



# Unlocking the Power of Customer Experience: Practical Insights for ISPs



## 2024 CX Summit

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## Today's Takeaways...

- Customer experience defined
- Why customer experience is important...by the numbers
- Examples...good and bad
- Why customer experience is critical for ISPs
- Customer experience strategies for your ISP
- Measuring customer experience
- Quick recap

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# Customer experience defined

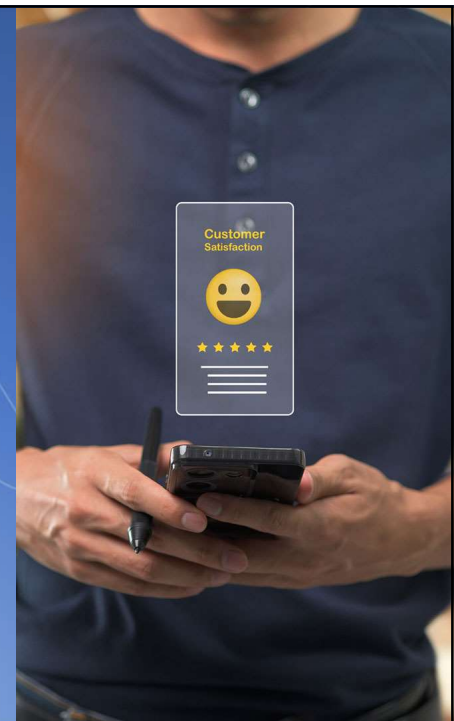
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## Customer experience defined

The customer experience (CX) is the sum of all feelings and interactions a customer has with a business, from their very first encounter through to after they make a purchase. It's how a customer perceives the customer service they receive, the quality of the product or service itself, and everything in between.

Installed, December 2023



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## Customer experience defined

CX, or customer experience, encapsulates everything a business or an organization does to put customers first, managing their journeys and serving their needs.

[McKinsey, August 2022](#)

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## Be easy to do business with



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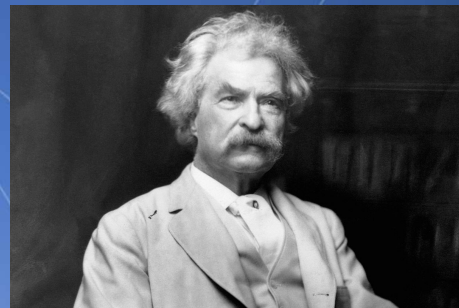
Why customer experience is important...by the numbers

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*Facts are stubborn,  
but statistics are  
more pliable.*

-Mark Twain



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## Why customer experience is important...by the numbers

# 88%

of consumers believe that the experience a company provides is just as important as its products or services

[Salesforce, May 2022](#)

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## Why customer experience is important...by the numbers

# 81%

of organizations cite CX as a competitive differentiator

[Dimension Data, April 2017](#)

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Why customer experience is important...by the numbers

**32%**

of customers say they will walk away from a brand they love after only one unpleasant encounter

[Ninetailed, December 2023](#)

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Companies offering a good customer experience

[Forbes, October 2024](#)

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Companies offering a  
poor customer experience??



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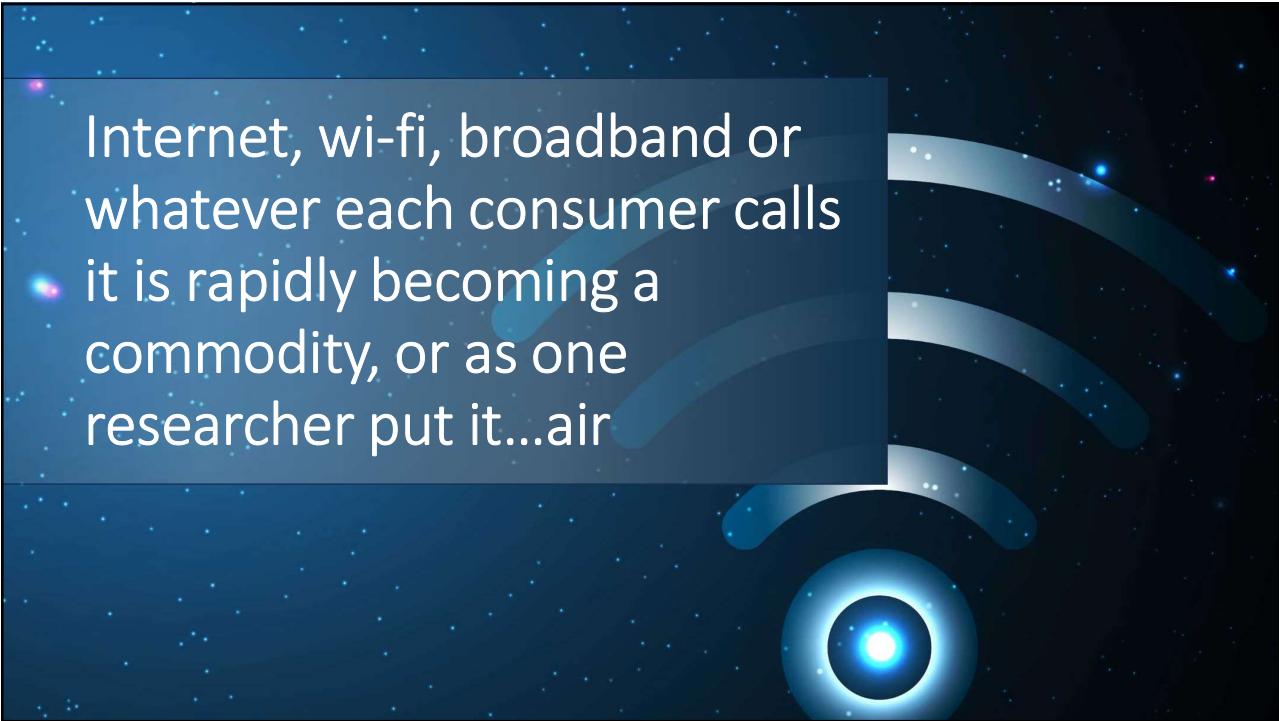
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Using customer experience  
concepts as an ISP

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Internet, wi-fi, broadband or whatever each consumer calls it is rapidly becoming a commodity, or as one researcher put it...air

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It will not be possible to see the internet as a huge network of connected devices, but instead it will be something unique that works in a pervasive and transparent way – **like air that exists everywhere so we forget about its existence.**

**You're selling service and convenience**

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# Customer experience strategies for your ISP

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## CX strategies

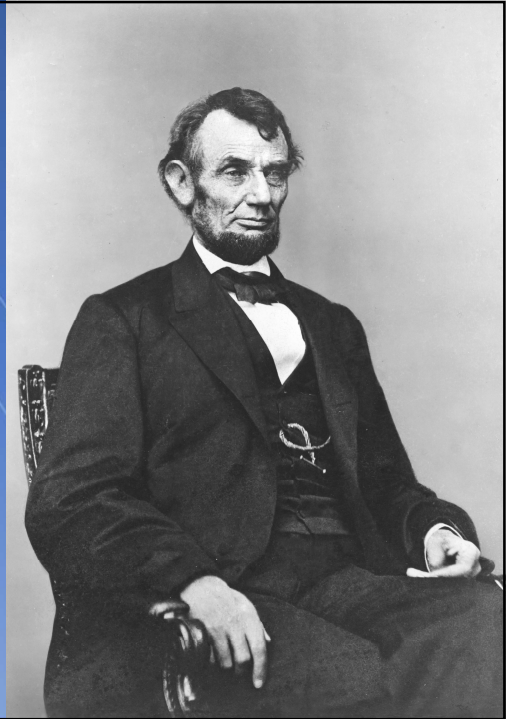
- Be good at what you do
- Meet and exceed expectations
- Communicate well
- Identify problems in advance



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**“Whatever you are,  
be a good one”**

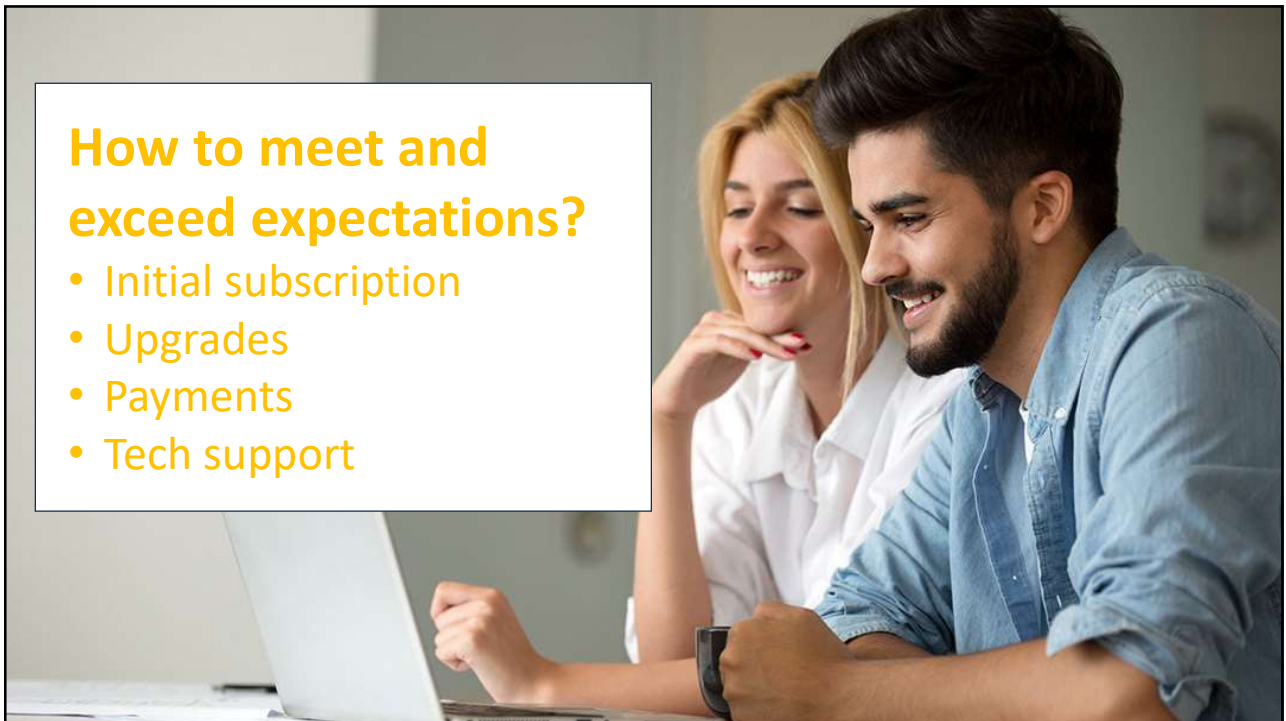
*-Abraham Lincoln*



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### **How to meet and exceed expectations?**

- Initial subscription
- Upgrades
- Payments
- Tech support



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## What do new customers expect?

- To feel heard, appreciated, and valued.
- For the process to feel easy and without friction.
- To see action being taken regarding the request or issue.
- For an action to be relatively quick.
- For all communication to happen on a channel that is convenient for them.

[Hubspot, September 2021](#)

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## New customer experience

- Make the process feel easy and eliminate friction.
- Give them the tools they want
- 67 percent of customers prefer self-service over speaking to a live person
- Focus on your self-service portal

[Hubspot, July 2024](#)

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## Self-service portals for new subscribers

- Make it easy to find on your website
- Easy to identify if service is available
- Mobile friendly
- Describe services in terms consumers understand
- Give usage examples

[Responder, July 2023](#)

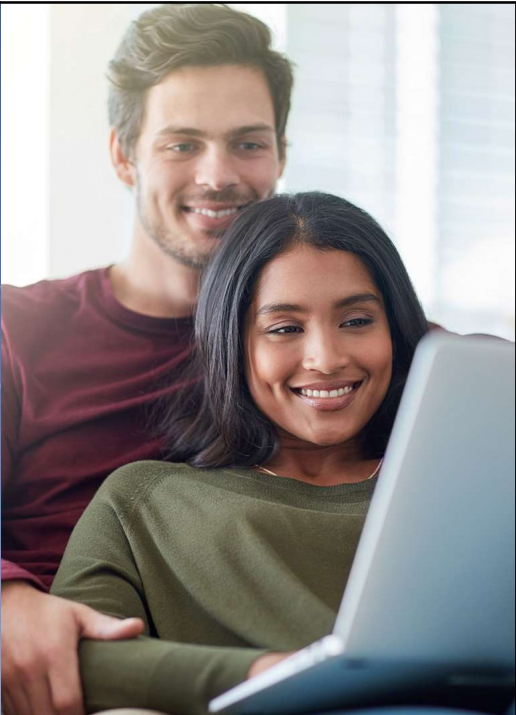
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## Self-service portals for new subscribers


- Keep it simple with progressive disclosure
- Collect enough information, but not too much
- Start and finish online
- Ensure action is demonstrated
- Instant account activation ideal

[Responder, July 2023](#)



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## Self-service portals for upgrades

- Shared principals with the new subscriber portal
- Be clear on the cost of the upgrade
- Focus on tangible benefits that mimic consumer experiences
- Instant activation or exceeded expectations for delivery


Forbes, October 2021

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## Payment portal experience

- Similar needs to other portals
- Desired payment methods
- Simple process as possible
- Clear error messages
- Accessible help
- Proactive communication



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## Tech support experience

- 95 percent of consumers say customer support impacts loyalty
- Multi-channel support
- Market appropriate support hours
- Fast response times
- Empathy from technicians
- Evidence of action
- AI powered self-service

[Hubspot, June 2024](#)

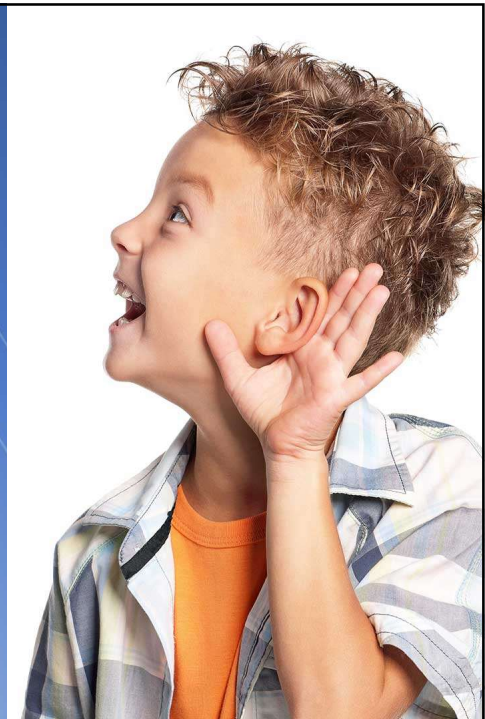
[SuperStaff, October 2023](#)



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## Communicate well

- Base communications on consumer preferences
- Use communications to show action
- Two-way street – facilitate feedback



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## Helpful stats to guide you

How does someone 55+ prefer to contact you?

- Phone call
- Website form
- Email
- Text
- Chat



59% of people 55+ prefer to call a local business to ask questions

Lead Ferno 2021

11% of people 55+ prefer text or chat

Lead Ferno 2021

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## Helpful stats to guide you

How does a 30 something prefer to contact you?

- Phone call – 27%
- Text – 24%
- Website form – 21%
- Chat – 12%
- Email – 11%



Lead Ferno 2021

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# Texting

Consumers are open to receiving texts



**91%**  
of consumers are interested in signing up for texts from brands  
Attentive, 2022

**69%**  
of consumers want to receive payment related texts  
Text Request, 2023

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# Texting

Texting offers immediate impact



**98%**  
of texts are read  
Reputation, 2020

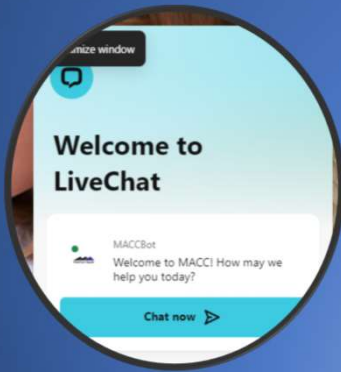
**97%**  
of texts are read within 15 minutes  
Attentive, 2022

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# Chat

Who wants to chat? Your customers!



40% 61% 69%

of surveyed consumers preferred chatting

Forrester Research, 2023

of consumers like chatbots due to quick responses

Userlike, 2022

of chats with chatbots can be completed without human takeover

TechReport, 2024

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# Chat



- Train your bots well
- Answer common questions
- Guide new customers to your online subscriber form

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## Showing action

- Status of new and upgraded services
- Welcome messages
- Payment notifications
- Payment reminders
- Technician visit reminders
- Outages



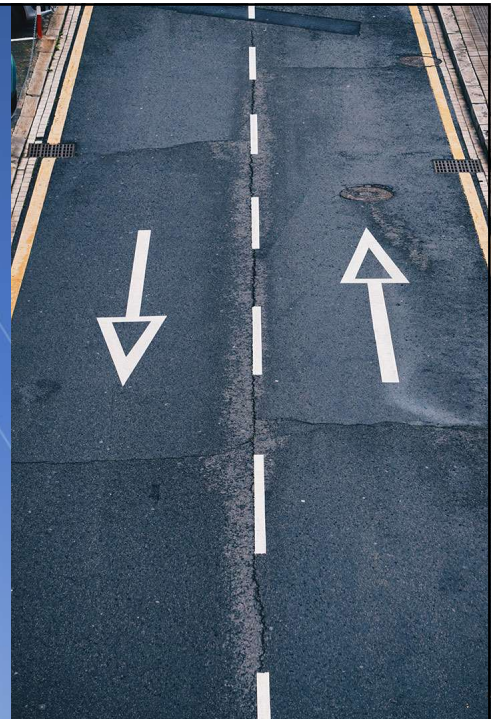
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## Benefits of feedback

- Find areas for improvement
- 70% of businesses that collect customer feedback report improvements in products and services

[Survicate, September 2024](#)

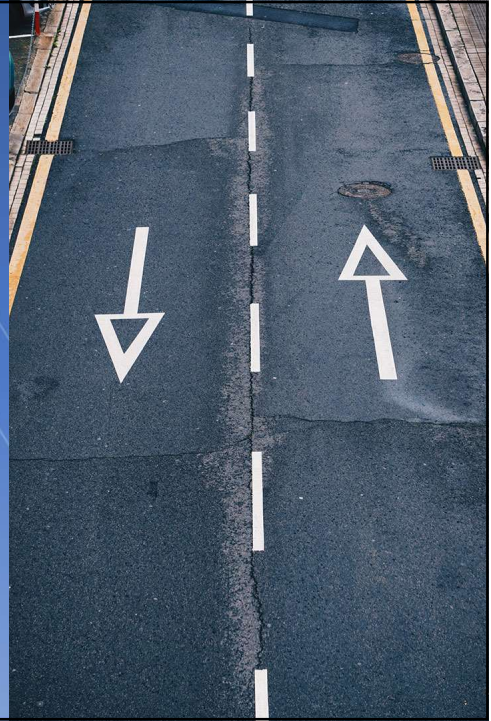


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## Benefits of feedback

- Listening to customer feedback makes customers feel involved and valued
- This boosts increased loyalty and retention
- 77% of customers view brands more favorably if they proactively invite and act on feedback

[Reve Chat, April 2024](#)

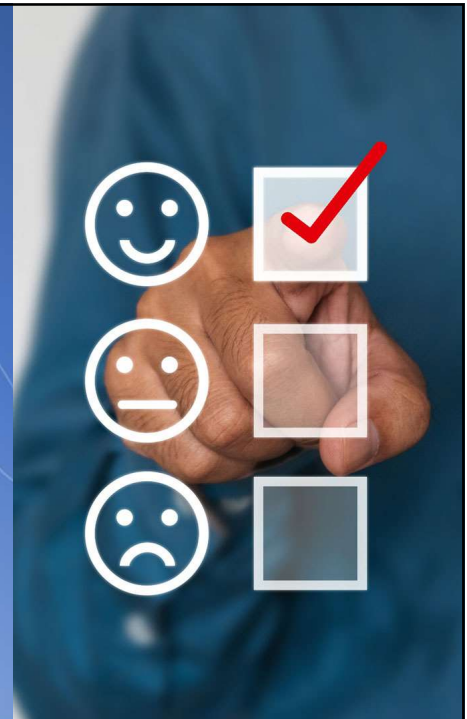


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## Facilitate feedback

- Make it easy...short surveys
- Be transparent on why you are collecting information
- Act on the feedback and let customers know how their input played a role

[Listen 360, August 2024](#)  
[Amplitude, March 2024](#)



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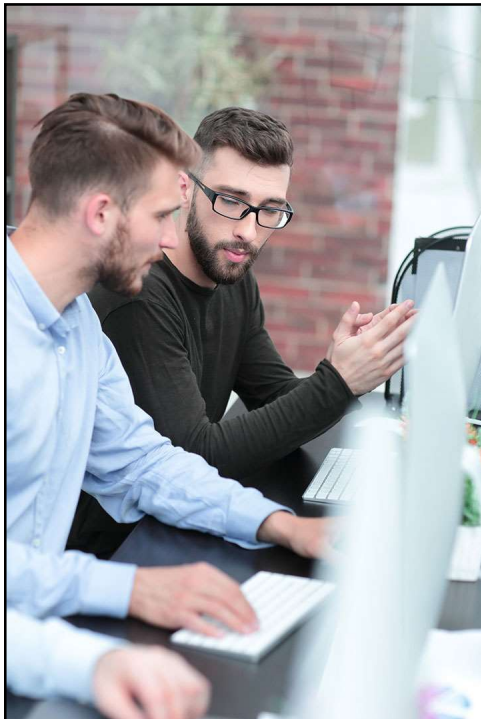


## Feedback opportunities

- New accounts
- Upgrades
- After interaction with support
- Disconnects
- Annual surveys
- Automate whenever possible



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## Identify problems in advance

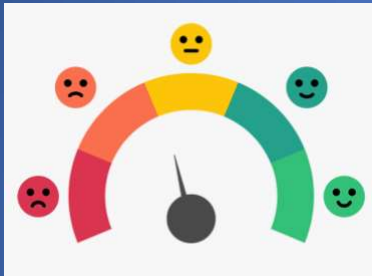
- Build trust and enhance customer satisfaction
- Reduce support costs
- Boost retention rates
- Improve brand reputation
- Network monitoring
- Opportunities for upselling and offering an improved experience

[Zendesk, August 2024](#)  
[Helpjuice, April 2022](#)

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## Measuring customer experience



- Understand customer behavior
- Proactive issue resolution
- Enhance customer retention
- Stay competitive

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## Account Health Scoring

- Usage patterns
- Interactions
- Billing & payment history
- Sentiment analysis



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## Leveraging AI



- AI-Powered insights
- Predictive analysis
- Automation

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## Customer Experience Recap

- Remember customer expectations and try to exceed them
- Eliminate friction and show action
- Exceed expectations for delivery
- Communicate well using methods preferred by the customer
- Seek and use customer feedback to further improve the experience
- Measurement is important

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