

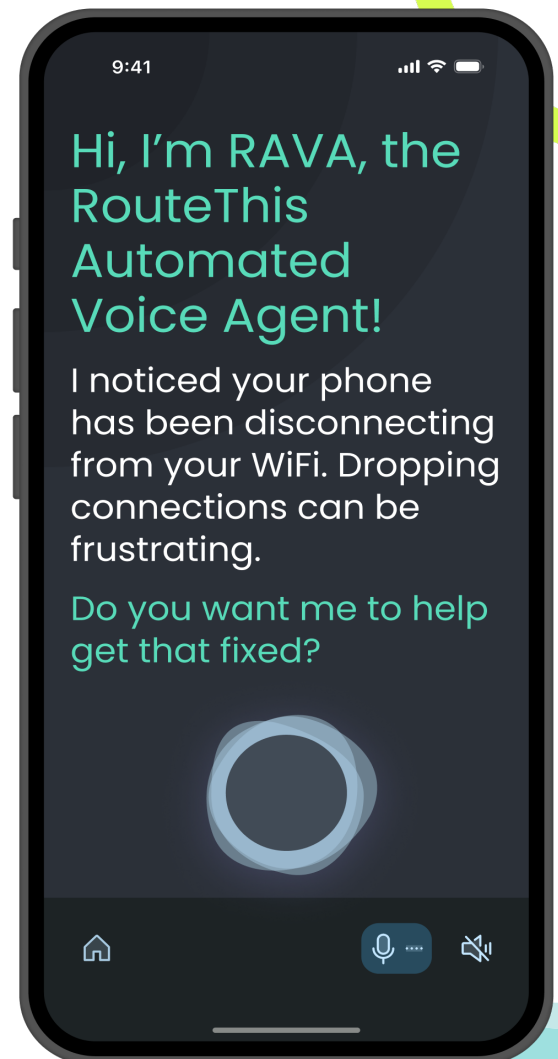
RAVA

Proactive

Identify silent sufferers and fix their WiFi issues before they churn

RAVA Proactive is an outbound WiFi support solution designed to stop silent sufferer churn before it happens. Triggered at key moments in subscriber lifecycle—such as post-install or after repeat WiFi disconnects—RAVA Proactive guides subscribers through room-by-room WiFi audits, pairing conversational AI with real-time in-home diagnostics to identify and fix WiFi issues before they ever decide to call support or churn.

Unlike hardware telemetry that relies on historical aggregates, RAVA Proactive collects real-time WiFi diagnostics to accurately identify at-risk subscribers and resolve WiFi issues at a fraction of the cost of a call center agent or truck roll—driving down OPEX while preventing performance-related churn.



RAVA in numbers

70%

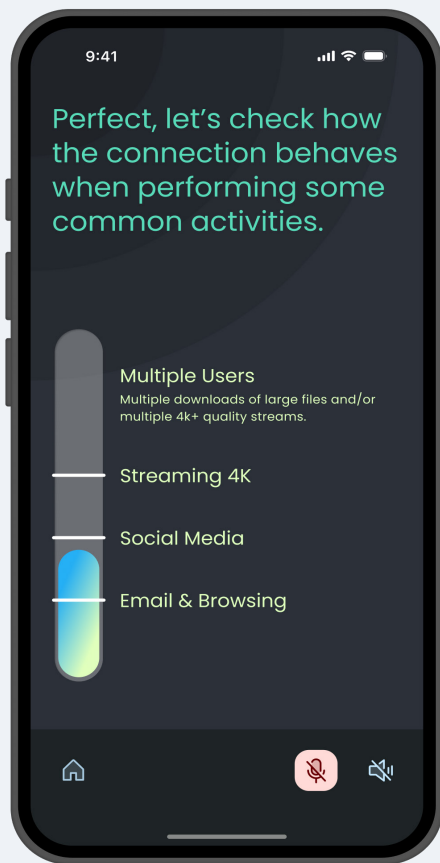
of walked homes surface a WiFi issue vs. ~3% with CPE telemetry alone

88%

of issues found resolved end-to-end by RAVA without a live agent

21%

of escalations result in a mesh pod or other upsell opportunity



The problem

Many subscribers experience recurring in-home WiFi issues but never contact support, silently suffering until they eventually churn to a competitor. Operating entirely below the radar of traditional call center metrics and retention workflows, this unvoiced frustration drives up churn and reduces subscriber lifetime value.

Network monitoring isn't enough

Proactive care today usually leans on CPE or router telemetry to flag at-risk homes, but that data correlates to actual in-home WiFi issues only ~3% of the time. Acting on this poor data often means mesh pods end up in the wrong homes. And even when a home is correctly flagged, legacy tools stop at the alert. They don't fix anything and outbound calls or technician visits to close the loop are expensive measures that erode the very margins this monitoring is supposed to protect.

How RAVA Proactive works



Voice AI room-by-room walkthrough

RAVA uses conversational voice AI to lead at-risk customers through a room-by-room walk to capture real-time WiFi coverage and performance metrics throughout the entire home.



Guided end-to-end troubleshooting

Leveraging the mobile phone, RAVA runs network tests and collects visual data via the camera to identify any WiFi issues and help the customer resolve them on the spot.



Intelligent escalations and context-rich hand-offs

If an issue requires a live agent, RAVA handles the escalation and generates a summary of the interaction inside RouteThis Resolve, allowing agents to pick up where RAVA left off with full context.

See RAVA in action.
Schedule a 30-minute walkthrough.

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