



How Owlet reduced WiFi-related support cases by over 50%



LOCATION

Lehi, Utah

AGENT COUNT

50

SOLUTION

RouteThis Self-Help

THE CHALLENGE

Repeat product connectivity issues cause increased support cases

For a global brand like Owlet, customer support is no light topic. With multiple teams across Europe, Asia, Canada, and the U.S., the company sees mid-six-digit support contacts per year—and WiFi-related issues alone drive nearly 25% of these contacts.

“The number-one reason customers contact us is because of WiFi issues,” explained Andrew Watt, Director of Customer Care at Owlet.

Unfortunately, these issues are often expensive, difficult, and time-consuming to resolve. In working on these calls, the team quickly noticed that while some customers had no issues with Owlet’s devices at all, some were facing the same issues over and over. This was problematic for the support team’s overall efficiency—and showed that the culprit likely wasn’t the devices.

“That’s what got us thinking that it could be the home network connection and not the product,” Watt said.

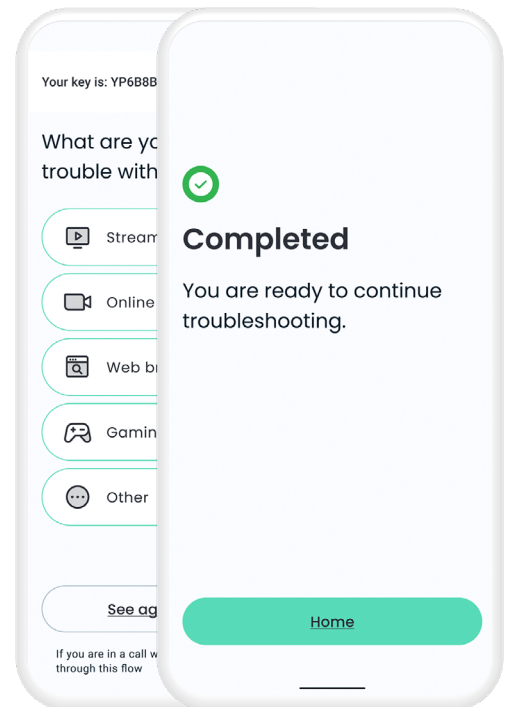
THE SOLUTION

Implementing self-service support to deflect WiFi-related issues

To reduce the number of incoming WiFi-related support cases, the team decided to explore self-service support options, focusing on finding a solution that would be simple for their customers to use.

Ultimately, they decided to go with RouteThis Self-Help, with a focus on monitoring one specific KPI—WiFi issues per active user—to make sure they fully understood the value.

The Owlet team saw a huge reduction in their WiFi issues per active user with support cases dropping by over half in the span of just a few months.



“We have had such fantastic results with self-service. Our agents can push customers to our self-service content and if they can’t resolve the issue, they can use Self-Help to troubleshoot and resolve their WiFi issues.”

Andrew Watt, Director of Customer Care, Owlet



REDUCE WIFI-RELATED CASES

With RouteThis Self-Help, Owlet cut WiFi issues per active user by over 50% for both their products—which means fewer contacts for WiFi issues.



EMPOWER CONSUMERS TO SELF-RESOLVE

Offering self-service solutions has given consumers the ability to resolve WiFi connectivity issues on their own.



ACHIEVE CUSTOMER ADOPTION

Owlet has seen great success in communicating the value of self-service to customers—so that customers having issues know to try by themselves first.