

# Revolutionizing and Monetizing the home Wi-Fi experience

Moderator: Gerrit Nagelhout

Speakers: Susan Higgins, Eric Brown, Daniel Fithian,  
Spencer Pous



# Gerrit Nagelhout

Gerrit Nagelhout, CEO and Co-Founder, Preseem

As CEO and co-founder of Aterlo Networks and Preseem, Gerrit's passion is helping ISPs understand and improve subscriber Quality of Experience (QoE) on their networks, while uncovering new opportunities to help customers thrive and scale.



Prior to co-founding Aterlo/Preseem, Gerrit spent 12+ years developing product and managing engineering teams for platforms used by some of the largest ISPs in the world. Now, however, he's dedicated to helping local and regional ISPs take on the big guys and solve network problems with products that people love.

Gerrit has a degree in computer engineering from the University of Waterloo.



# Susan Higgins

Susan Higgins, Sr. Field Marketing Manager - WISPs, Calix

As a telecom veteran, with more than 28 years of experience, Susan brings a wealth of knowledge on Marketing Communications in the technology and telecom sectors. She has a passion for sharing her knowledge with others.

Prior to Calix, Susan spent 27 years working for Wholesale organizations of 2 major providers.

Susan has two BAs from UNC-CH in Mathematics and Psychology; an MBA in Business to Business Marketing from University of Dallas; a Certified Digital Professional; a CX certification (with merit) from the CX Academy and a Lean certification from SMU



# Customer Service & Truck Roll Basics\*

- 10% of ALL subscribers will make a service call monthly
  - 80% are WiFi related in non-Managed WiFi
  - 15% of those calls are escalated
- Truck rolls are 15% of ALL subscribers monthly (allows for dispatch due to issues, escalations and network size/complexity, WiFi)
- Industry average Customer Service call time is 13-22 minutes
  - Escalation calls are longer and usually at a higher labor rate/skill level

**How do you lower these costs?**

\* data from predominantly fiber network builds



# Bottom Line Results with Managed WiFi

## Reduce troubleshoot time ... Reduce time to repair ... Fewer field dispatches

- **Proactive Monitoring** - With managed WiFi devices, WISP can proactively monitor and address issues often before customers notice them
- **In-home Device Visibility** - Many service calls are password resets and can be done remotely; Other issues can be identified through software that facilitates trouble identification
- **Premium Service for Peace of Mind** - With a managed WiFi device, the subscriber can trust that it will work and create a trusting relationship
- **Whole Home Coverage** – With BYOD, WISPs cannot guarantee whole home coverage; issues with coverage will be blamed on the internet service, not the WiFi router
- **End User Insights** – With the right software tool to manage your WiFi, you can gather insights on your subscribers to offer better solutions tailored to their needs (gamers, work from homers, etc.)



# Impacting the Subscriber Experience

- Identify what a 'good subscriber experience' looks like to **you** and **your customers**
  - Low latency?
  - Speed options?
  - Happy customers referring your service?
  - Fewer complaints?
  - High NPS (Net Promoter Scores)?
- For customers, it usually boils down to: "Does the Internet allow me to do what I want to do and do I like the company that provides it?"
- Servicing your customers with great Customer Service and reliable internet access (synonymous with WiFi to most), you'll have lifetime customers
- M&A? Utilizing a standards based Managed WiFi and software solution allows for easy integration of markets regardless of premise hardware



# Eric Brown

Eric Brown, Business & Project Manager, Admiral (Formerly RemoteWinBox)



As part of a small team, Eric helps tie up loose ends and fills in where necessary to keep everything running smoothly. He tackles tasks such as payroll, compliance, and customer onboarding, and enjoys problem solving.

Prior to joining Admiral, Eric gained multiple years experience working on monthly financials and tax returns for a variety of industries, including manufacturing, agriculture, startups, and more.

Eric has a degree in Accounting from North Dakota State University.



# Costs of Support

As your business scales, the cost of support increases:

- Time spent on support is time not spent on sales
- Owner's expertise is worth more than their hourly rate
- Additional Hires exponentially grow costs
- Compare 1 truck roll vs 1 hour of phone support

Truck Roll Calculator:

Includes Gas, Maintenance, Vehicle:

\$0.75 - \$1.05 / Mile

30 Mile Service Area = **\$11,000 to \$16,000 / Year**

Regular Hours = Opportunity Costs

Overtime = Direct Costs

New Hires = Direct Costs

5 Hours of OT Support / Week = **\$11,000 / Year**



# Income Opportunities

## Different Goals for Different WISPS

- Trade 1 Truck Roll for 1 Sale:
  - \$50 Package
  - **\$600** ARR
- Provide Router:
  - \$7 Router Add-on
  - **\$84** ARR/Customer
  - 1 Year ROI on Router
- Reduce Churn:
  - **\$600** ARR/Month
- Reconcile Billing



# Support P&L Example - 1000 Customers

## BYOR

Expenses:

\$13,000 Truck

\$31,200 - Wages

**\$44,200** Annual  
Support Expense

## Managed Wifi

Income:

\$42,000 - Router Add-on

\$7,200 Sales

\$7,200 Saved Churn

**Year 1: \$56,400**

**Year 2: \$56,400**

Expenses:

\$42,000 - Routers

\$10,000 - Software

\$14,400 - Wages

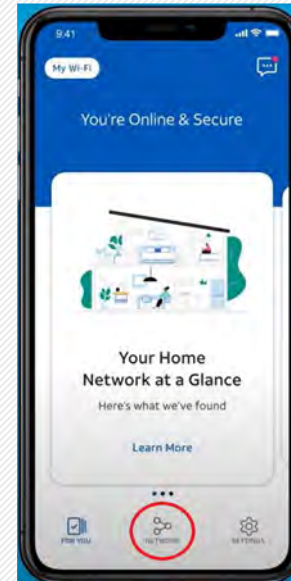
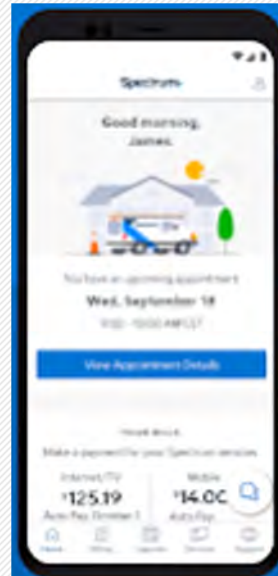
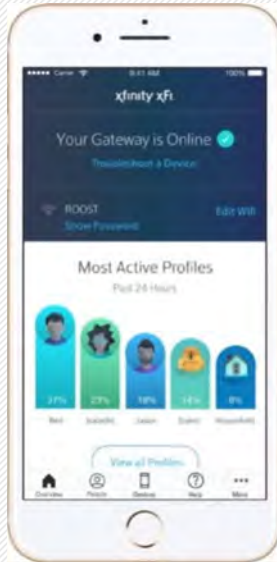
**\$66,400**

**\$24,400**

**Profit after 2 Years: \$22,000!**



# Competitors



Provides Router:	✓	✓	✓
Provides App:	✓	✓	✓



# Real World Examples

Customer 1: Provided Users with Managed Wifi Apps - **80%** reduction in “What is my Wifi password” calls.

Customer 2: Reconciled Billing with Centralized Management: >**\$60,000** in recovered annual revenue

Customer 3: Reduced Truck Fleet by **1** to save on maintenance costs.

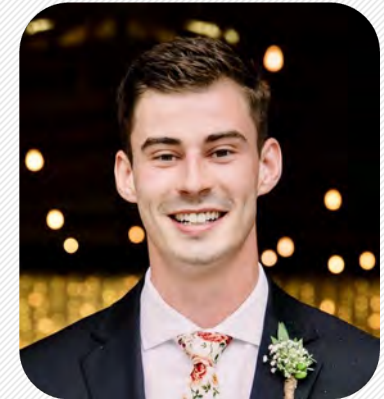


# Daniel Fithian

Daniel Fithian

Sr. Account Executive - Ozmo

Daniel currently leads growth for Ozmo in the Northeast and Canada. He has spent the last 5 years working directly with ISPs, both large and small including Verizon, AT&T, TELUS and Rogers. He's passionate about making premium support tools accessible to regional providers to help revolutionize their CX and help them compete in the marketplace.



Daniel has a BA in marketing from Virginia Tech.



# The expanding digital experience and what it means for CX

**CRITICAL FOUNDATION**



✦ **Network activation and setup** ✦  
Consumer home internet: hardware and related apps

**VALUE ADDED SERVICES**

**Connected home**  
Hardware and apps

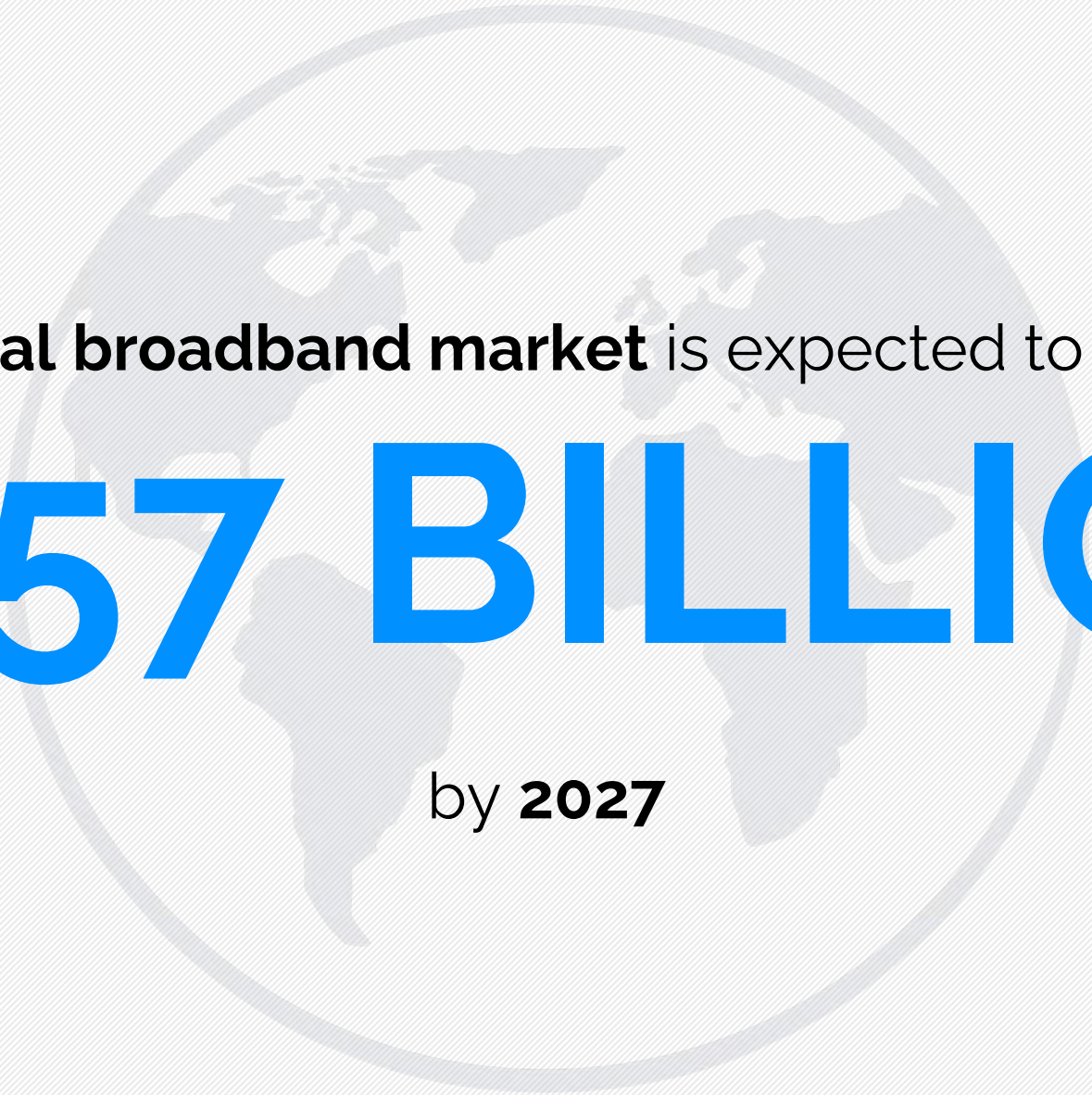


**Entertainment**  
Hardware and apps



**Home security**  
Hardware and apps





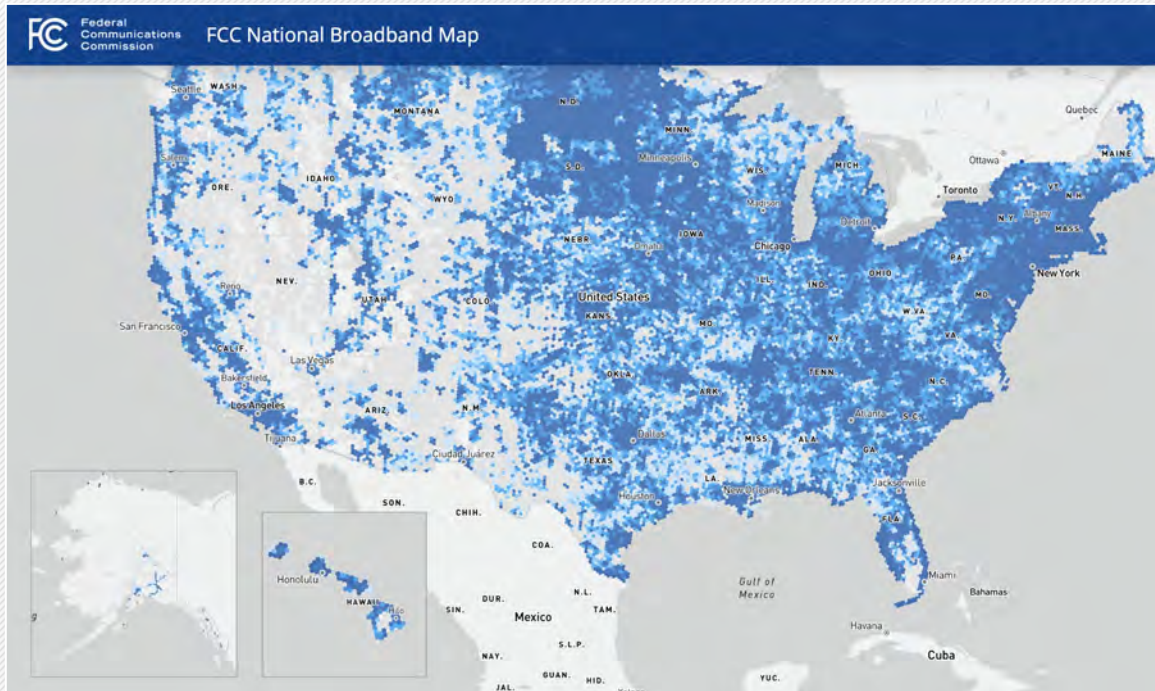
The **global broadband market** is expected to be worth

# \$457 BILLION

by **2027**



# The current landscape



Demand for faster network speeds



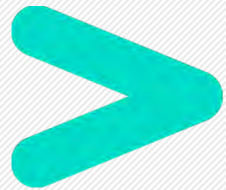
Access to high speed Internet nationwide



Quantity & complexity of connected devices

2024





None of this growth matters if your customers don't know how to take advantage of it.



# A range of approaches



**Trusted  
support experts**



**White glove,  
premium service**



**Network only,  
refer elsewhere**

# Focusing on the support experience

How do you decide what to support?



# The fine line of broadband value

**Decreasing  
cost of mbps**

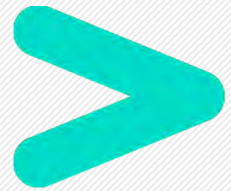
**98% decrease**  
in cost of mbps in  
the past 20 years



**Margin  
pressure  
negatively  
impacting CX**



## The high cost of subpar support



**96%** of customers will be willing to leave your business after **just one** poor customer support experience.



2024

WISPAmerica  
EYES OPEN WITHOUT BOUNDARIES

# Unlocking value through customer-centric solutions



# Cx: The key to growth



**Grow subscriber base**  
Competitive differentiator



**Unlock value**  
Upsells & expansion



**Decrease churn**  
Loyalty & renewals



# Customer journey opportunities

**Simplify initial setup**



**Drive adoption, maximize value**



**Promote loyalty, retention**



**Onboard value-add services**



**Provide lifecycle tech support**



# What this means for you



Fastest speeds, lowest prices are not enough



Choose a **customer experience** strategy focused on value



○ Grow your subscriber base



○ Retain and expand current customer value



Customer experience is everyone's role





# Spencer Pous

Founder & CEO of SJP Tech Group, LLC Companies

- BluBroadband ISP, Hybrid Internet Service Provider
- SJP Network Solutions, Managed IT Service Provider

Board of Director (2023-2026), Wireless Internet Service Provider Association



# Managed Routers at BluBroadband ISP

2018-2021 – We tested 4-5 different vendor models. Lack of wireless troubleshooting capabilities. Remote access issues.



2022 – New hardware/service offerings changed the Managed Router game

TODAY – We require all subscribers to have our managed router product at no additional cost to the customer.

Many options available on the market today.

We use TP-Link Deco/Aginet



# BluBroadband's Residential Managed Wi-Fi

Home square footage is asked at sign up to determine required mesh coverage.

900 sq ft (apartment) – 1 unit

900-1500 sq ft – 2 units

1500 sq ft – 3+ units – requires a site survey to determine amount of units

We includes a primary and mesh router unit included with the customers service plan.

Additional mesh units are \$10/month



# Residential Upsell Potential

- Potential to charge monthly for managed router (market dependent)
- Parental controls add-on
- SaaS – Support As A Service
- Insurance – Hardware insurance reseller
- **MAKE CUSTOMER STICKY!**



# BluBroadband's SMB Managed Router

We build a robust network for SMB/Enterprise Customers

Customer received wired router and a single WAP included with their plan

Charge customer for additional WAPs – typically \$25 per WAP

Offer Guest Network to customer with Co-Branded Captive Portal – Free advertisement

Potential to charge labor for all network cabling required for WAPs



**THANK YOU**

