data – consumable in any cloud or hybrid environment. The company is headquartered in San Francisco, California, with offices around the world. For more information and free downloads, visit www.forgerock.com

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