



# Mercury saw a 47% deflection of support interactions and faster troubleshooting



## LOCATION

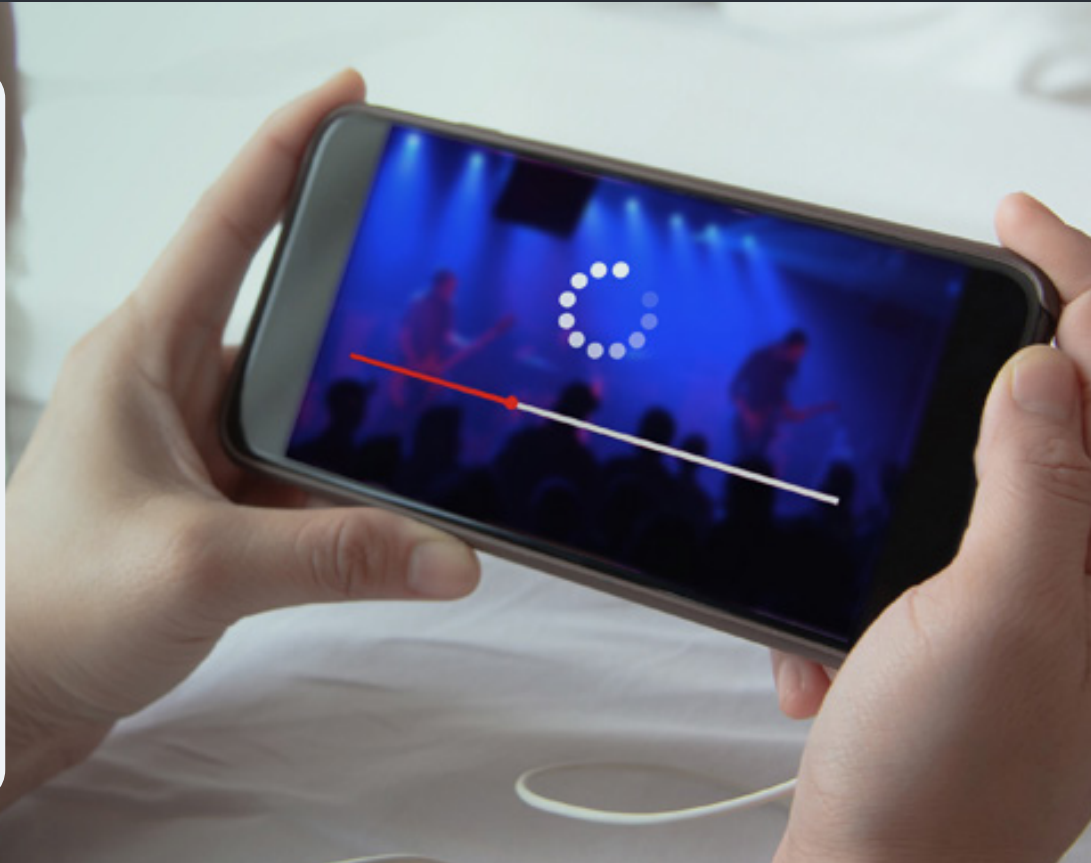
Tauranga,  
New Zealand

## SUBSCRIBER COUNT

100,000+

## PRODUCTS

RouteThis Core  
RouteThis LiveView  
RouteThis Self-Help



## THE CHALLENGE

### An inefficient support model for troubleshooting in-home issues

One major challenge that Mercury (formerly Trustpower) faced is ensuring that the company's internet users always have reliable access to their broadband services. However, Mercury's traditional call center model proved to be expensive, inefficient, and it didn't meet customer needs.

Though Mercury had some tools for troubleshooting local area networks, they were insufficient in resolving subscriber issues, requiring agents to collect information manually. Additionally, sending technicians to homes was costly, time-consuming, and disruptive.

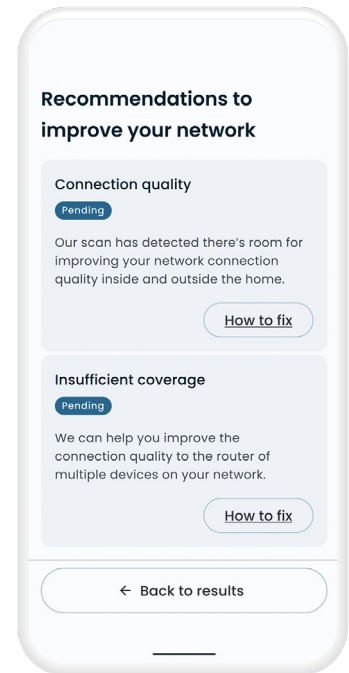
## THE SOLUTION

### Using RouteThis to enable faster troubleshooting and empower customers to self-resolve

Mercury needed a way to reduce the volume of call-ins on almost all of their platforms and services. There were many factors behind this, including the desire to provide a more effective and efficient business solution to solving their subscriber's WiFi issues.

Initially, they intended to use RouteThis to check their end users' WiFi capability. However, they soon discovered that the platform's suite of tools could be leveraged to check for network access, a customer's hardware capability, and to assess how the network was set up.

One specific tool, RouteThis LiveView, enables agents to see what the customer is seeing via their smartphone camera—which has been “a complete game-changer for us.”



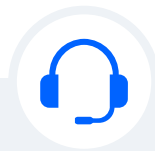
**“When we saw the monthly data that the usage on RouteThis went up from around 25 percent to the 70s, we understood that the platform had deflected a huge amount of people from calling us.”**

Steve O'Donnell  
Assurance Manager (Telco), Mercury



#### 75% RESOLUTION RATE

Mercury's goal in 2020 was a 35% uptake in usage, but they saw a 75% uptake instead



#### 47% DEFLECTION IN SUPPORT CALLS

RouteThis Self-Help diverted almost half of the calls that Mercury's call center would handle



#### ELIMINATED THE NEED FOR ON-SITE CHECKS

Customers could perform their own inspections and engage with support staff via the app