



**Channeling customer
expectations to increase
profitability**



Internet Service Provider or WiFi Service Provider?



91%

of consumers primarily
use WiFi to connect to the
internet

Source: Airties

Source: Parks Associates

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86%

of consumers believe that top-tier broadband should come with a WiFi guarantee

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63%

of consumers called their ISP for help with a WiFi issue in 2021

**Your subscriber's
WiFi expectations are
costing you money**

The cost of poor WiFi experiences

31%

What percentage of
inbound support calls
are related to WiFi?

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\$57

What is the average cost of a support call?

The cost of poor WiFi experiences

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What is the average cost of a support call?

17%

What percentage of inbound support calls result in a truck roll?

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What is the average cost of a support call?

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\$80-100

What is the average cost of a technician visit?

The cost of poor WiFi experiences

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\$57

What is the average cost of a support call?

17%

What percentage of inbound support calls result in a truck roll?

\$80-100

What is the average cost of a technician visit?

49%

Of consumers have considered changing providers over poor WiFi experiences

**How can you leverage
WiFi to increase
profitability?**

Where are the opportunities to increase revenue?



58%

of consumers would
upgrade their internet plan if
it guaranteed more
consistent performance

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of consumers have underlying signal strength issues but mesh attach rates are only about 10%

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54%

of consumers have bought third-party WiFi gear at some point to stay connected

**What's wrong with
the subscriber WiFi
experience today?**

Install isn't optimized for WiFi



5%

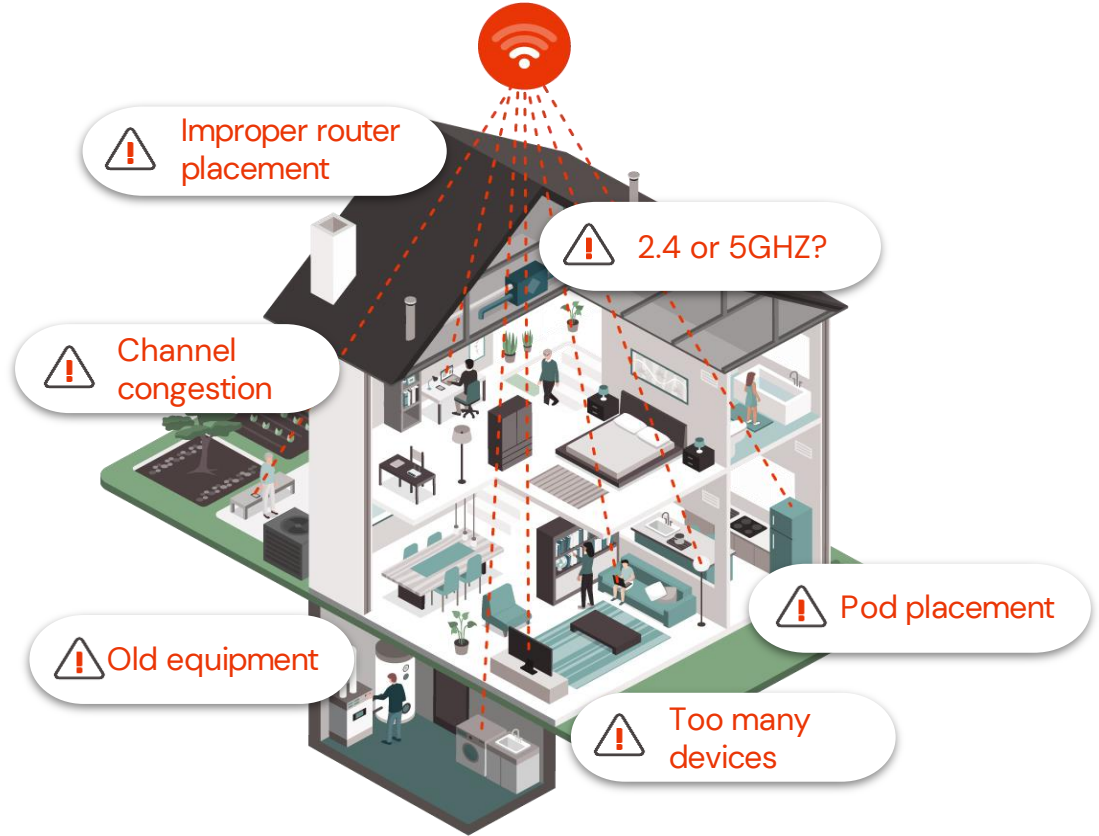
of WiFi installs require a turnaround tech visit



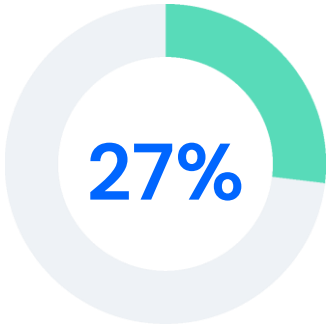
15%

of ISP churn happens within first 90 days of install

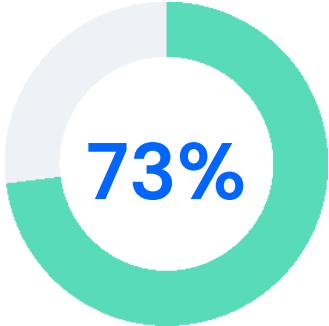
Subscribers don't understand WiFi



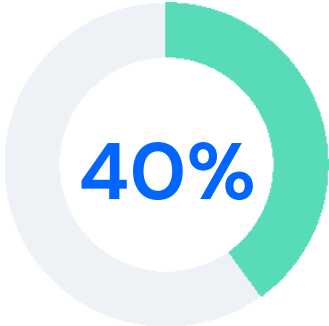
Self-service solutions don't work for WiFi



of consumers wanted to call their ISP for WiFi issues in 2021, but decided not to because of the time/effort required

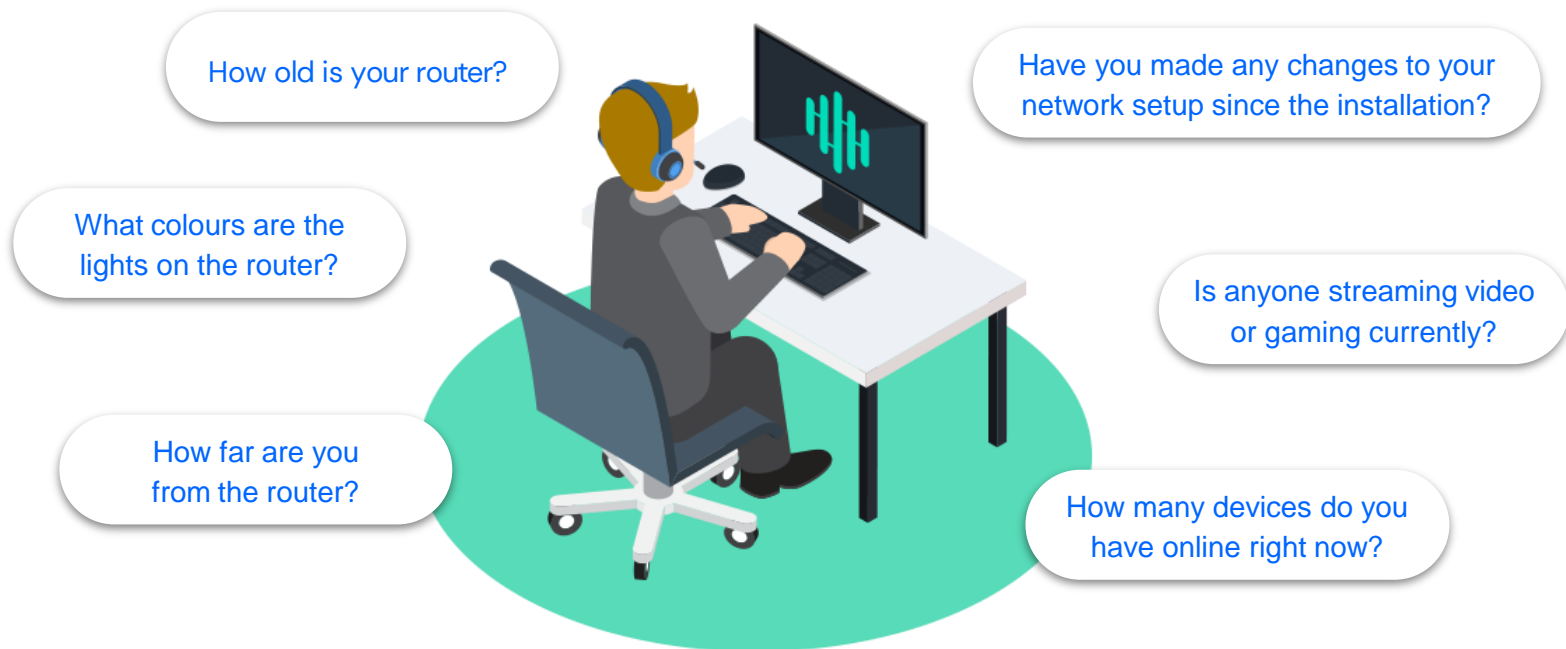


of customers would prefer to self-serve over speaking with a rep

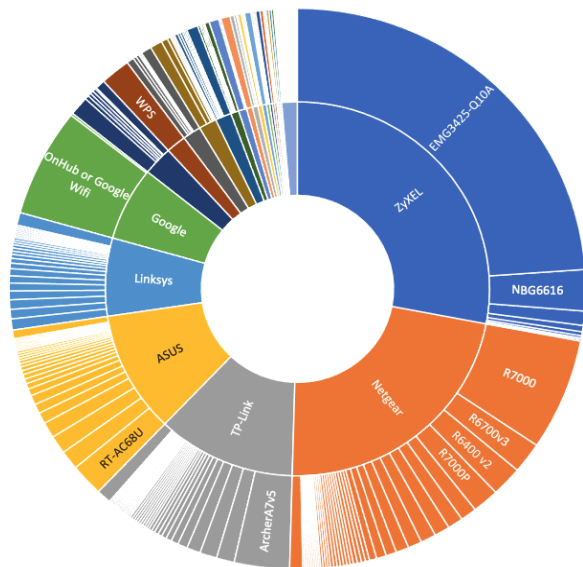


of consumers would be interested in an app to help them troubleshoot WiFi issues.

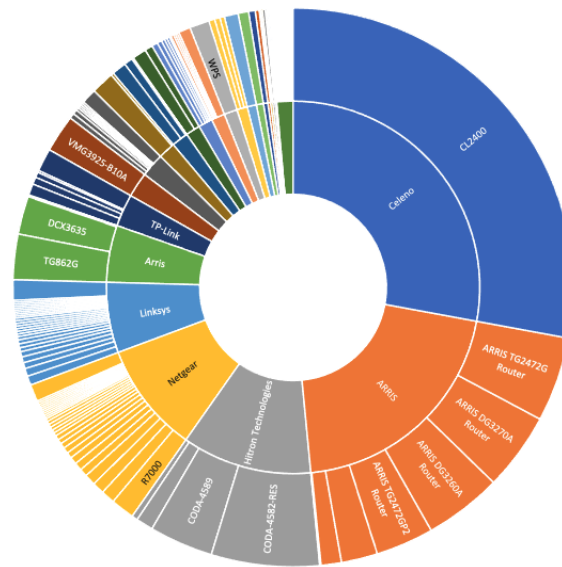
Agents have limited visibility into the home network



The CPE fragmentation problem



Router breakdown of a North American WISP with ~11,000 subscribers



Router breakdown of a North American ISP with 50,000 subscribers

**What are the requirements
for a successful WiFi
support strategy?**

Nail the WiFi install

What to include in your WiFi install process

- Test WiFi performance
- Optimize WiFi performance with pods
- Provide customer education
- Create a WiFi birth certificate



Get hardware independent WiFi diagnostics



**Works with any
home network**



**Built specifically for
support teams**



**Fast deployment
timelines**



**Equip agents with
real-time insights**

Provide contextual WiFi self-service support

Considerations for your WiFi self-service strategy

- Easy to use
- Accessible and promoted on multiple channels
- Offers contextual advice for their specific WiFi issue





**Educate customers
at every step**

The benefits of a dedicated WiFi support strategy



Reduce churn
and improve NPS



Increase
revenue



Reduce
operating costs



Thank you

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RouteThis.com/Contact