

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**

3

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

2

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

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

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

- 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

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