

SimpleTV + Evergent: Rapid Recovery, Scalable Growth, and Continuous Optimization

Customer Overview

Industry
Media & Entertainment

Country
Venezuela, SA



SimpleTV is a leading pay-TV provider in Venezuela, offering DTH services nationwide and expanding into FTTH and OTT as part of its strategy to become the country's most comprehensive media & entertainment platform. Formed in 2020 after DirecTV's exit, SimpleTV, owned by Scale Capital, took over the existing infrastructure and set out to rebuild a 2+ million-household customer base overnight. Today, SimpleTV uses the Evergent Monetization Platform across all business lines (DTH, FTTH, OTT) and plans to significantly scale FTTH/OTT operations in 2025 and beyond, with a target of **150K** new subscribers.

•The Challenge

Following DirecTV's shutdown in May 2020, SimpleTV needed to rapidly restore service continuity and rebuild a 2+ million-household customer base within months. The company faced compressed timelines to launch Phase 1 operations, capture accurate customer and device data (including CAMC registry updates), and transition users from free signal to paid service.

Additional challenges included:

1

Managing widespread use of
unregistered or black-market
set-top boxes

2

Integrating complex systems across
ERP, billing, payments,
provisioning, e-invoicing, and third-
party streaming partners

3

Designing compliant, profitable
prepaid offers in both **Bolívares**
and USD

4

Meeting a hard December
relaunch deadline to avoid
prolonged service disruption

The Solution

Evergent enabled SimpleTV's rapid market relaunch by delivering an end-to-end monetization and customer-management solution, designed, configured, and **deployed in just 90 days**. Built on the Evergent Monetization Platform, the solution now supports all of SimpleTV's business lines -DTH, FTTH, and OTT - providing a unified foundation for subscriber growth and operational scale.

Key platform capabilities include:

1

Streamlined customer onboarding with registration, device pairing, and payment capture

2

Self-care and CRM enablement to support efficient, scalable customer support

3

Configurable prepaid billing with compliant hybrid pricing in Bolívares and USD

4

Integrated payments, ERP and e-invoicing, device provisioning (CAMC), and premium OTT partners

5

Automated currency conversion to maintain USD-based pricing accuracy

6

Promotions management and BI-ready data extracts for analytics and reporting

7

Mobile sales enablement, building the mobile sales app to enable real-time customer onboarding, device activation, and payment capture in the field to accelerate subscriber growth across FTTH

SimpleTV now runs its entire monetization stack on Evergent in **expanding FTTH and OTT services** in 2025 and beyond, targeting **150K new subscribers**.

Enhancements Delivered

Through this recent expansion into FTTH and OTT, Evergent introduced targeted capabilities to drive retention, efficiency, financial accuracy, and cross-business-unit growth.

Latest key enhancements include:

1

Cashback promotions for lapsed users: Targeted 25–50% incentives increased reconnections and reduced churn among disconnected subscribers.

2

Dynamic self-care banners: Geo-targeted post-login banners improved click-through rates and generated higher-quality FTTH leads in serviceable areas.

3

Automated daily price updates: API-driven pricing synchronization eliminated manual CRM updates, improving efficiency and accuracy.

4

Automated write-offs for inactive accounts: Batch processing cleared unrecoverable wallet balances, improving financial reporting accuracy (761,985 accounts and \$187,542 written off in the first run).

5

Cross-BU promotions (DTH → FTTH): Exclusive FTTH offers for active DTH subscribers turned the existing base into a high-quality acquisition funnel.

6

Automated wallet adjustments (USD → Bolívares): Daily balance recalculations aligned wallets with official exchange rates, preventing approximately \$200K in monthly losses and ensuring regulatory compliance.

Business Impact

Evergent helped SimpleTV execute a rapid, **large-scale pay-TV relaunch in Latin America**, delivering:

1

1.5M customers recovered and **9M+** devices validated

2

On-time DTH relaunch with no signal loss (December 15, 2020)

3

Single-platform operations across DTH, FTTH, and OTT

4

Improved financial controls via automated write-offs and currency compliance

5

Accelerated FTTH/OTT growth through targeted and cross-BU promotions