



The role of installations in improving subscriber experience and increasing profitability



Over 50% of ISPs are not very confident that subscribers will have a great WiFi experience after install.

ISP or WiFi Service Provider?



91%

of consumers primarily
use WiFi to connect
to the internet

Source: Airties

ISP or WiFi Service Provider?



91%

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49%

of consumers have considered changing providers over poor WiFi experiences

Source: Airties

ISP or WiFi Service Provider?



91%

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49%

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58%

of consumers would pay more for better WiFi experiences

How are ISPs handling this?



Wi-Fi extenders (mesh)



Wi-Fi performance
guarantees



Focus customer experience

**Installations are
your business' first
impression—make them count.**

Stories from the field: Improper router placement

End subscriber

"I don't like the look of the flashing lights on the router, can you install it in the basement?"

"I don't like the look of the router, I don't want it to be seen."



ISP field technician

"That placement isn't going to be the best for you, could we look at installing it elsewhere?"



Stories from the field: Lack of pods

End subscriber

"I'm not paying anything extra!"

"I don't need them, you're just trying to upsell me."

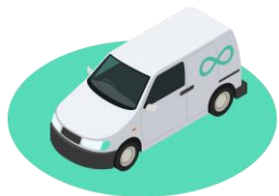


ISP field technician

"Your house is quite large.
You should get pods
to extend coverage."



How do improper WiFi installs affect your business?



5%

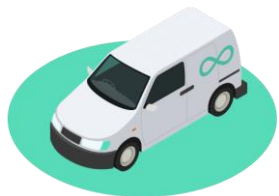
of WiFi installs
require a turnaround
tech visit



15%

of ISP churn
happens within first
90 days of install

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31%

of technical support
calls are WiFi-
related



20%

of WiFi-related
support calls end in a
tech visit

**What's wrong with the
traditional install process?**

What makes the WiFi install difficult?



Customers don't understand WiFi

What makes the WiFi install difficult?



Customers don't understand WiFi



Technicians take path of least resistance

What makes the WiFi install difficult?



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Technicians take path of least resistance



Technicians need to be salespeople

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Outdated markers of success

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Outdated markers of success



Limited process enforcement

The solution:

Certified WiFi installations

Benefits of certified WiFi installations

1

Expectation
setting with
customers

Benefits of certified WiFi installations

1

Expectation
setting with
customers

2

Process
adherence by
technicians

Benefits of certified WiFi installations

1

Expectation
setting with
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2

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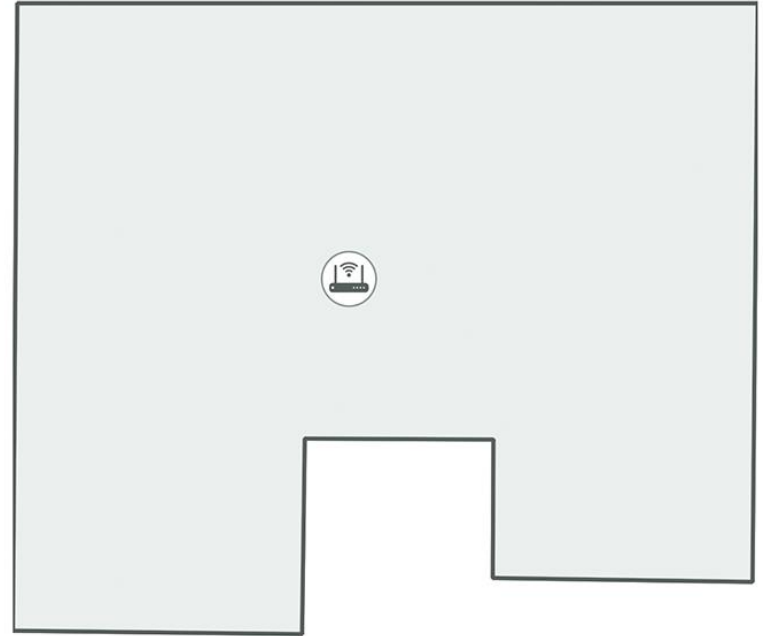
3

Record of
install details
for agents

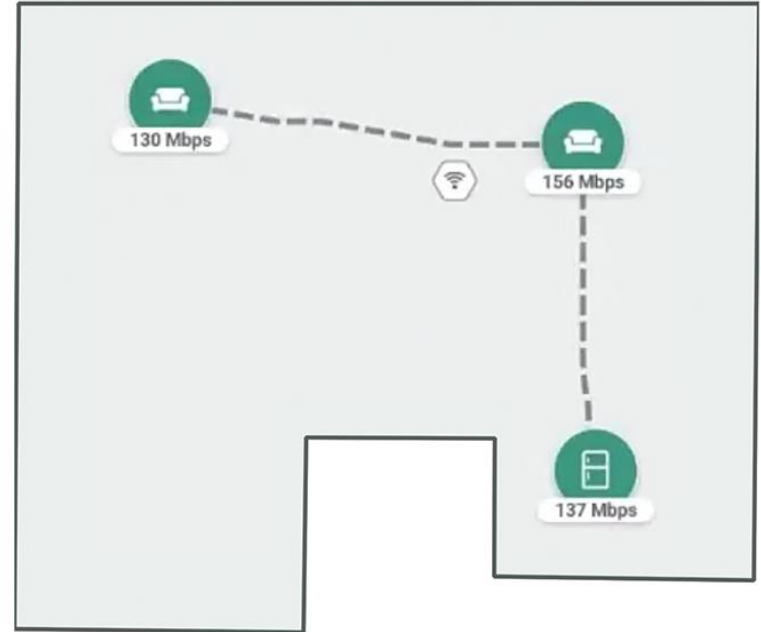
Steps to a certified WiFi installation

Educate customers
at every step

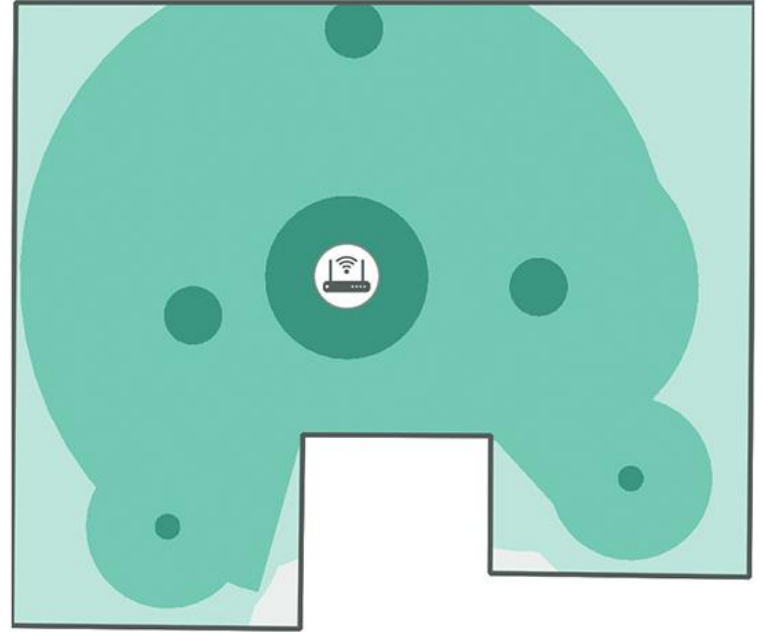
Identify prime router location



Check WiFi speed throughout the home



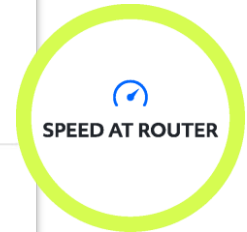
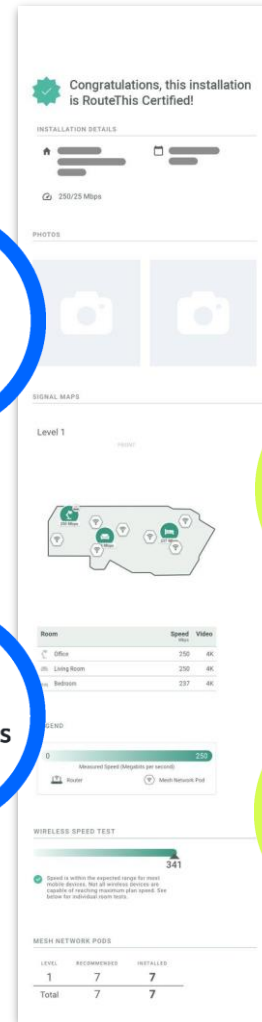
Identify pod or extender placement



**Take photos to
document process**



Generate WiFi certificate



The benefits of a certified WiFi installation



Reduce churn
and improve NPS



Increase
revenue



Reduce
operating costs



Thank you

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