



# How Execulink Telecom improved their customer experience with RouteThis

**execulink**  
TELECOM

## LOCATION

Woodstock, Canada

## SOLUTIONS

RouteThis Resolve  
RouteThis Self-Help

## SUBSCRIBER COUNT

50,000

## THE CHALLENGE

### Repeat support calls and long wait times created customer frustration

After more than a century in business, Execulink Telecom continues to embrace forward-thinking innovation, evolving into one of the leading telecommunications providers in Ontario, Canada.

Execulink now offers a full-scale suite of services to 50,000 business, enterprise, government and residential customers.

However, as more customers install their own routers and mesh WiFi systems, internet issue troubleshooting becomes more complex and time-consuming. Even when diagnostics suggest in-home issues with the router

equipment, customers often push back on the diagnosis, extending time to resolution and leading to more follow-up calls.

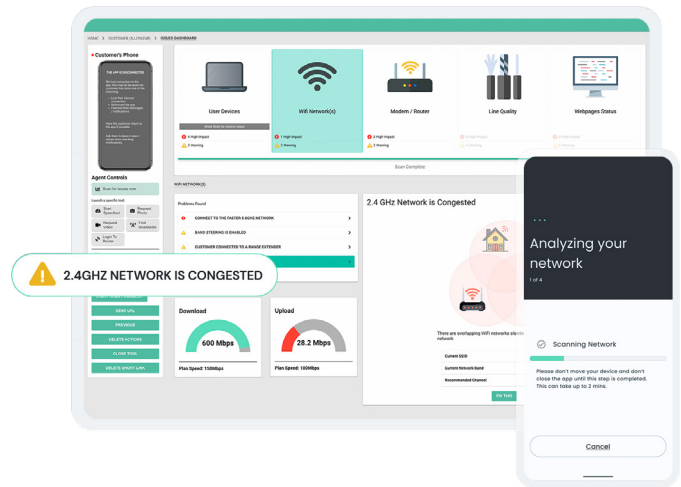
Execulink recognized that call wait times were becoming longer, customers were venting their frustrations at support agents, and field teams were making multiple repeat service visits. In fact, roughly 82% of support-related truck rolls were deemed to be unnecessary. This caused a dramatic increase in overall support costs, agent turnover, declining operational efficiency and a poor customer experience.

## THE SOLUTION

### Flawless WiFi on every device in every room

Execulink partnered with RouteThis to improve the quality of customer experience. With RouteThis Self-Help, branded as the Execulink Helps app, customers are now able to easily diagnose WiFi issues themselves, reducing – or even eliminating – the need to call into support.

Execulink agents also use RouteThis Resolve to guide remote diagnosis of the customer's home WiFi network, which simplifies troubleshooting, while keeping the customer engaged in the issue resolution process. This not only reduces average handle time (AHT) and customer complaints, but also helps to reduce unnecessary service calls or truck rolls.



**“Having a tool like RouteThis isn't a nice-to-have, it's something we feel that we need in order to stay competitive, and it also gives customers that strong quality experience.”**

Andrea Atkinson, Vice President of Customer Experience at Execulink Telecom

## THE RESULTS

### An awesome customer experience and fewer truck rolls

By providing customers a self-help tool, Execulink was able to drastically reduce support time and costs. Of the customers that use the Execulink Helps app with integrated RouteThis Self-Help, 86% are able to resolve their issues themselves without a call into support. This option is so popular, Execulink saw a 5x increase in self-help activity during a recent service outage, reducing the pressure on support agents.

As support agents gain greater visibility into the customer's home WiFi environment via RouteThis Resolve, the number of unnecessary truck rolls also has decreased — from 82% to 1%. Plus, Execulink has realized new, unexpected business opportunities. “Access to new data through RouteThis told

us that 10 percent of self-help users were not even our customers,” said Andrea Atkinson, Vice President of Customer Experience at Execulink Telecom. “RouteThis provided a solution for us to market our products and services to these potential customers. That's the value-add of working with a really great partner like RouteThis.”

Most importantly, Execulink is able to provide a higher quality customer experience, as call wait times shrink and problems can be solved more quickly, with average talk time down by roughly 20%. And because customers are less frustrated, agent turnover is down significantly, which means more experienced agents are available to provide an even better experience.