

# Home Wi-Fi simplified

Find out how HomeAssure® Managed Wi-Fi solution will enable you to lower support costs and maximize your customers' satisfaction

## A day in the life of a customer service manager

Meet Jeff.

Jeff's job is to maximize customer satisfaction—ensuring people get the speed and services they need all around their home. Until recently, Jeff and his team would spend a large part of the day fielding calls from displeased customers experiencing issues with their home Wi-Fi: slow connections, dropouts, difficulties with configuring their network. A lack of data and insight into how the Wi-Fi network was performing made this a difficult and frustrating experience for all involved.

Today, Jeff and the team are working with CommScope's HomeAssure® Managed Wi-Fi solution. This easily-deployable SaaS cloud service platform is providing the visibility, analytics and control needed to manage and troubleshoot home Wi-Fi networks. That means Jeff now has fewer calls to deal with, more satisfied customers, and more time to focus on enhancing services.



Before HomeAssure

Jeff's working day kicks off with addressing escalations from dissatisfied customers. Complaints cover a variety of topics, such as poor Wi-Fi performance and dropped connections. That makes Wi-Fi a major source of consumer dissatisfaction as well as OpEx. Although over 30 percent of helpdesk calls are related to Wi-Fi\*, Jeff has very little data on what's happening in consumers' homes and which factors are affecting Wi-Fi performance. The first time his team becomes aware of problems is when the customer calls. That's a real issue, because Wi-Fi is the primary means of connecting devices to broadband at home and determines the customer experience.

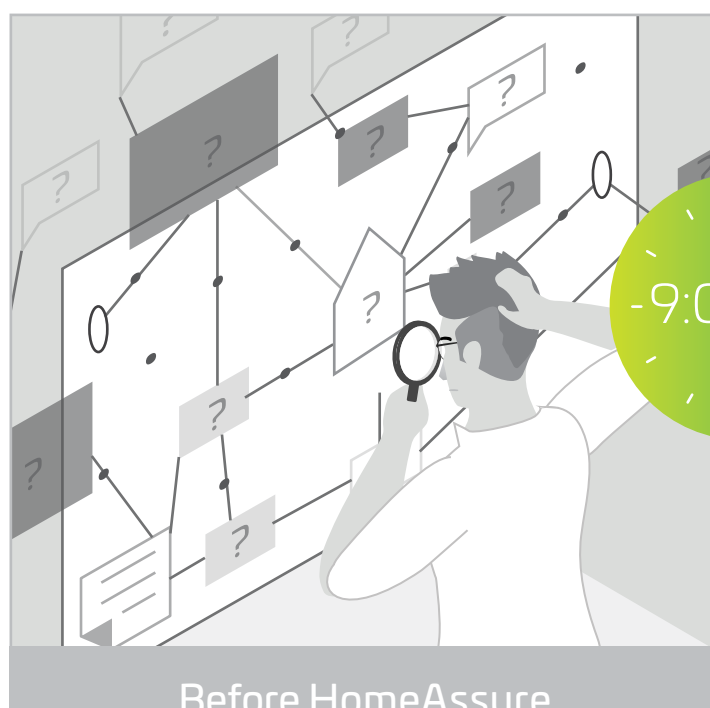
\*2018 statistic, source: North American service provider

-7:45 am-



After HomeAssure

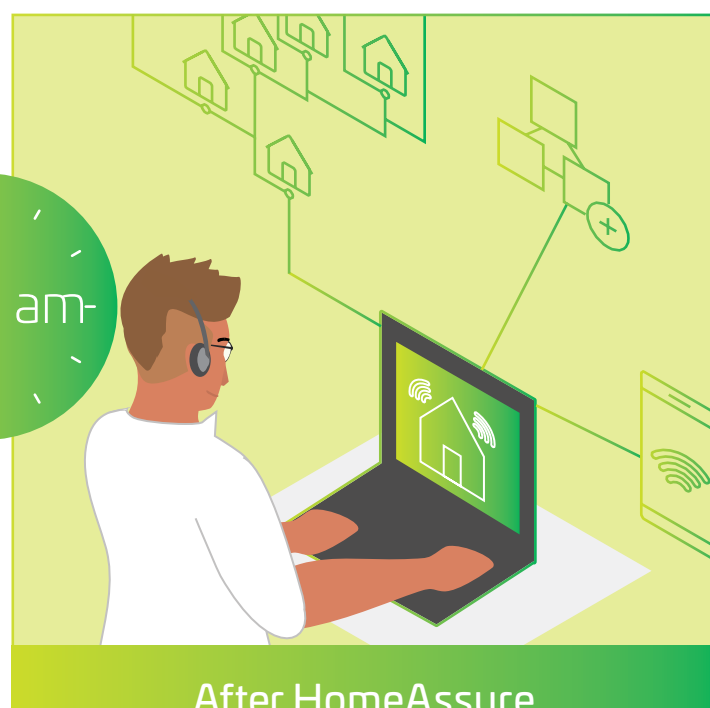
Jeff has time to focus on proactively improving and developing the customer experience. He and his team have everything under control, because they have up-to-date insights from collected in-depth data and intelligent analytics. Often, issues are resolved even before end users have noticed them. Using clear and up-to-date dashboards, Jeff can easily identify customers with Wi-Fi coverage problems and proactively offer them Wi-Fi extenders that work with their home gateway to fill in the dead spots and create a self-optimizing, self-configuring mesh Wi-Fi network.



Before HomeAssure

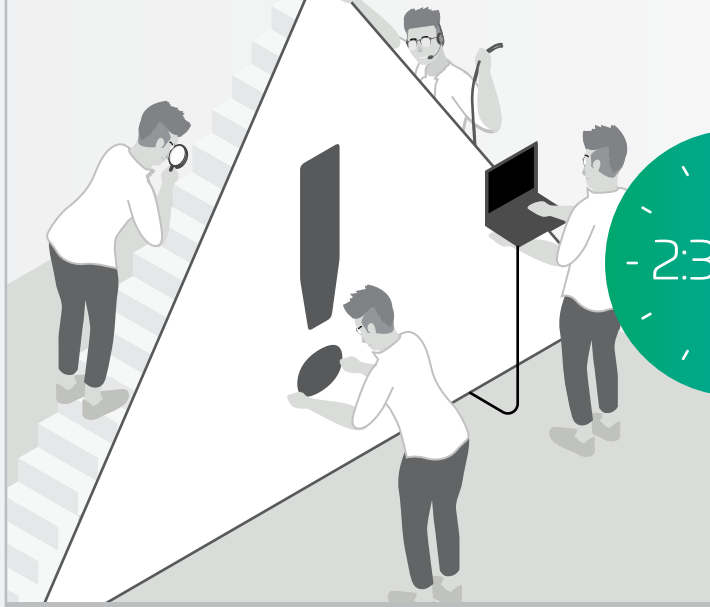
Jeff spends his entire morning—and his lunch break—managing the workload on the helpdesk and operations team. The helpdesk is overloaded with calls. Many are very familiar, like, "How do I reset my Wi-Fi password?" Others, such as, "Why does my signal drop out as I walk to the kitchen?" take a lot of time to answer.

-9:00 am-



After HomeAssure

The helpdesk workload remains well within predicted levels. Using the HomeAssure app, consumers are able to address issues such as resetting their Wi-Fi password or setting parental controls on their own. Whenever a customer does call, the helpdesk works efficiently: The HomeAssure Cloud is integrated into the back-office systems, so the CSRs have the data they need, with simple "traffic-light" status information for rapid call resolution. So Jeff can focus on service improvement.



Before HomeAssure

Still no lunch for Jeff—he is now trying to help a dissatisfied caller who is having issues installing a home Wi-Fi network. A tricky job, because neither Jim nor the caller has all the necessary information. Eventually, Jim has to give up and send a field engineer, which means cost and customer frustration.

-2:30 pm-



After HomeAssure

Jeff doesn't get distracted by calls, as users have no difficulties using the self-configuring, self-optimizing Wi-Fi mesh and handy app. Following an extended break and a session in which he catches up with his colleagues, Jeff spends his afternoon reviewing improved customer satisfaction scores, even for long-standing customers with older gateways. By using a Wi-Fi extender to replace Wi-Fi in the gateway, he has avoided the cost of upgrading the gateway.



Before HomeAssure

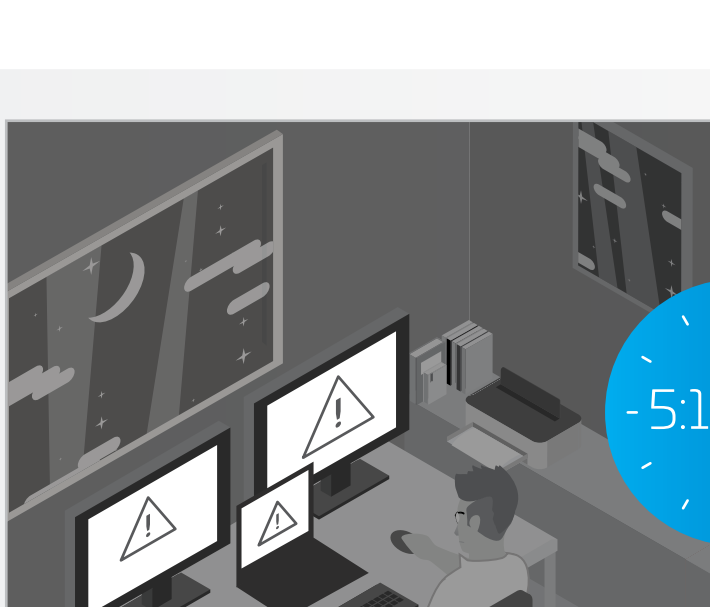
Before he goes home, Jeff drops in on his manager John to deliver a report detailing significant Customer Service overtime caused by high call volumes. They get into a discussion over operations and the fact that service call truck rolls are up.

-4:45 pm-



After HomeAssure

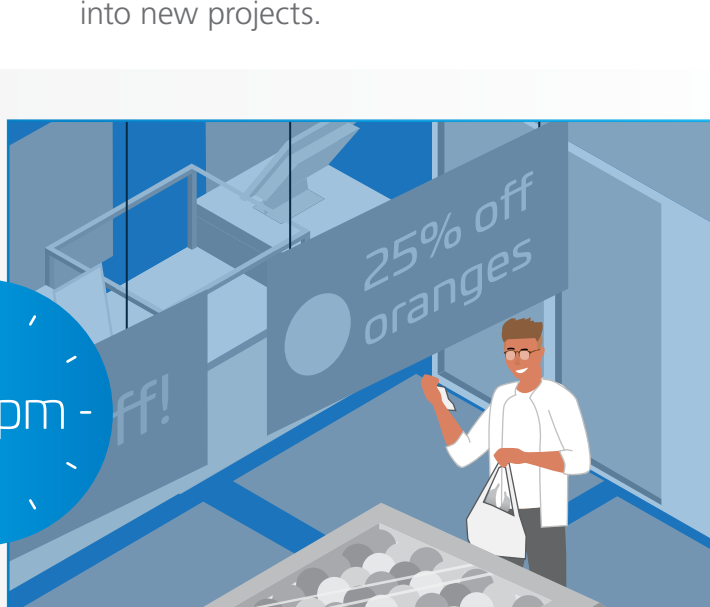
Jeff is getting ready to walk into his manager's office and present a report detailing Customer Service savings. Call volumes, costs, and truck rolls are down. In short: things are looking up and management is happy! After the presentation, his manager is impressed. He's relieved to see the numbers for this quarter will look better for the board. They talk about reinvesting the savings into new projects.



Before HomeAssure

Just when Jeff has decided he's definitely had enough for the day, he needs to deal with an angry customer experiencing major issues with video on her Wi-Fi-connected set-top. Which means being late for dinner with his family—again!

-5:15 pm-



After HomeAssure

The self-optimizing network lets customers enjoy flawless broadband coverage in every room, with no dead spots, allowing customers to enjoy UltraHD video, games and more without interruptions. Jeff files his report for the day with time to spare, checks his dashboard to get a quick status overview and a selection of analytics allowing him to get inspiration for new service improvements, and has time to buy groceries on the way home.

## Ready for a home Wi-Fi network that end-users can easily install and that you can proactively oversee and manage?

As a global leader in Wi-Fi innovation and home CPE, CommScope will help you make sure your users stay satisfied, and introduce greater efficiency to reduce costs and streamline operations to meet tomorrow's customer challenges.

- SaaS Cloud platform with simple pay-as-you-go pricing structure
- Essential visibility, analytics and control
- Open, scalable and modular architecture, built for service providers
- Easy for consumers to install and use: Extenders are self-configuring and an app guides the customer through installation
- CommScope offers a complete solution: cloud management, Wi-Fi 6-enabled home gateways and extenders, with systems integration and other professional services
- Supports legacy and third-party gateways
- Optional integration with back-office systems

[Learn more](#)