

Broken connections

How CPE fragmentation makes WiFi unmanageable



31% of ISP support calls are WiFi-related¹

These issues are difficult to resolve because support teams don't have visibility into home networks.

2.7

It takes 2.7 support interactions to resolve a WiFi issue²

15%

Agents spend 15% of call time gathering information from customers³

\$45

WiFi support calls can cost up to \$45⁴



The shift toward managed WiFi

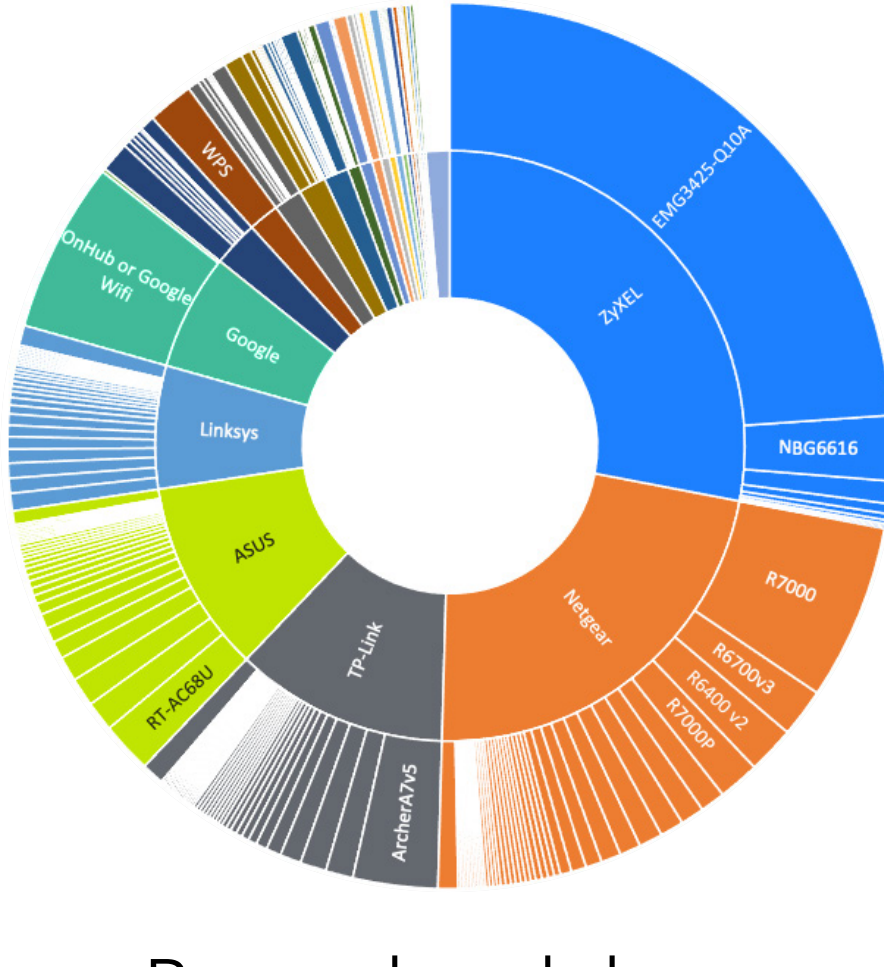
Customer premise equipment (CPE) was introduced to give ISPs visibility into home networks to help resolve in-home issues—but, in fact, it introduced additional challenges.

CPE fragmentation: The invisible issue

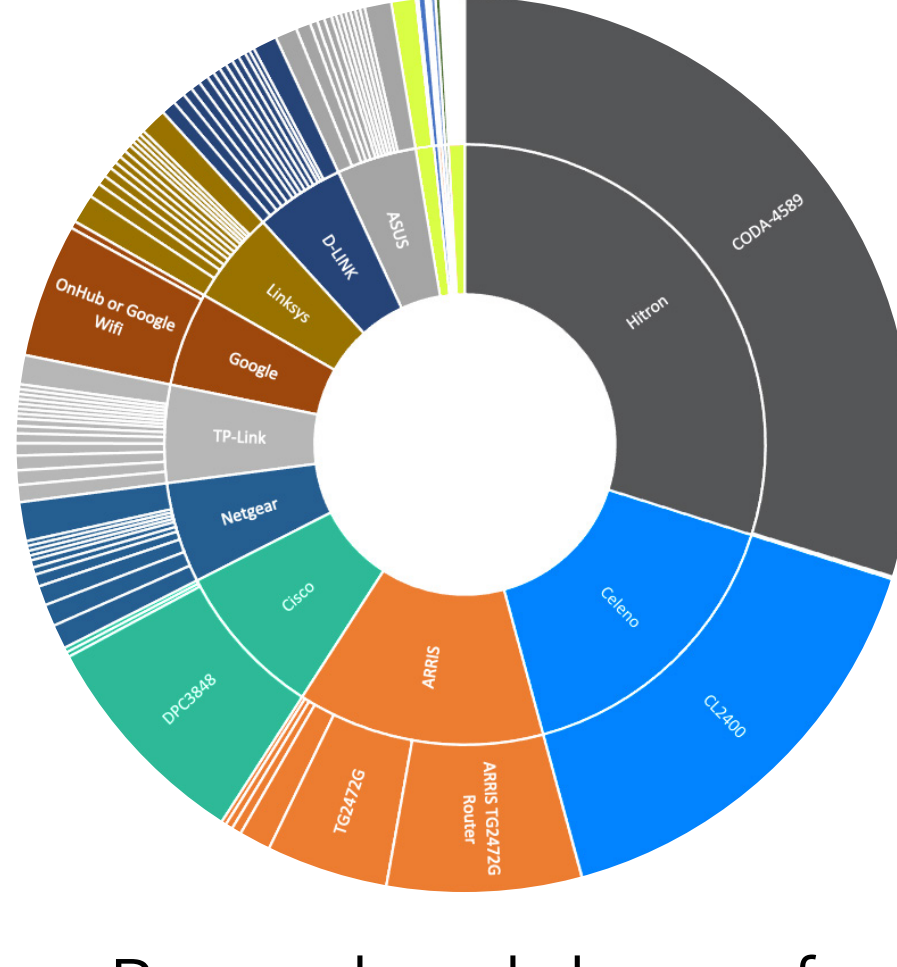
Most ISPs have problems with fragmentation in their CPE makeup—but they may not realize it. In fact, no matter an ISP's subscriber base size, the number of routers in circulation looks like this:



Router breakdown of an ISP with <50,000 subscribers



Router breakdown of a North American WISP with ~11,000 subscribers



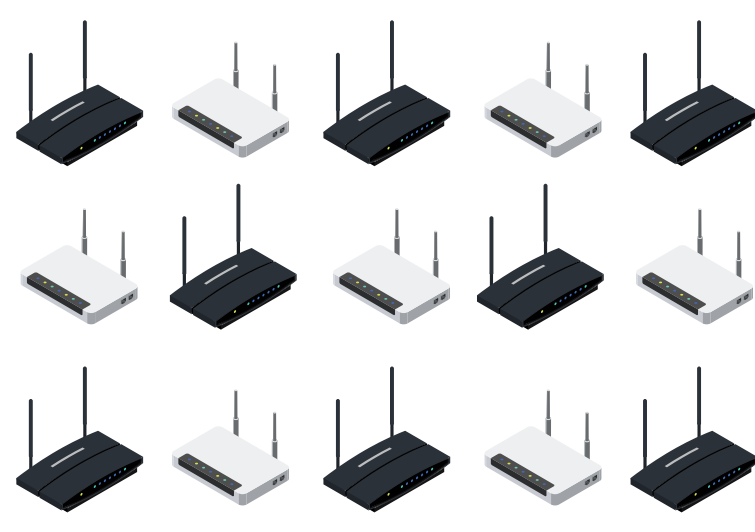
Router breakdown of an ISP with >200,000 subscribers

How does CPE fragmentation happen?

CPE fragmentation happens for several reasons. Combined, these reasons cause the visibility breakdowns ISPs see today.

Business acquisitions

The telecom industry spent \$146 billion on mergers in the first half of 2021⁵



Network variations

Different transport types mean subscribers need unique CPE, which leaves ISPs supporting 15+ vendors

Legacy equipment

Used by 16–25% of subscribers



BYOD customers

39% bring their own devices⁶



Internal changeover

Team changes and replacements can override previous decisions

CPE adoption: A slow process

Even with an ISP's best efforts to extend CPE coverage to all customers, this coverage only grows by an average of 8.4% per year for nearly 50% of ISPs.

The bottom line

Through fragmentation, CPE has caused the same unproductive support interactions it was supposed to prevent. Even with managed CPE, ISPs face:



Poor customer experiences



Support inefficiency



Unnecessary tech visits

So what's the answer?

RouteThis is a CPE-agnostic, software-based solution that gives ISPs visibility into 100% of their customer's home network—with plenty of added benefits.

Immediate coverage for entire subscriber bases

Eliminate lengthy rollout periods with a software-based approach.

Clear resolution paths for agents and consumers

Guide agents and consumers through resolutions with easy-to-follow visuals.

Intuitive customer education resources

Inform consumers about their networks with timely tips and information.

Support for any possible network setup

Get visibility into any network, even with BYOD and legacy devices.

Self-service diagnostics and support options

Help consumers identify and resolve without calling support.

Ready to discover the RouteThis difference?

GET STARTED