

TOP 10

THINGS TO CONSIDER WHEN DEVELOPING YOUR
MANAGED WI-FI PROGRAM

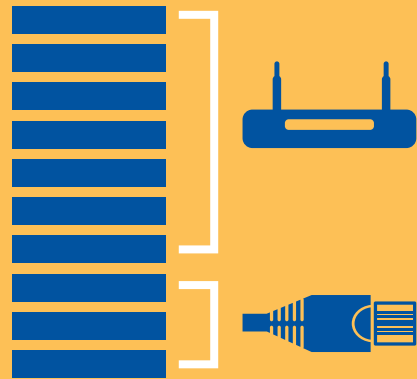
10



The number of connected devices in the home is growing at an astounding rate. 5.5 million new IoT devices get connected to the world wide web everyday¹. Home networks have become more complex to support than ever before for service providers. Wi-Fi issues challenge your business metrics, complicate the customer experience, increase frequency and complexity of support calls and lead to more truck rolls. For end users, it has become a frustrating experience due to their growing reliance on technology, more devices on the network, interoperability issues and increased bandwidth needs.

Customers are dependent on their connected homes and if there is an issue, you will be the first to hear about it. 63% of consumers already say that they have issues with their Wi-Fi². Turning away a customer, delaying a resolution or giving them a bad customer experience adds to customer frustration. Escalating support costs and increasingly agitated customers have created a difficult situation, but if managed correctly, the Wi-Fi boom creates opportunities for you, the service provider. Developing the appropriate managed Wi-Fi program for your company is essential. We've compiled a list of the top 10 things to consider when developing your managed Wi-Fi program.

What is the current landscape of wireless home networks?



It should come as no surprise that Wi-Fi could be considered an addiction for many! 60% of people say they can't go without Wi-Fi for more than one day!¹ 75% of people say that 1 week without Wi-Fi would leave them grumpier than 1 week without coffee!¹ In fact, 1 in 8 Americans and an estimated 420 million people worldwide are addicted to the Internet!² People are reliant on technology for almost everything and they will know immediately if they're having Wi-Fi issues. What are you doing about the growing number of increasingly complicated Wi-Fi issues? Do you have a Wi-Fi support plan in place? What specialized training has your support staff received? Are you meeting the expectations of your customers by supporting all these Wi-Fi issues?

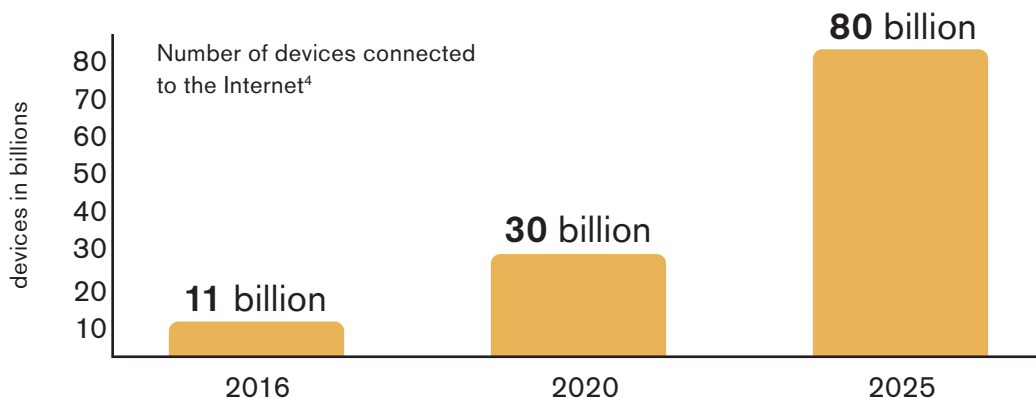
It's "business as usual" for many service providers as they operate without a formal plan. They may attempt to help everyone with an issue, but often only do limited troubleshooting and end up sending technicians to the customer's home. Truck rolls are expensive and impact the bottom line, while delaying resolution of the customer's issue.

What does the future hold?



Between 2015 and 2021, the Internet of Things (IoT, the general term for connected devices in the home) is expected to increase at a compound annual growth rate of 23%³. With 5.5 million IoT devices currently getting connected to the Internet every day¹ and an estimated 152 thousand new devices connected to the Internet every minute by 2025⁴, there is a potential tidal wave of Wi-Fi issues coming your way!

Organizations and their staffs are struggling to keep pace now. Is your organization scaled to handle this onslaught of support traffic? If you can't keep pace with the capabilities needed to support that traffic, your business will suffer mightily.



Which managed Wi-Fi approach makes the most sense for your company?



How do you prepare for all these new devices to hit your network? There are many ways you can look at addressing this situation:

- **Hardware/infrastructure solutions:** Today there are some solid hardware solutions that piggyback on your network. With every new install, you have immediate device and network visibility. Drawbacks can be a high upfront investment and a long ROI due to relatively low penetration.
- **Legacy programs reinvigorated:** Adding Wi-Fi support into your legacy programs like wire care can bring more value to your offering and turn your wavering programs into money makers. Is it enough value to warrant a purchase?
- **Premium support subscriptions:** Monetizing your support services can be a good option. When offered as a stand-alone subscription or bundled with another product or service, they

offer a good return and take care of the segment of your subscriber base that needs immediate help. 24/7/365 tech support is tough to staff for. Do you have enough Wi-Fi experts to provide 24/7 coverage?

- **Or business as usual:** Supporting your customers through your current help desk and truck rolls. Is your staff prepared for the growing number of increasingly complicated network issues? Have truck rolls gotten out of hand?

The challenge is that any one of these solutions as a stand-alone has its limitations. Ignoring a multi-pronged or hybrid approach leaves a large number of customers without a great Wi-Fi support solution. Some providers that have adopted a hybrid approach even have multiple plans with different levels of hardware and support.

Does your staff have the expertise to fix Wi-Fi issues?



The first, and probably most important component, to a successful Wi-Fi Support program is having the right people. The days of basic customer support staffing are over. The people you have helping your customer base need to be proficient and highly specialized in the type of support they offer. This starts with talent acquisition and robust recruiting practices. Your company needs a recruiting pipeline like local colleges and employee referrals. Some communities simply don't have this luxury.

But it doesn't stop there. On-board training for new employees and continuing education need to be done regularly. Technological advances will continue and it's important to stay current with those advances. Once employees are working on the front lines and helping your customers, how are you making sure they are doing a good job? You need a quality assurance program in place that provides continuous review and consistent feedback. Certifications are a great way to know that your techs are qualified to handle any sort of Wi-Fi issue that comes in.

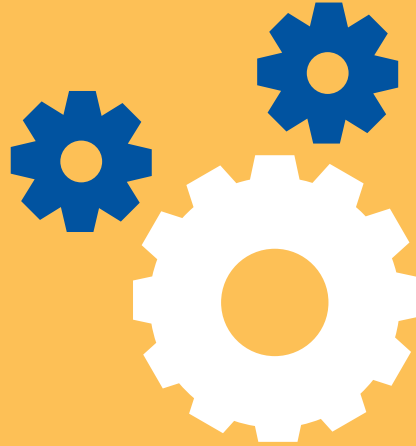
Is your staff available 24/7/365 to support and troubleshoot Wi-Fi issues?



Having the right expertise in place is just the beginning. The next thing you will need to be is... available. The words “business hours” do not apply to technology use. If the Wi-Fi signal in a house goes out, most family members will notice it instantly, and you are going to hear about it. Support for Wi-Fi devices is needed 24 hours a day, 7 days a week, 365 days a year. In fact, some of the highest traffic times for technology support is in the evening. Unfortunately, this is when many support departments are closing.

If your customers cannot reach you, this only adds to their frustration and creates a poor customer experience. We’ve already established that you are the one they will blame for technology issues. If customers are unable to contact you for support when they need it, that makes a bad situation worse.

Are you providing a consistent experience?



Efficiently resolving your customers' issues consistently gives you credibility. Meticulously maintaining a robust knowledge base is a great start down this path. This database of documented processes, hardware information and the continual use of this resource are paramount to consistently helping your customers. Next, how do you ensure that a customer doesn't call multiple times with the same issue? Thorough troubleshooting and taking time to educate customers cuts down on repeat calls and increases satisfaction.

Customer surveys reinforce the job that your techs are doing with direct feedback from the customer. Perhaps the most important element of the process is whether or not that process is repeatable. The training your staff receives and the tools your support center uses help create a repeatable customer experience.

What tools do you have in place to deliver world-class support?



Tools are an essential component to providing world-class support. We mentioned the need for a strong knowledge base. This comprehensive online resource needs to be updated in real-time as new technology and related processes become available. In addition, information in that knowledge base needs to be reinforced. This can be done regularly through team meetings, trainings, email correspondence, internal chats, and QA sessions. Steps have to be taken to make sure that your reference database is up to date.

In-home network visibility is important so that your team has an immediate idea of what could be going on. This type of tool makes it significantly easier to support your customers and troubleshoot their issues.

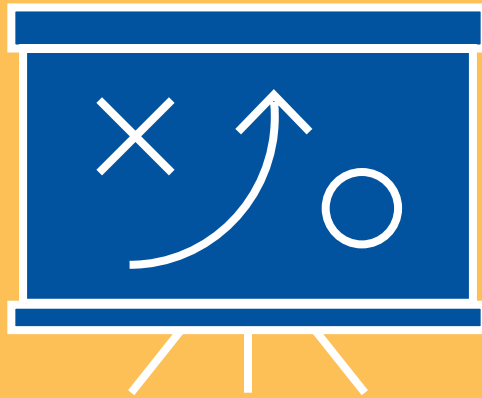
A customer self-assessment tool is also helpful. It can help your customers quickly resolve or self-diagnose issues.

A tool for documentation can be utilized by both your reps and customers. This is helpful because it gives you and the customer a quick reference sheet for information like router details, security and network configuration.

Tools that allow techs to see exactly what the customer sees through remote access to computers and mobile devices provide quick and thorough issue resolution.

All of these options make for a better customer experience as long as your technicians have the aptitude to use them.

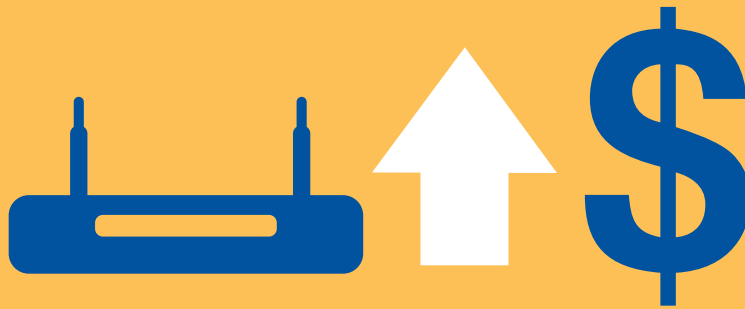
Are you scaled for growth? Is it repeatable?



Is your business ready for a world where 152,000 new devices are connected to the Internet every minute?⁴ Do you have processes in place to deal with large influxes of calls in the coming months? You will need access to the people who are qualified to handle the quantity and complexity of these calls. Your customer service processes need to be documented and adhered to.

QA tests, certifications and ongoing training will keep your employees ahead of the game when it comes to emerging technology support needs. Build out of a knowledge base can take considerable effort to develop and maintain. Partnering with someone with this expertise and scalability ensures that your solution is quick to market and can easily adapt to changes in technology.

Does your support staff put an emphasis on upsells to your other products?



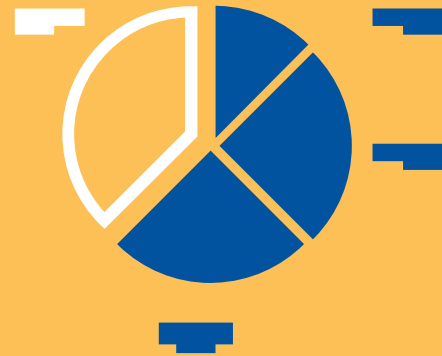
Your Wi-Fi support program can be a great avenue for upsells. Whether you provide Wi-Fi support to all your customers, those on your managed Wi-Fi program or in some other bundle, it gives you the chance to upsell to higher level plans to generate additional revenue. Your support technicians are uniquely positioned to be able to talk about the great value of your other products and services.

Wi-Fi issues are often caused by third party equipment and your support staff can sell your hardware and/or managed Wi-Fi program. In other cases, entry-level Internet speeds aren't adequate for customers anymore. Customers who stream videos, music and games are likely better suited for a higher speed plan.

Finally, the customer's requested service may fall outside the scope of Wi-Fi and standard support. Upsells to premium technical support services like virus removals, advanced repairs and computer tune-ups can be a great way to grow revenue while addressing the needs of your customers with these out-of-scope issues.

Upsells are a great way to address a customer's point of frustration with one of your valuable solutions. This creates a win-win situation.

What is the ROI on your managed Wi-Fi program?



When you build out your Wi-Fi program, it's important to look at return on investment (ROI). Do you know how many trucks you roll every month to deal with support issues? What is the average cost of that truck roll? Reallocating those support resources can help with your other in-house revenue-generating projects like fiber build outs.

While hardware solutions can be great for network visibility, the return on investment for those devices is often lengthy due to high upfront costs and a relatively low penetration level. Finding solutions that keep startup costs low while still providing visibility into the home can really improve your ROI. Keeping your customers up to date on your new solutions and having techs who know how to upsell can lead to higher margins and better informed customers. Margins have been declining for voice and cable services so it is important to maximize your Wi-Fi opportunity.

Final thoughts.



Think about how you would like to approach the incoming tidal wave of connected devices and the additional value your customers attribute to a great Wi-Fi experience. There will be a growing number of complex issues created, but the good news is that 77% of customers are willing to pay more for better Wi-Fi ⁵.

We've reviewed a number of ways to address these challenges, but depending on your situation, it may require a multi-pronged approach. You need to provide a solution for all subscribers, not just hardware for fiber customers. Speed to market is important as well as having a robust support process, with the ability to build out for future capabilities.

SecurityCoverage has the solution to your Wi-Fi dilemma and can quickly and cost-effectively get your managed Wi-Fi program going. We have friendly and experienced techs who are available 24/7/365. Our techs receive ongoing training and coaching and our QA program and knowledge base ensure we are providing an exceptional and

consistent support experience when your customers need it.

Our DirectCONNECT tool gives our techs remote access to computers and mobile devices, and even allows us to see everything the customer sees. We have developed a Wi-Fi assessment app, Identi-Fi, which helps both us and the customer. Identi-Fi provides visibility to the home network while giving the customer self-diagnostic capabilities, including a strength analyzer, in-home heatmap and list of devices connected to the network.

If you need assistance developing your Wi-Fi program or are looking for ways to increase the effectiveness of your existing program, we've got the people, processes, tools and experience to help. We would be happy to review what makes the most sense for your company with our ROI tool. SecurityCoverage will work with you to fit a solution to your needs rather than forcing your problems to fit our solution.

About SecurityCoverage

SecurityCoverage was founded in 2003 with a clear mission: simplify the use of technology and provide world class customer service. We are committed to these two simple precepts. Our vision is to deliver on this mission through development of industry leading software and services that support multiple industries. Learn more at www.securitycoverage.com.

Contact Us:

(877) 725-4839

partners@securitycoverage.com

Sources:

¹ (<http://www.gartner.com/newsroom/id/3165317>); Gartner.

² (<http://www.businessinsider.com/420-million-people-are-addicted-to-the-internet-study-2014-12>); Business Insider.

³ (<http://www.forbes.com/sites/louiscolombus/2016/11/27/roundup-of-internet-of-things-forecasts-and-market-estimates-2016/#61bc842c4ba5>); Forbes.

⁴ (<http://www.forbes.com/sites/michaelkanellos/2016/03/03/152000-smart-devices-every-minute-in-2025-idc-outlines-the-future-of-smart-things/#2368958b69a7>); Forbes.

⁵ (<http://www.prnewswire.com/news-releases/new-airties-survey-finds-nearly-80-of-consumers-would-prefer-in-home-wi-fi-gear-be-provided-by-their-internet-service-providers-300411355.html>); Cision, PR Newswire, Airties Survey.