



How Start.ca transformed the customer and support representative experience

start.ca

LOCATION

London, Canada

SUBSCRIBER COUNT

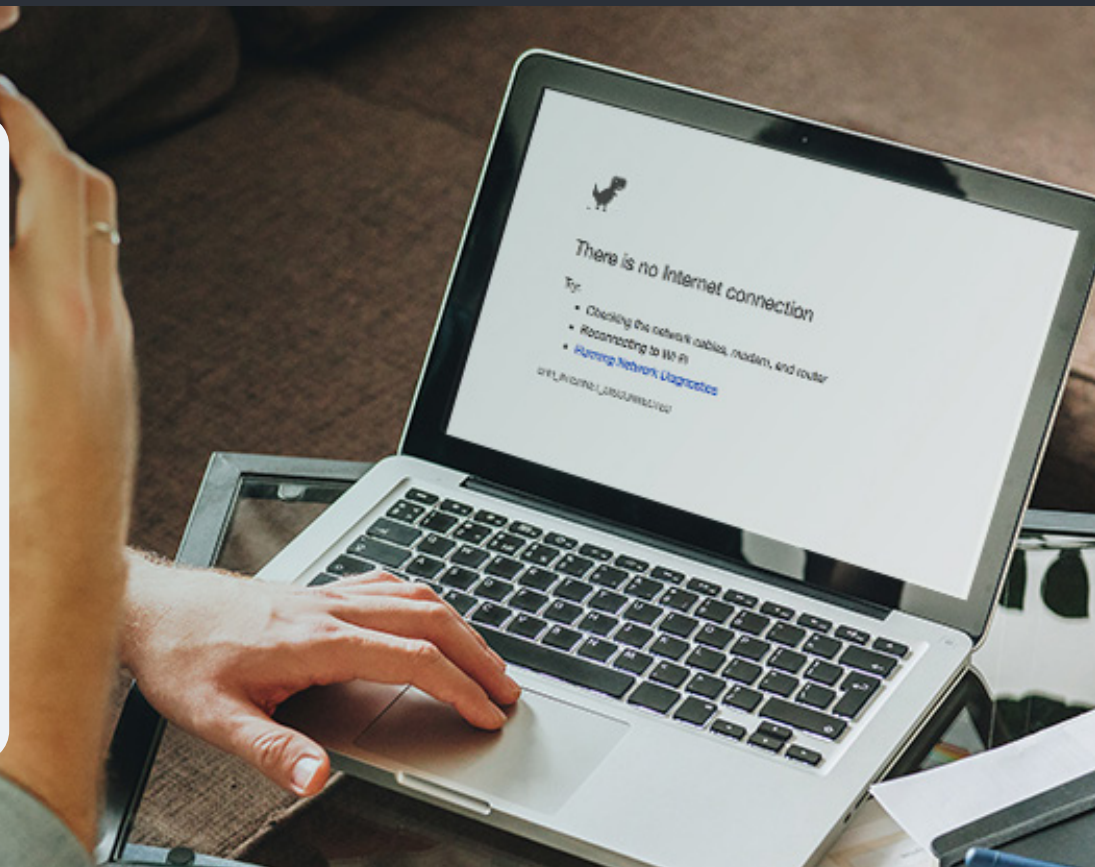
80,000+

PRODUCTS

RouteThis Core

RouteThis LiveView

RouteThis Self-Help



THE CHALLENGE

Solving internet issues for customers—without any visibility into the network

For Start.ca, support has always been a top priority. The company places an emphasis on customer experience and offers services like 24/7 support. To gather specific information about the customer's network, agents had little visibility into the home network and were left with only a slow, manual approach—one

that saw them spending increased time on the phone with customers, asking questions and trying to patch together solutions based on the answers.

The support team was also growing quickly in size, so they knew they needed to find a way to find a solution to build a scalable and sustainable team.

THE SOLUTION

Using RouteThis to empower agents with the right information

In 2018, Start.ca rolled out RouteThis across their support team to help run live diagnostics without having to rely on customers. Agents could look into the customer's home network data by running a live network scan on the customer's phone.

"For our reps, that was a huge win," explained Al Uniac, Director of the Customer Experience Group at Start.ca. "Reps could run RouteThis and within a few minutes, they would be able to access an abundance of reliable and usable technical data."

"Even some of our most technical people have really bought in completely because it's so easy for them to get this level of detail from the customer now," explained Dave Robson, Customer Experience Manager at Start.ca.

Furthermore, the team found that new Reps could quickly adapt to Start.ca's technical processes and terminology, regardless of their prior technical experience. This enabled them to promptly identify whether a customer was experiencing an in-home or out-of-home issue. As a result, the team was able to maintain consistency in the customer experience, regardless of which representative they spoke to.



"From my perspective, [RouteThis] makes for a spectacular customer experience, whether you're technical or not."

Dave Robson, Customer Experience Manager, Start.ca



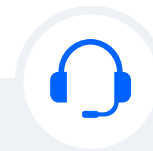
FASTER, ACCURATE TROUBLESHOOTING

Agents can get detailed network information in minutes without relying on technical Q&A



HIGH-QUALITY EXPERIENCES

Customers can self-troubleshoot without the need to wait in a queue, and issues they call in for get resolved faster



TOTAL TEAM BUY-IN

The RouteThis platform is designed for agents of all technical abilities, meaning less friction to adoption.