



Guide for local ISPs

Providing the best Wi-Fi service to residential subscribers while reducing operational costs



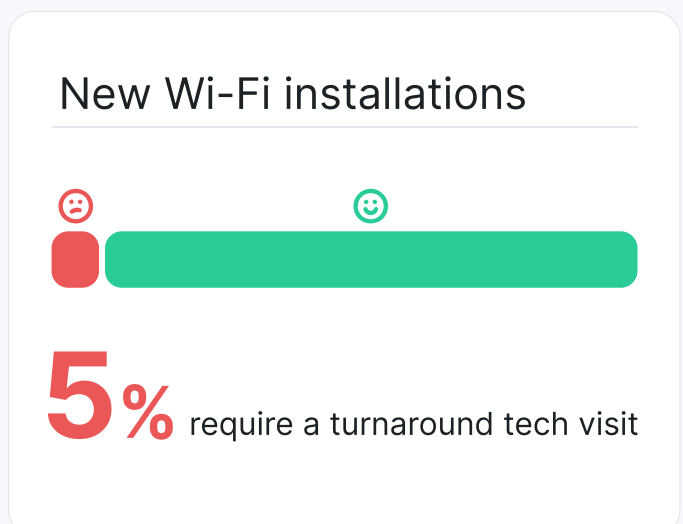
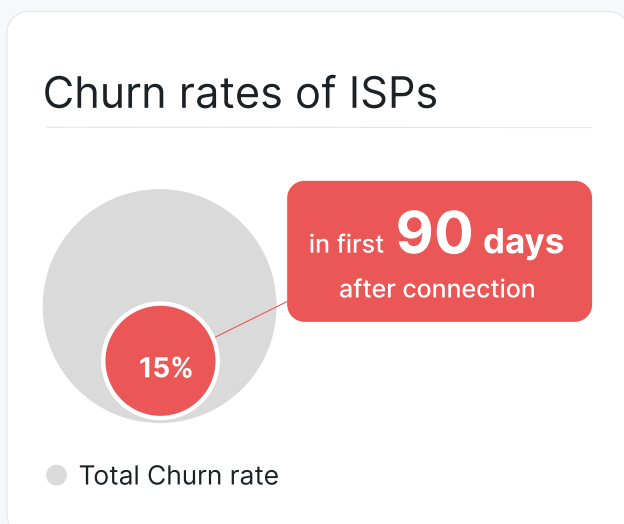
Welcome to the comprehensive guide for local ISPs prepared by Splynx, where we explore the essential strategies to provide the best Wi-Fi service to residential subscribers while simultaneously reducing operational costs. This guide draws upon extensive research and real-world examples to provide valuable insights and actionable solutions for Internet providers.

Let's dive in!

Part 1: Installation

In today's digitally-driven world, a stable and reliable Wi-Fi connection is of paramount importance for residential subscribers, and it all begins with a smooth installation process. The initial installation and onboarding process serve as the critical foundation for delivering a great experience to new clients. Unfortunately, many ISPs tend to overlook the significance of this step, resulting in a time-consuming and complex procedure. If not executed flawlessly, it can lead to customers seeking services elsewhere.

See the problem here?



[Auto configuration server](#) can significantly simplify the Wi-Fi installation process for both local ISPs and their residential customers. **Here's how you can benefit from it:**

With automated configuration, you can remotely configure and manage CPE devices. This eliminates the need for manual intervention, enabling automatic provisioning of Wi-Fi equipment and reducing operational costs of new installations.



Networking / ACS /

Provision flow**Auto provision flow wizard****▼ Select configuration flow**

- I have one fully configured device (and ready to reset configuration, (I have a backup of the full config).
- I have one non configured device and I'm ready to configure this device (or I have a backup of the config and I'm ready to apply it in the next steps)
- I have two similar devices (One is fully configured, and one is not configured).
- I have one device and ready to play with manual insert of parameters.
- I have a configuration file to import and want to import this file.
- I want to insert the config manually.

Next**> Load configs from device**

With predefined templates and settings, technicians can swiftly install and activate new customer connections, minimizing the chances of errors or misconfigurations. For example, you can automatically push the PPPoE login and password, along with the Wi-Fi SSID and password, to the device during its first connection.

Long provisioning times averaging **10-15 days** and manual installations that could take **up to 2-3 hours** no longer align with customers' expectations of plug-and-play experience. Thus, Internet providers have to prioritize automation in service provisioning and onboarding processes, aiming to reduce operational expenses and enhance customer satisfaction.

Part 2: Support calls and common Wi-Fi issues

Residential customers often require support for various Wi-Fi-related issues, and addressing these concerns efficiently can significantly impact the success of local ISPs. It's essential to provide timely and effective support to ensure customer satisfaction, reduce operational costs, and minimize truck rolls.

But what are the most common Wi-Fi issues?

[Lifemote](#) conducted comprehensive research across twelve ISPs spanning five countries, encompassing approximately **8.3 million clients**. The findings shed light on the most prevalent customer issues related to in-home Wi-Fi. It's important to note that these problem types may overlap, with some households experiencing multiple issues simultaneously.

Coverage problems: As depicted in the figure below, coverage emerges as the most common in-home Wi-Fi problem, affecting nearly one-third of households within a typical subscription base. This issue highlights the need for reliable and extended coverage throughout the premises to ensure a seamless Wi-Fi experience for customers. With Splynx TR-069 ACS you have access to a range of valuable diagnostic tools, including ping, traceroute, upload/download statistics, and a Wi-Fi analyzer. The Wi-Fi analyzer specifically displays all available Wi-Fi networks and their respective signal strengths, providing insights to address coverage challenges effectively.

In-home Wi-Fi issues

25% Wi-Fi Coverage

19% 2.4GHz Congestion

5% MESH Placement

4% Legacy Client

3% CPE Placement

3% Digital Subscriber Line

3% Greedy Client

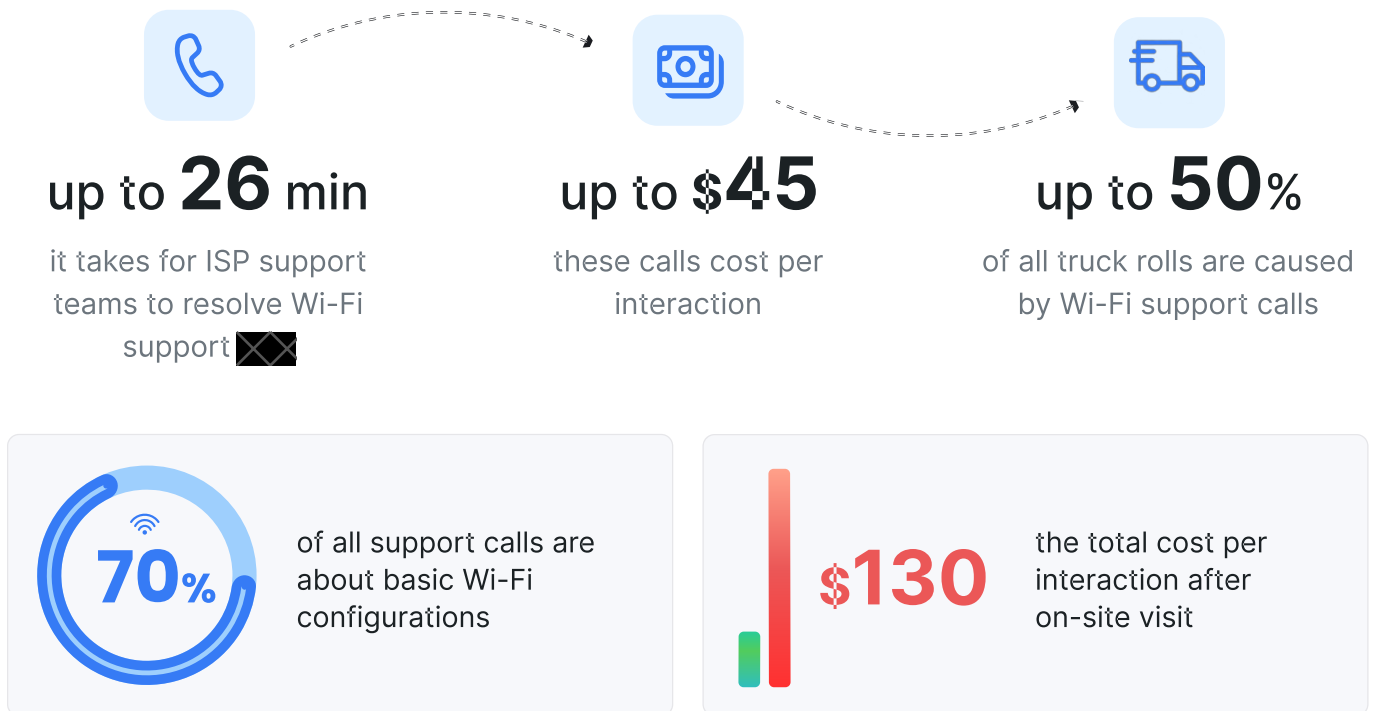
1% CPU & Memory

2.4 GHz Congestion: The second most common problem type is 2.4 GHz congestion. While not as widespread as coverage issues, the impact on Quality of Experience (QoE) is significant, with one in every five households suffering from this problem. Addressing congestion is crucial for optimizing network performance and delivering consistent connectivity to customers.

Infrastructure and hardware issues: Infrastructure and hardware problems, including issues with the ISP's network infrastructure and the selection of CPE, are less common than coverage and congestion issues. This observation aligns with ISPs' investments in improving infrastructure and selecting reliable CPEs to enhance overall network performance.

Client-related issues: The least common in-home Wi-Fi issues are client-related problems. These include clients with legacy Wi-Fi technology and those who excessively consume data at low rates, causing a bottleneck in available airtime. While less prevalent, addressing these client-related issues is still important to optimize the overall Wi-Fi experience for all users.

Supporting residential subscribers



The infographic above provides understanding of the business impacts of Wi-Fi issues on American ISPs, namely:

Long support calls

Wi-Fi issues often result in lengthy customer service calls, where representatives struggle to provide immediate resolutions. These extended call durations not only impact customer satisfaction but also increase operational costs for ISPs.

High operational costs

As support teams invest more time in addressing complex problems, the overall cost per customer interaction increases. These costs include the expenses associated with extended support calls, on-site visits, and potential equipment replacements. This is especially harmful for financial stability of local ISPs who may lack additional resources for other crucial business activities, like marketing for example, which limits their ability to accelerate their business growth.

Extended issue resolution

Wi-Fi issues that require on-site visits with a mean time of repair in days can result in inconveniences for both customers and ISPs. This further increases operational costs and reduces efficiency in resolving Wi-Fi issues.

Risk of Churn

Customers expect a reliable and seamless internet connection, and any disruptions can significantly impact their satisfaction levels. Unsatisfied customers may switch to competitors who can provide a more stable and satisfactory Wi-Fi service. Churn also impacts the net promoter score (NPS) of ISPs, which is a crucial metric for evaluating customer loyalty and advocacy.

Part 3: Reducing operational costs of Wi-Fi support calls for local ISPs


Dealing with high operational costs of support calls related to Wi-Fi issues is a priority for ISPs. A significant portion, ranging from 60% to 70%, of these support calls often revolve around basic Wi-Fi configurations or access point positioning. However, there is a substantial opportunity to decrease the number of support calls and achieve cost savings by implementing remote device management and empowering users through self-service options.

By leveraging a combination of tools such as Splynx TR-069 ACS and [Customer portal](#), ISPs can streamline their support processes. **Here's how:**

Remote device management

Splynx ACS server provides robust remote management capabilities. By leveraging these protocols, Internet providers can remotely configure, provision, and manage customer premises equipment with ease.

This **eliminates the need for technicians to physically visit customer locations** for routine maintenance or troubleshooting, reducing operational costs and enhancing efficiency. With remote management, ISPs can streamline network operations, resulting in improved customer satisfaction and reduced downtime.

 Customers / List / **Derby Ridge (000359 - 359)**

Information Services Billing Statistics Documents **CPE** Lead Communication

MikroTik (F43E0FDBF68C) ^

ID:	5	View device
Vendor:	MikroTik	
Model name:	RB952Ui-5ac2nD	
Serial number:	F43E0FDBF68C	
IP:	192.168.88.161	
Uptime:	25 days 23 hours 35 minutes 02 seconds	
WiFi status:	WiFi 2.4GHz , WiFi 5GHz	

User Self-Service portal

Empowering users with self-service options through Splynx customer portal is a game-changer. By giving users the ability to pause or modify their services as well as to reboot their devices or change their Wi-Fi SSID and password directly from their portal account, ISPs can significantly reduce the number of support calls. Moreover, our customer portal is designed to make it easy for customers to order new services. With a user-friendly interface and streamlined ordering process, customers can quickly and easily select the services they need and proceed to checkout, without calling the support team for upgrade.



AU Wireless, United States

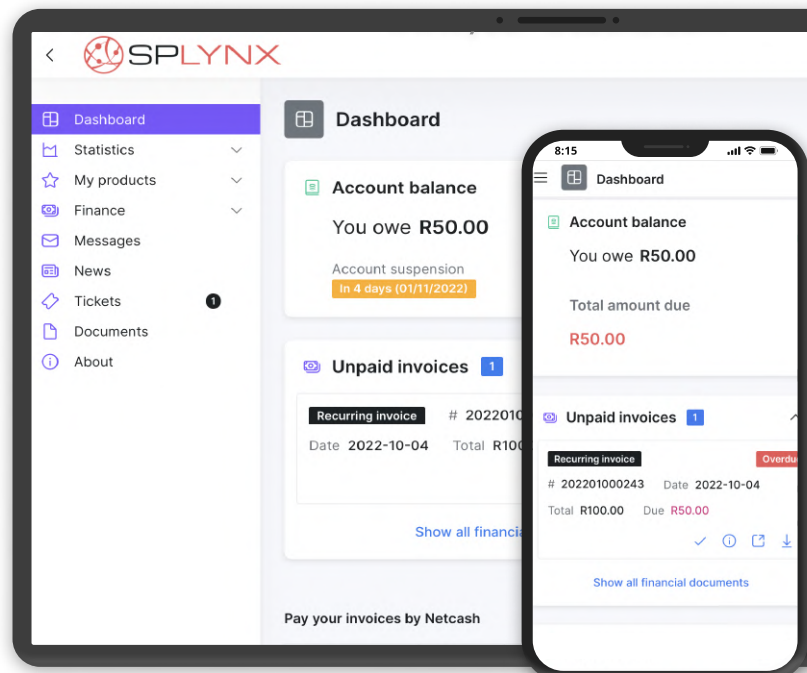
“By allowing customers to manage their own plans, we have seen customers selecting faster packages on their own. That has resulted in additional revenue that we were not seeing prior to Splynx when all changes were manual. Customers tend to upgrade themselves instead of calling in or emailing our support teams to upgrade them.”

Chadwick Wachs, President

[Research](#) shows that nearly **70% of users** prefer self-resolving their problems before contacting support. Thus, providing users with self management options not only reduces operational costs but also enhances customer satisfaction and increases retention rates. Read the full article on our website about [Shift towards user self-care and how to leverage Splynx Customer Portal & TR-069 ACS](#).

Our customer portal is specifically designed to provide a seamless and user-friendly experience, putting control in the hands of your subscribers.

Customers can easily view their account information in our informative dashboard. If you offer tariff plans with data usage limits, your customers will be able to easily monitor their usage and purchase additional traffic as needed.



Real cost savings

In a study titled "Winning the battle for control and differentiation in the home broadband network with operations automation," [Analysys Mason](#) explores the impact of remote device management, digital care channels, and operational process automation on supporting residential consumers' services. The research is based on interviews with ISP operators serving the initial subscriber base of **3 million users** over a **3 year period** in both emerging and developed markets. It reveals that these transformative technologies introduce substantial cost efficiencies.

Long-term operational savings estimate = 20%

Saved by:

- Remote device management
- Zero-touch provisioning
- Customer self-care
- Operational automation

Breakdown of savings

Tier 1

smaller customer care department

Tier 2

no need for additional specialized engineers

Tier 3

truck rolls/engineer visits reduction

There is substantial impact of zero-touch provisioning on field installation costs, resulting in:

1. **2.3-2.6 times** boost to the business automation;
2. Significant time reduction for customer onboarding;
3. Efficient network and service problem isolation.

The analysis indicates that the integration of automation in customer support and network operations can result in massive operational efficiency advantages and 20% cost reduction in a timeframe of 3 years. These advantages come with the deployment of automated remote device management, assisted troubleshooting for Tier 1 customer care representatives, and the introduction of customer self-care portals. By utilizing remote CPE configuration and customized scripts to automate the provisioning process for new customer installations, even a modest reduction of approximately 20% can yield remarkable benefits.

With that said, it allows them to deliver high-quality services at affordable prices, attracting more customers and fostering long-term business success. This strategic approach also enables local providers to differentiate themselves and gain a competitive edge over large telcos who rely heavily on call centers with long waiting times for clients. Lastly, these massive cost savings allow ISPs to allocate resources to other crucial business activities, such as marketing for example.

Part 4: Customer feedback and online reviews

Gathering customer feedback is crucial for local ISPs seeking to enhance the quality of their support services and identify areas for improvement. It provides valuable insights into customers' experiences and satisfaction levels, allowing ISPs to make informed decisions to better serve their subscribers.

Since **over 92% of consumers** check online reviews before buying a service from you, leveraging positive customer reviews can significantly impact marketing efforts and improve search engine optimization (SEO) rankings.

One effective way to gather customer feedback is through the [Ticket Feedback add-on](#) available from Splynx v4.1. This feature allows customers to choose their support experience (not satisfied or satisfied) and provide additional comments via portal, enabling ISPs to assess their performance and address any concerns promptly.

Please take a moment to rate our service.
Are you satisfied with the level of support you received?

Not satisfied

You can leave an additional comment if you want

Please, let us know if something was wrong

Write your message here

Submit

Satisfied

You can leave an additional comment if you want

We would love to hear your feedback

Write your message here

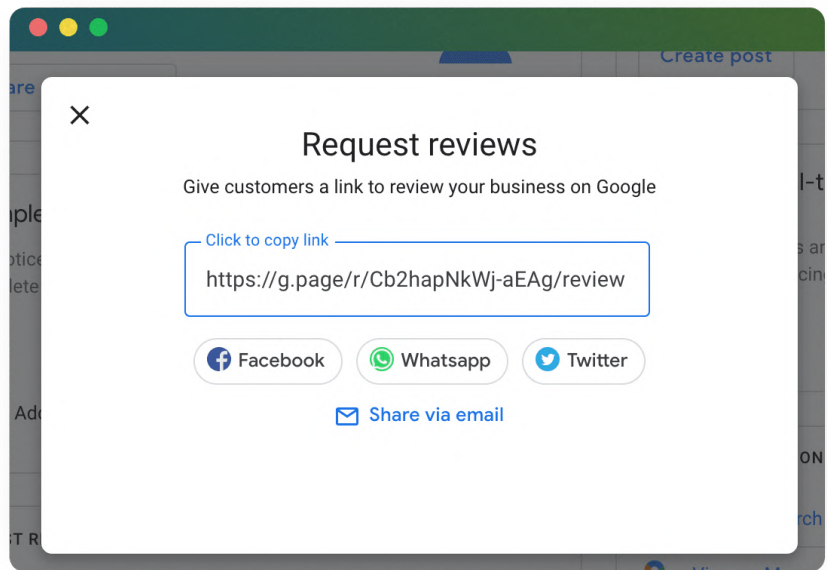
No, thank you **Submit**

To collect Google reviews after successfully resolving an issue, ISPs can employ two methods based on the initial touchpoint with customers:

Sending Google review links

If the entire support process, from troubleshooting to resolution, was done remotely, ISPs can leverage channels like WhatsApp to send customers a link to leave a Google review. This method ensures convenience for customers, as they can easily access the link and share their feedback.

ISPs can make a good use of that link in order to increase the number of clients that rate their business. You can also include it in thank you emails, chat interactions, or other forms of contact.



QR code for field technicians

In cases where an on-site visit was required to resolve the issue, field technicians can present customers with a QR code specifically designed for gathering reviews. This code can be scanned by customers using their smartphones, redirecting them to Google where they can share their experience and rate your business.



Use the information in each review to better understand your subscribers, develop an effective customer experience management strategy, and inspire customer loyalty.

You can also check out an article [“The proven way how ISPs can get more positive Google reviews”](#) on our website for additional tips for obtaining customer feedback.

Conclusion

Remember, the success of your business lies in your ability to apply the tips and leverage the tools provided in this guide. By adopting a customer-centric approach, continuously seeking improvement, embracing automation and self-service options, you can differentiate yourself in the market, attract new customers, and build a loyal subscriber base. It's time to position your ISP as a leader in delivering exceptional Wi-Fi services while achieving cost savings.

Get started today! Follow the guide to [enable Splynx TR-069 \(ACS\)](#) and start your 30-day free trial.