

# Improving the Subscriber Experience with Managed Wi-Fi

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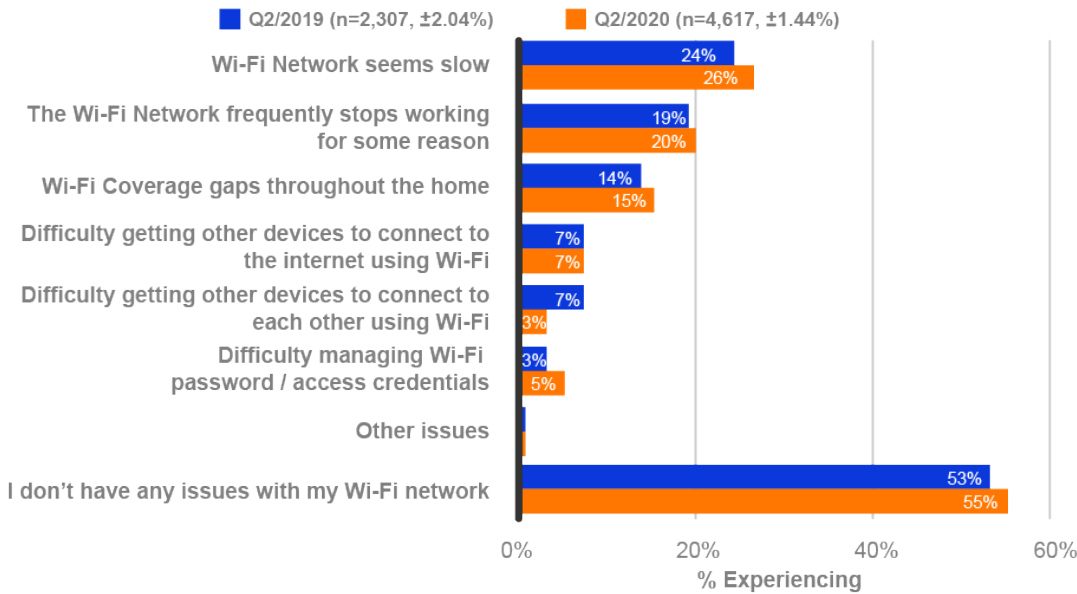
## **A POOR WI-FI EXPERIENCE IS A GROWING SOURCE OF SUBSCRIBER FRUSTRATION**

Wi-Fi connectivity is ubiquitous—91 percent of North American households have a home Wi-Fi network<sup>1</sup>—but it's not without its challenges. For many, managing their Wi-Fi has become increasingly difficult and a growing source of frustration and dissatisfaction. In fact, according to Parks Associates, nearly half of broadband subscribers report having ongoing technical issues with their Wi-Fi connectivity, including slow speeds, dropped connections, poor coverage, and more.

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<sup>1</sup> Broadband Multimedia Marketing Association (BMMA) 2021 Consumer Benchmarking Project. n = 828 (411 United States; 417 Canada).

## Home Network: Technical Problems



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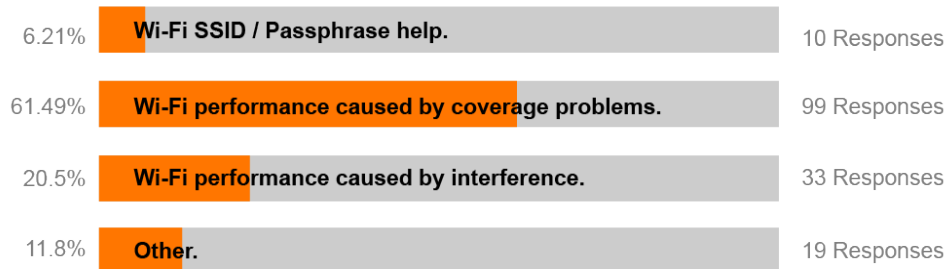
**Figure 1:** Nearly half of broadband subscribers report having technical issues with their Wi-Fi connectivity.

## SERVICE PROVIDERS IDENTIFY WI-FI AS THE PRIMARY CAUSE OF SUPPORT CALLS

Not only do subscriber Wi-Fi issues lead to a low-quality experience, they also place a heavy burden on broadband service provider (BSP) customer support organizations. In a recent Calix survey of 161 BSPs, 82 percent reported that Wi-Fi performance issues were the primary cause of their support calls.

Since many subscribers think of Wi-Fi and their internet connection as one and the same, when Wi-Fi problems occur, they expect their BSP to solve them. Even if your subscribers purchased their Wi-Fi equipment from a third party, you'll receive support calls for these issues anyway; resulting in more support calls, more truck rolls, and higher costs for you.

### What is the number one driver of calls to your help desk?



**Figure 2:** 82 percent of BSPs report that Wi-Fi performance issues are the primary cause of their support calls.

“Managed Wi-Fi lets you provide subscribers with everything they need to enjoy the best possible experience. It also reduces your support costs, while generating additional revenue. It’s a win-win.”

## CHANGING THE CONVERSATION WITH MANAGED WI-FI

If you’re struggling to overcome these challenges in your organization, it’s time to change the conversation.

Offering a managed Wi-Fi solution to your subscribers allows you to do just that. With managed Wi-Fi, it’s no longer about megabits per dollar spent. It’s about reliable support, ubiquitous service, and a superior subscriber experience. Managed Wi-Fi lets you provide subscribers with everything they need to enjoy the best possible experience. It also reduces your support costs, while generating additional revenue. It’s a win-win.

### WHAT IS MANAGED WI-FI?

Managed Wi-Fi is a premium service offered by a growing number of leading BSPs to their broadband subscribers. While every BSP offers basic internet connectivity, managed Wi-Fi takes things to the next level for your subscribers.

As its name suggests, managed Wi-Fi means that you actively manage all aspects of your subscribers’ Wi-Fi experience, ensuring they enjoy the fastest speeds, the best performance, and Wi-Fi coverage that extends throughout their homes. While most BSPs are charging a monthly fee for their managed Wi-Fi, others are offering it for free and yet still getting a financial benefit by reducing support costs.

### WHAT ARE THE COMPONENTS OF MANAGED WI-FI?

While individual managed Wi-Fi services vary among BSPs, they typically include several key components and capabilities.

#### Carrier-Class Wi-Fi Equipment Provided by the BSP

A residential gateway that is Wi-Fi 6 certified, offers lightning-fast speeds, and provides the strongest security protection and carrier-class reliability is the foundation of any successful managed Wi-Fi offer. Unlike consumer-grade residential gateways, extenders, and related equipment that your subscribers might buy at big box electronic stores, the Wi-Fi systems that you provide for your managed Wi-Fi service can be managed remotely by your customer support team.

With the same high-quality residential gateway installed in each subscriber’s home, there are no surprises. Your customer service representatives (CSRs) only need to worry about the Wi-Fi systems that they’re trained to support.

#### Mobile Applications that Put Control in Subscribers’ Hands

Another important component is a mobile app that gives subscribers the ability to complete some tasks themselves, such as changing the name or password associated with their Wi-Fi network, setting up parental controls, and running speed tests.

BSPs that offer a mobile app report fewer calls to their help desk. One Calix customer reports that they reduced the number of Wi-Fi-related trouble tickets by 53%.

### **Specialized Remote Management Software for Superior Customer Support**

Successful managed Wi-Fi offers depend on customer support teams having real-time visibility into each subscriber's Wi-Fi network, so they can provide highly responsive and effective customer support. That means deploying carrier-grade Wi-Fi equipment, including residential gateways and mesh satellites (when required), in the subscriber's home and equipping customer support with specialized cloud-based software that lets them view information about the subscriber's network remotely and in real-time.

### **Mesh Satellites to Extend Wi-Fi Coverage in Larger Homes**

In rare cases, where subscribers have very large homes or dwellings that feature building materials that disrupt Wi-Fi signals, BSPs should have options for adding plug-and-play mesh Wi-Fi satellites. With one or more of these systems placed in the right locations in homes of these types, subscribers receive a strong Wi-Fi signal everywhere and enjoy the same high-quality Wi-Fi experience on all their connected devices, no matter how far away they are from the Wi-Fi gateway. Unlike Wi-Fi extenders, which require users to enter a new SSID to connect, Mesh satellites provide a seamless experience when moving from one area of the house to another.

## **HOW MANAGED WI-FI HELPS YOUR BUSINESS**

By offering managed Wi-Fi, you address some key pain points for your subscribers, empower your support organization with the tools they need to address subscribers issues quickly, and also open the door to new sources of revenue.

### **ADDRESS SUBSCRIBER PAIN POINTS QUICKLY AND REDUCE FRUSTRATION**

With managed Wi-Fi, subscribers no longer have to worry about frustrating problems that occur with their Wi-Fi network. The carrier-class Wi-Fi equipment you provide allows them to experience seamless connectivity on all their devices and the fastest speeds. When problems do come up, and they call your customer support team, you'll have complete visibility into what's going on in their Wi-Fi network and the right tools to troubleshoot and quickly resolve their issues remotely.



## REDUCE TRUCK ROLLS AND SUPPORT COSTS

There's a direct correlation between an improved Wi-Fi experience for your subscribers and a reduction in Wi-Fi-driven support costs. The overall boost in quality that managed Wi-Fi brings means your subscribers will enjoy an enhanced Wi-Fi experience with fewer problems. This in turn will result in fewer Wi-Fi related calls coming into your help desk, and fewer dollars spent on the resources needed to handle these calls.

When you do get Wi-Fi-related calls, your CSRs will be equipped with sophisticated tools and systems that give them full visibility into the specific problems your subscribers are experiencing. As a result, CSRs will spend less time handling each call and will be less likely to dispatch a costly truck roll to try and resolve the problem. All of this adds up to a significant reduction in costs for your customer support organization.

## GENERATE NEW SOURCES OF REVENUE

Recognizing that the introduction of a managed Wi-Fi offer typically results in a drop in support costs, many BSPs are content to offer the service for free. Others are charging subscribers for the service (or considering it) to cover the extra costs involved, including the cost of providing each subscriber with carrier-class hardware along with premium support.

Whichever route you take, it's important to build a business case based on a calculation of the combination of cost savings and revenue generation. If your analysis leads to a decision to charge for your managed Wi-Fi service, there are several ways you can go about it.

- **Charge a flat monthly fee** – this is the most basic approach because it includes all the components of managed Wi-Fi: hardware rental, equipment setup, and technical support for a single fee.
- **Charge for Wi-Fi equipment rental** – some providers have opted not to charge an overall monthly fee. Instead they are charging subscribers a minimal amount to lease their residential gateway.
- **Charge for add-ons** – When providers include one or more Mesh Wi-Fi units in their whole-home Wi-Fi offers, they may include one unit in the monthly fee, then charge a small incremental fee for each additional unit.
- **Charge for premium support** – Some subscribers may believe they're capable of managing their home Wi-Fi network largely on their own and don't need much support. For those who need help, especially those that are struggling to install and set up new smart home devices, some BSPs are charging a single fee for a premium support service.

## WHAT ARE THE BENEFITS OF MANAGED WI-FI FOR BSPS?

- Go beyond being a connectivity provider and offer your subscribers real value in the form of a better online experience.
- As the smart home continues to evolve, position yourself at the center of it.
- Be instrumental in providing users with an outstanding online experience.
- Address your subscribers' technical challenges as the smart home becomes more complex.
- Generate new revenue streams with monthly managed Wi-Fi packages.
- Rein in support costs, which are being driven higher by subscriber Wi-Fi issues.
- Reduce subscriber churn.

“If you’re ready to take the next step and provide your subscribers with a superior Wi-Fi experience, Calix can help.”

## HIGHLIGHTING THE BENEFITS OF MANAGED WI-FI TO YOUR SUBSCRIBERS

To ensure high take-rates for your managed Wi-Fi service offering, try highlighting these key benefits to your subscribers:

- **Enhanced whole-home coverage** — Standard Wi-Fi often falls short when it comes to coverage and performance. Managed Wi-Fi gives you great speed and performance, so you can enjoy all your online activities.
- **Great value** — No one wants to pay for a service that doesn’t deliver. Whether you decide to charge for managed Wi-Fi or not, it provides subscribers with the best online experience for a reasonable monthly fee.
- **Equipment reliability** — With managed Wi-Fi, your subscribers get the best Wi-Fi equipment available. It’s faster, more reliable, and provides superior coverage compared to standard Wi-Fi. What’s more, they don’t have to worry about setting it up or troubleshooting if problems arise. You take care of that for them.
- **Available support** — When your subscribers have problems with consumer Wi-Fi equipment, there’s nowhere to turn for help. With managed Wi-Fi, you ensure that their equipment is up-to-date. And your support team has the tools and expertise to quickly correct any problems that may arise in their home Wi-Fi network.

## LEARN HOW CALIX CAN HELP

If you’re ready to take the next step and provide your subscribers with a superior Wi-Fi experience, Calix can help. Calix can provide you with:

- carrier-class Wi-Fi equipment that forms the foundation of your offering;
- a cloud-based management platform to help your customer support team proactively identify Wi-Fi issues in your subscribers’ networks; and
- A powerful mobile app that gives your subscribers the ability to be self sufficient.

**Contact your Calix Sales Representative to learn more or visit the Calix Managed Wi-Fi webpage.**