

Spectrum Case Study



Situation

JLL has been working with Charter Communications, formerly Time Warner Cable (TWC) since 2012 to assist in creating a retail centric, optimized, location strategy. Recently, Charter acquired TWC and Brighthouse and utilized JLL's predictive analytics team to provide an optimized strategy for all brands across their footprint.



Initiatives

JLL conducted a series of analysis on behalf of Charter:

- Documented the profiles of different customer types for each brand in the Charter umbrella (Charter, legacy TWC, legacy Brighthouse)
- Statistically determined the store level drivers for each brand
- Created forecast models for each brand
- Created a semi-automated algorithm to assess the optimal deployment strategy across their footprint, including closures, relocations, consolidation, and net new opportunities. Manually vetted each opportunity to ensure the targeted area was situated in a viable retail node



Results

JLL provided Charter with an action plan designed to redeploy key services centers into retail stores that are convenient to their existing subscribers, yet able to capture valuable new target customers, for each brand.

The strategy has significantly aided in speed to market as Charter had a store 2019 store opening goal of almost 200 locations.

The optimized strategy is enabling Charter to strategically offer its consumers an enhanced experience in locations with the greatest probability of increasing its services.

Strategy is refreshed annually to ensure Charter can continue to have a data driven plan aligned with their store opening goals.

