# Delivering The Ultimate Customer Experience

Lonny Maler Regional Sales Vice President – Central



# Which Customer Experience do you want to deliver?





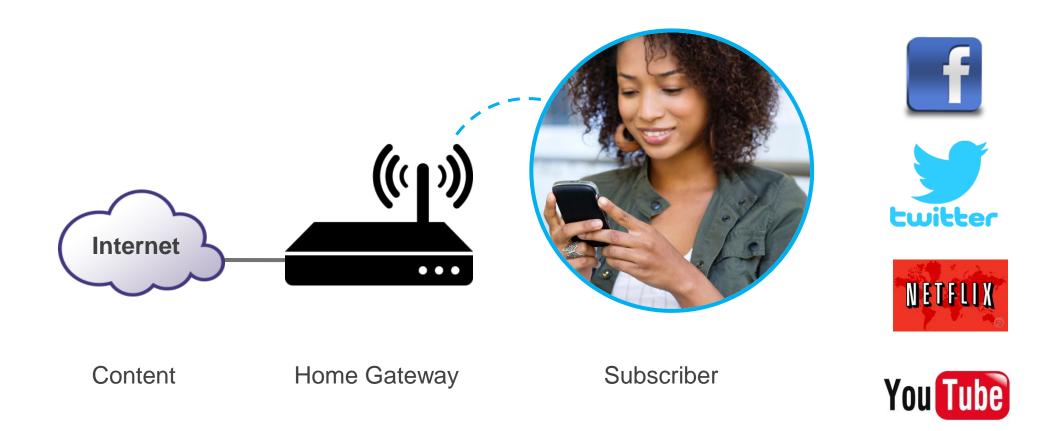




Source: Broadcom 5G Wi-Fi Presentation



#### Wi-Fi: The new demarcation in the home

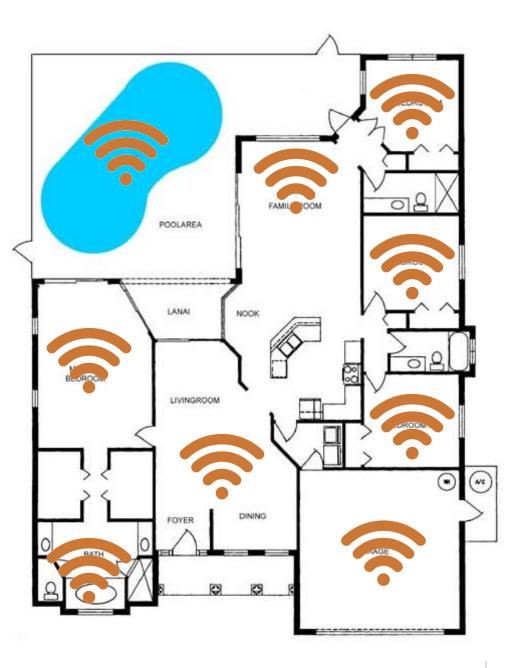


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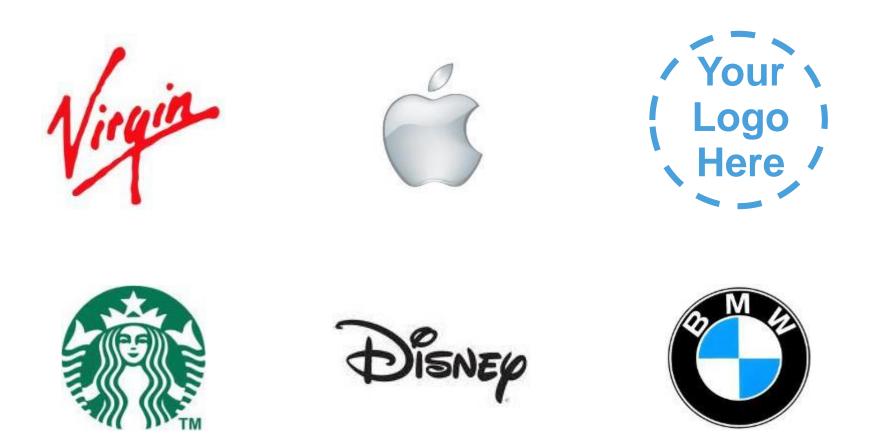


### **The Goal - No Dead Zones!**



Colix

#### **Successful brands focus on Customer Experience**



#### **Best Practices: What are SPs charging for Managed Wi-Fi?**

Cost for Managed Wi-Fi solution ranges from \$4.95/month to \$13.95/month, depending on what is included:

 Some SPs are moving toward 'tiered' tech support and/or differentiating based on number of in-home devices (e.g., SCTC \$8.95/month for "on-site connection of up to five, simple devices"; \$13.95/month to "synch up to ten, simple devices at time of installation")

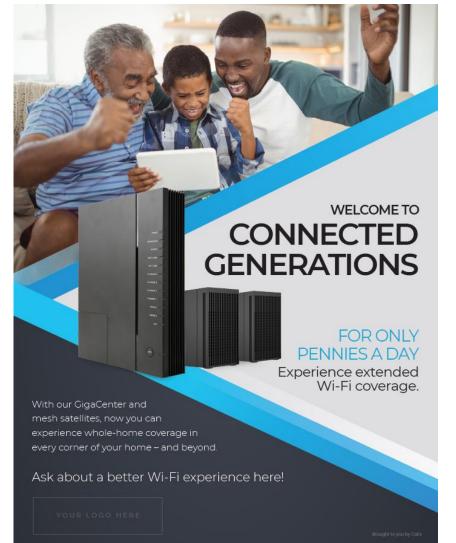


#### **Nex-Tech Marketing Support**

https://www.nex-tech.com/PlansBundles/Internet/PremiumWi-Fi-New.aspx

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#### How can Service Providers Engage their subscribers? - Marketing Starter Kit





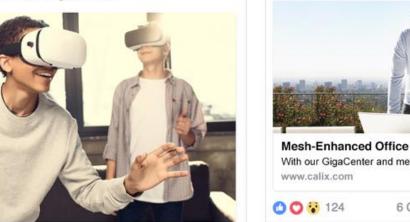
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Gated content is gated. You'll need to provide your name, Company and e-mail address. Then, you will immediately be connected to a site where you can find all of the marketing and educational materials that I mentioned, organized into a few different categories.

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# Thank You Questions?

