

Packerland Increases Revenue While Improving Customer Experience with Wi-Fi Support Services

About

Packerland Broadband is an employee-owned communications company providing gigabit Internet, digital television and phone services in Michigan and Wisconsin. Their mission has been to provide reliable high-speed connectivity to rural areas, striving to service this population and enabling them to access Internet services that fit their lifestyle.

Packerland is dedicated to providing services and products that benefit the communities that they represent. Their goal is customer satisfaction and doing everything they can to deliver high quality services.

Problem

Packerland Broadband recognized they were receiving an increasing volume of calls from customers. They analyzed call reports and found that many of these customers were looking for out-of-scope support related to Wi-Fi and a wide variety of connected devices in their home. Company leadership saw that to keep customers satisfied, support could no longer stop at the modem; customers don't distinguish between technical support for their Internet service and technical support for their connected devices. Customers just know when things aren't working and they expect their service providers to fix it.

“In order to stay competitive in today’s market, it’s not just the products that you offer, it’s also about the experience you provide customers.”

Jessica Kuhn, Director of Sales & Marketing, Packerland Broadband

Solution

With the growing number of connected devices in the home that families rely on, Packerland knew they needed a Wi-Fi Support solution that could help current connected customers and mitigate future calls. They started building their solution with the AirTies® Premium Mesh Wi-Fi system from AirSonics.® However, limiting Wi-Fi dead zones was not going to help every situation; customers would also need and expect support for their devices. To create a complete solution, Packerland added SecurityCoverage's Wi-Fi Support offering which includes the Identi-Fi self-assessment app to help customers and technicians. SecurityCoverage's wealth of experience in premium technical support was a great fit for Packerland's managed Wi-Fi program.

Partner

Packerland
Broadband



Industry

Cable/Telecommunications/Broadband

Results

- Implemented a successful support service for their Wi-Fi offering
- Improved customer satisfaction through Wi-Fi support services
- Increased ARPU

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Results

The Whole Home Wi-Fi service has been performing very well since it launched. Customers have a need for a premium Wi-Fi solution and are willing to pay more for it. With their growing reliance on Wi-Fi and connected devices, customers value a reliable and consistent Wi-Fi experience throughout their home. The service has also proven to be very easy to add-on and bundle with their high-speed Internet plans. In fact, Packerland has been able to increase pricing on their router program 67% by creating their Whole Home Wi-Fi Solution.

Integrating SecurityCoverage's Wi-Fi Support service into their managed Wi-Fi program was seamless. Calls now go to Wi-Fi experts at SecurityCoverage which allows Packerland to allocate resources to other areas of their business. The breadth and scope of SecurityCoverage's knowledge base, combined with their remote software tools, make resolutions quick. The DirectConnect calling card allows customers to easily contact SecurityCoverage tech for further assistance.



“SecurityCoverage’s level of expertise and customer service stood out to us. They are knowledgeable in their field and put customer service above all else. This aligns with our values and after visiting their center, we knew they would be a good fit.”

Jessica Kuhn, Director of Sales & Marketing, Packerland Broadband

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 tech 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.

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