



# CUSTOMER EXPERIENCES

with smart home products

## WHY THEY HAPPEN AND WHAT THEY COST



### WHAT CAUSES BAD CUSTOMER EXPERIENCES?

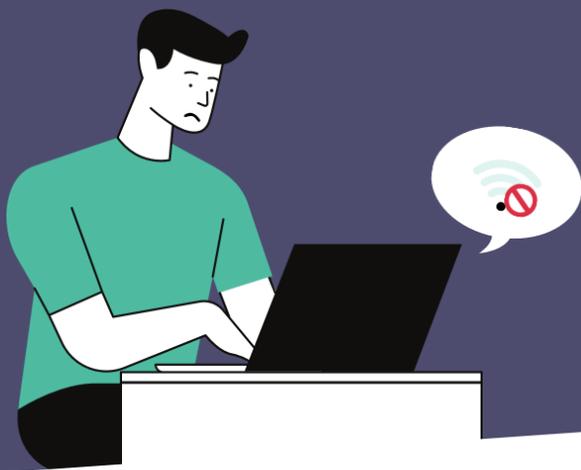
# 46%

OF PEOPLE SAY **CONVENIENCE** IS THE PRIMARY FACTOR IN USE OF SMART HOME PRODUCTS

OVER

# 50%

RUN INTO **INCONVENIENT CONNECTIVITY ISSUES** DURING SETUP OR SOON AFTER PURCHASE



## FINDING SUPPORT FOR WIFI ISSUES IS EVEN MORE INCONVENIENT.

IT TAKES

# 2.7

SUPPORT INTERACTIONS ACROSS MULTIPLE CHANNELS TO RESOLVE A WIFI ISSUE

THE AVERAGE CUSTOMER SPENDS

# 2.5

HOURS TRYING TO RESOLVE CONNECTIVITY ISSUES



### WHAT DOES THIS POOR CUSTOMER EXPERIENCE COST YOUR BUSINESS?

#### UNNECESSARY RETURNS



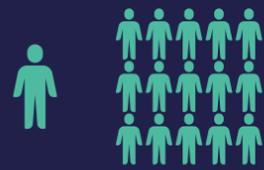
**1 IN 4 CUSTOMERS** GIVE UP BEFORE FINDING A RESOLUTION AND RETURN THE DEVICE FOR A REFUND

#### CUSTOMER CHURN



**29% OF CUSTOMERS** WHO EXPERIENCE SETUP ISSUES END UP SWITCHING TO A DIFFERENT BRAND

#### NEGATIVE WORD OF MOUTH



A SINGLE CONSUMER WILL TELL **UP TO 15 PEOPLE** ABOUT A BAD EXPERIENCE WITH A BRAND

## HOW CAN YOU RESOLVE THESE ISSUES?

**RouteThis** is a mobile-based WiFi support platform that eliminates the need for lengthy, repeat calls about WiFi connectivity issues.

**WITH ROUTETHIS, YOU CAN:**



#### IMPROVE CUSTOMER EXPERIENCE

Empower customers to resolve setup and connectivity issues as soon as they encounter the problem—without the hassle of contacting support



#### INCREASE FCR

Give agents the tools to accurately identify and resolve WiFi connectivity issues on the first call



#### REDUCE RETURNS AND CUSTOMER CHURN

Eliminate over 30% of product returns by empowering customers and agents to resolve setup and connectivity issues