



RocketNet reduced AHT by 75% and improved customer satisfaction by 34 points



RocketNet

LOCATION

Johannesburg,
South Africa

SOLUTIONS

RouteThis Resolve
RouteThis Helps

BUSINESS MODEL

Partners with Fiber
Network Operators
(FNO) to deliver
broadband to
RocketNet customers

THE CHALLENGE

Customer satisfaction is mission-critical for RocketNet, a non-facilities-based ISP

South Africa has a thriving and competitive internet access market. Since RocketNet buys fiber access wholesale and sells it retail, pricing and customer satisfaction are its two key competitive differentiators.

Some 80% of its customer support calls were related to home WiFi issues such as interference and poor coverage. "We're looking at a customer base of about 90% of people who put one router in one room and expect that to cover their entire house," said Simon Swanepoel, Founder and CEO of RocketNet.

Typical calls would last an hour and involved identifying and troubleshooting WiFi issues, which technically speaking, are not solely the responsibility of RocketNet. These issues also required a highly trained and skilled technical support staff, who are more difficult to find and more costly than the typical customer service agent.

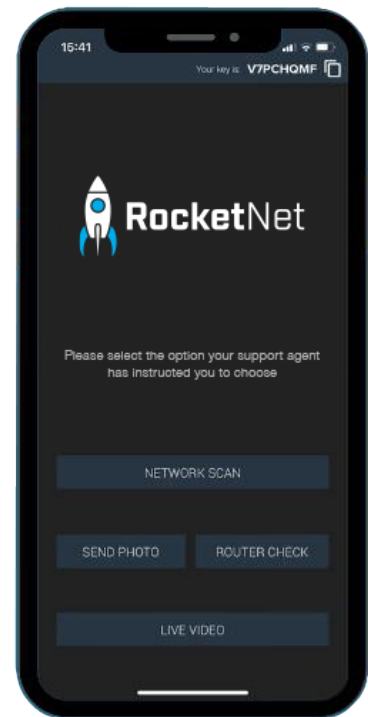
THE SOLUTION

RouteThis technology dramatically raised agent efficiency and customer satisfaction, thus saving costs and improving competitiveness. A win-win.

The deployment strategy was two-fold: RouteThis Self-Help, integrated into the RocketNet app, guides customers through the WiFi troubleshooting process – eliminating the need to call. For those that do call, RouteThis Resolve guides the customer support agent through problem diagnosis and resolution with the customer on the line.

A dedicated support team is no longer needed since all agents can now handle WiFi-related tickets. Support calls now average 25% of the time they used to take, which means happier customers and lower operational costs as RocketNet supports more with less. As a young and thriving ISP founded in 2016, the ability to be operationally efficient and scale quickly with automation is important.

Ultimately, keeping customers happy and loyal is key to business growth and success. With RocketNet's customer satisfaction net promoter score (NPS) improving from 50 to 84 points, the sky's the limit. Or, in RocketNet's case, outer space is the limit.



“Our mission is to provide our customers with a great internet experience, and continually investing in technological advancements like RouteThis empowers our customers to be in the driver’s seat.”

Simon Swanepoel
Founder and CEO, RocketNet

“RocketNet is always on the ball! They are quick to respond and sort out the issue.”

RocketNet Customer



CUT AVERAGE CALL TIME BY 75%



**AGENT EFFICIENCY 2X
THE INDUSTRY AVERAGE***

*1 agent per 1k sub



INCREASED NPS FROM 50 TO 84