



How Altafiber reduced their support costs

altafiber

LOCATION

Cincinnati, Ohio

SUBSCRIBER COUNT

400,000+

AGENT COUNT

500+

PRODUCTS

RouteThis Resolve



THE CHALLENGE

Scaling pains while supporting existing subscribers

Altafiber was grappling with the challenges that arise with a rapidly expanding subscriber base. One of the major hurdles was identifying the underlying causes of WiFi loss, which was difficult to do using diagnostic results from modems. This was particularly true for network issues caused by distance or incorrect setup.

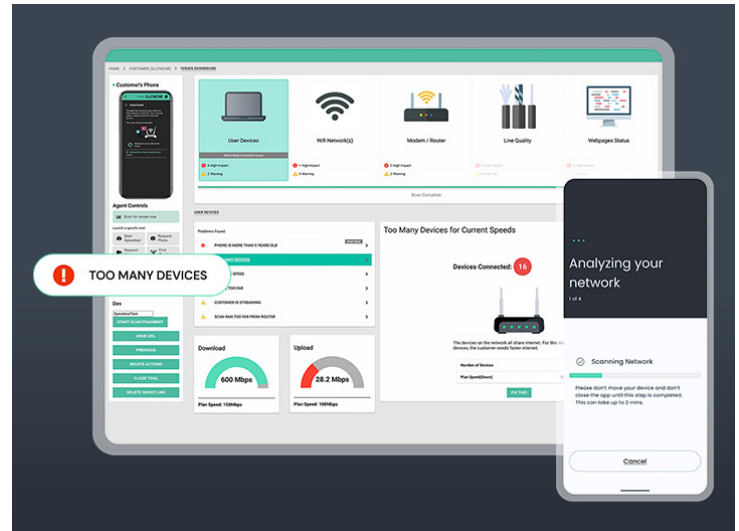
As a result, agents had to rely on collecting critical information from subscribers, which was often incomplete or inaccurate. Moreover, even when agents were able to identify potential causes, they had to contend with subscribers who were frustrated and unwilling to accept explanations or solutions without concrete evidence.

THE SOLUTION

Setting up to scale with RouteThis

In the early stages of the trial run, Altafiber's support agents leveraged the RouteThis platform to identify the root cause of connectivity issues affecting our subscribers' home networks. Through this process, we were able to significantly reduce the number of unnecessary technician visits and improve the overall experience of our subscribers.

The team at Altafiber was pleasantly surprised by the built-in camera feature of the RouteThis platform, which enabled our agents to confirm the identities of our subscribers during calls, eliminating the need for them to visit retail locations unnecessarily.



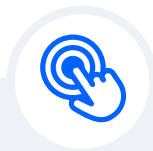
“Being able to see the connection quality of different devices to the router based on the distance is great, and having this information opens up the conversation to suggest premium services and devices for our customers.”

Charles Moore
Operations Manager, Altafiber



BETTER RESOLUTION RATES

On 60% of calls using the RouteThis platform, agents could resolve issues during the first interaction



HIGHER SUBSCRIBER ADOPTION

Over 65% of subscribers reported that they would use Altafiber's Customer Support app, powered by RouteThis, again to help troubleshoot and resolve issues



FEWER UNNECESSARY TECH VISITS

Agents believed they would be able to prevent up to 75% of unnecessary dispatches on future calls