

Etex Brings Total Customer Support to Subscribers, While Boosting Recurring Revenue

About

Etex Communications is a communications company providing high-speed Internet, digital television and telephone services to 710 square miles of East Texas. With around 13,000 subscribers, Etex's mission is to provide competitively priced, state-of-the-art communication, entertainment, and information services to their customers.

Etex prides itself in offering the kind of modern, enhanced network features that are typically only seen in urban areas.

Problem

Etex was using another provider for their help desk support. During their time with this provider they were noticing that while service levels were good, initial troubleshooting on calls was poor. This led to increased calls trying to take care of issues and an increase in truck rolls. Key performance indicators were suffering, white label capabilities were limited and as a result it made for an overall poor customer experience. Add to this the fact that Etex was looking at an upcoming rate increase for their customers and they decided they needed assistance from a trusted provider.

“The tech support is very transparent and seamless. Our customers value a local experience, and with SecurityCoverage they get service just like they would from a local technician.”

Larry Montgomery, Director of Sales, Etex Communications

Solution

After several preliminary conversations with SecurityCoverage, Etex learned of SecurityCoverage's robust help desk support offering. Etex knew of the value added products that SecurityCoverage offered (like Tech Home) but was unaware of the more than 50 partners that utilized them for branded help desk support. After an extensive evaluation process, including mutual site visits, equipment inspections, call monitoring and more, Etex decided to switch to SecurityCoverage TotalTech Support for their 24/7/365 help desk.

Partner

Etex
Communications



Industry

Cable/Telecommunications/Broadband

Results

- Improved customer satisfaction through help desk support services
- Generated additional revenue through Tech Home sales.

Etex Brings Total Customer Support to Subscribers, While Boosting Recurring Revenue



Results

Since implementing SecurityCoverage's TotalTech Support, customer satisfaction has gone through the roof! Response times on calls, first call resolutions and truck rolls have improved dramatically. Etex internal technicians are now able to concentrate on Tier 2 support, further raising customer satisfaction.

In addition to the improvements to Etex's support mechanism, SecurityCoverage has helped generate additional revenue with added products like Tech Home. They have also helped to push Etex's TexPert services, which continues to rise in adoption.

Etex Customer Satisfaction is Up!



Etex Revenue is Up!



Response Times and Truck Rolls are Down!



“Our IT group tested the products and found that they were super-fast and easy to use! The User Interface is very clean and consistent across all products. It’s a very marketable and easy-to-use product.”

Matt Faggione, Business Manager, Etex Communications

About SecurityCoverage

SecurityCoverage, Inc. is a leading provider of mobile and desktop security software, data protection, file backup, help desk and premium technical support. Founded in 2003 with a clear mission to simplify the use of technology and provide world-class customer service, we remain relentlessly dedicated to protecting consumer devices and personal data. Today, over 350 partners from diverse markets like telecommunications, broadband, cable, mobile, retail and warranty help SecurityCoverage achieve its mission for consumers everywhere.

Learn more at www.securitycoverage.com.