



THE KEY

TO EXCEPTIONAL
CUSTOMER EXPERIENCE
FOR ISPS

Gone are the days when broadband support ended at the modem.

These days, customer expectations are changing and ISPs are struggling to keep up.



WHAT'S CHANGED?

Customers expect ISPs to support the in-home experience.

4 in 5

ISP TECH SUPPORT
ISSUES ARE WIFI-
RELATED

OVER

30%

OF ISP TECH SUPPORT
CALLS ARE BECAUSE
OF WIFI ISSUES



HOW DOES THIS AFFECT ISPS?

If an ISP doesn't support the in-home experience, it could face issues like:



Negative word of mouth

The average customer will tell up to 15 people about a negative experience with a brand



Reduced customer acquisition

90% of consumers decide on companies because of customer service



Increased customer churn

50% of customers would switch companies after one bad experience



Loss of market share

According to our data, in-home experiences directly impact an ISP's market share

HOW ISPS CAN IMPROVE THE IN-HOME EXPERIENCE



Give agents visibility.

If agents can't see issues, they can't solve them effectively. By giving agents the right tools, you're ensuring customers get a better in-home experience.

Help customers learn.

Customers want to be able to resolve their own issues. By providing the tools for them to do that, you improve their experience even before they ever talk to an agent.



Empower your agents.

Despite your best efforts, customers rarely get the same experience from two different agents. The right tools can help agents deliver consistent experiences, no matter their personal skill level.

Ready to improve support for the in-home experience?

LET'S TALK