



Wi-Fi Support - Winning the Managed Wi-Fi Opportunity



Overview of Today's Discussion

The number of connected devices in the home continues to grow at an astounding rate. This has led to a growing reliance on Wi-Fi networks and an increasing amount of support calls and CSAT challenges.

- Reality of Wi-Fi challenges facing service providers
- Wi-Fi help desk capabilities needed
- Self-diagnostic app to analyze home networks
- Go-to-market choices

Presented by

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THE **CONNECTED** HOUSEHOLD

REQUIRES A PREMIUM TECHNICAL SUPPORT SERVICE



The Wi-Fi Reality



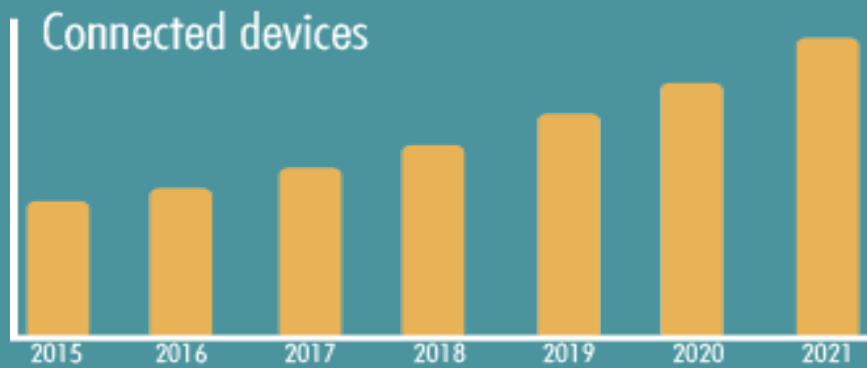
63% of consumers have issues with their Wi-Fi.



5.5 Million new IoT devices will get connected everyday.

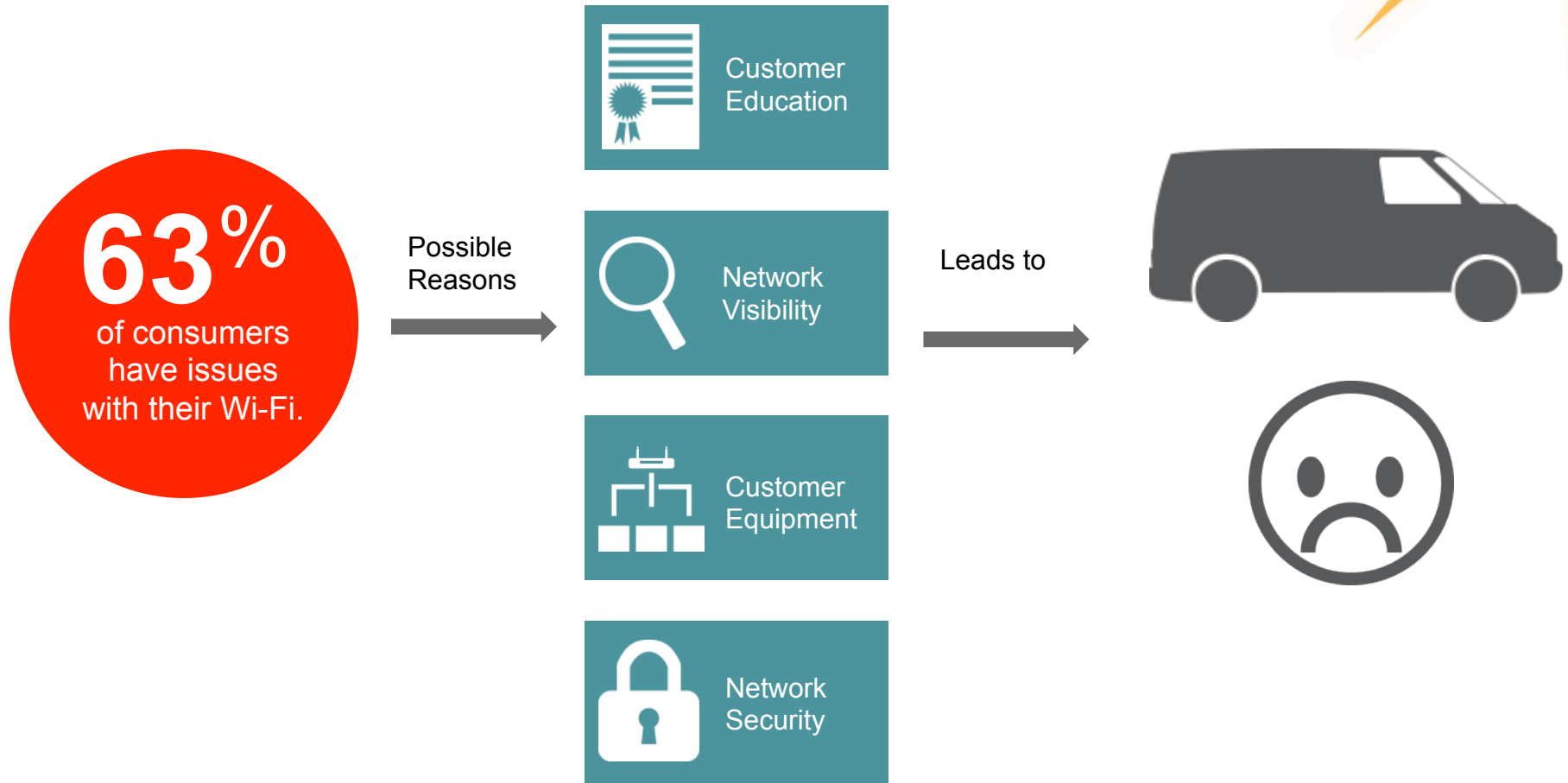


40% of people claim it takes over one hour to diagnose and fix a Wi-Fi issue.

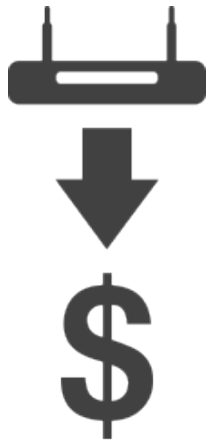


Between 2015 and 2021, IoT is expected to increase at a **compounded annual growth rate of 23%.**

The Wi-Fi Challenge

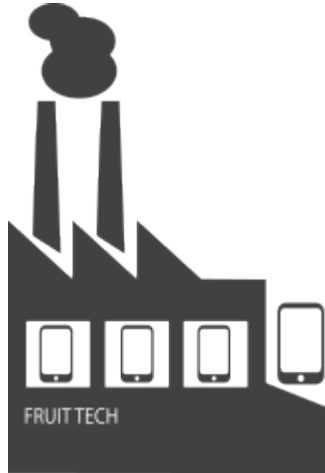


The Future



**3.3
Billion**

is the amount of additional revenue that Managed Wi-Fi represents in 2018!



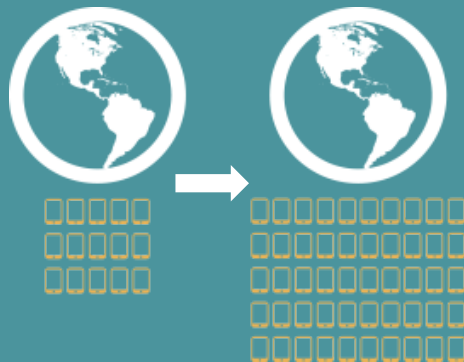
**7
Billion**

plus, Wi-Fi enabled devices will be produced in the next 3 years!



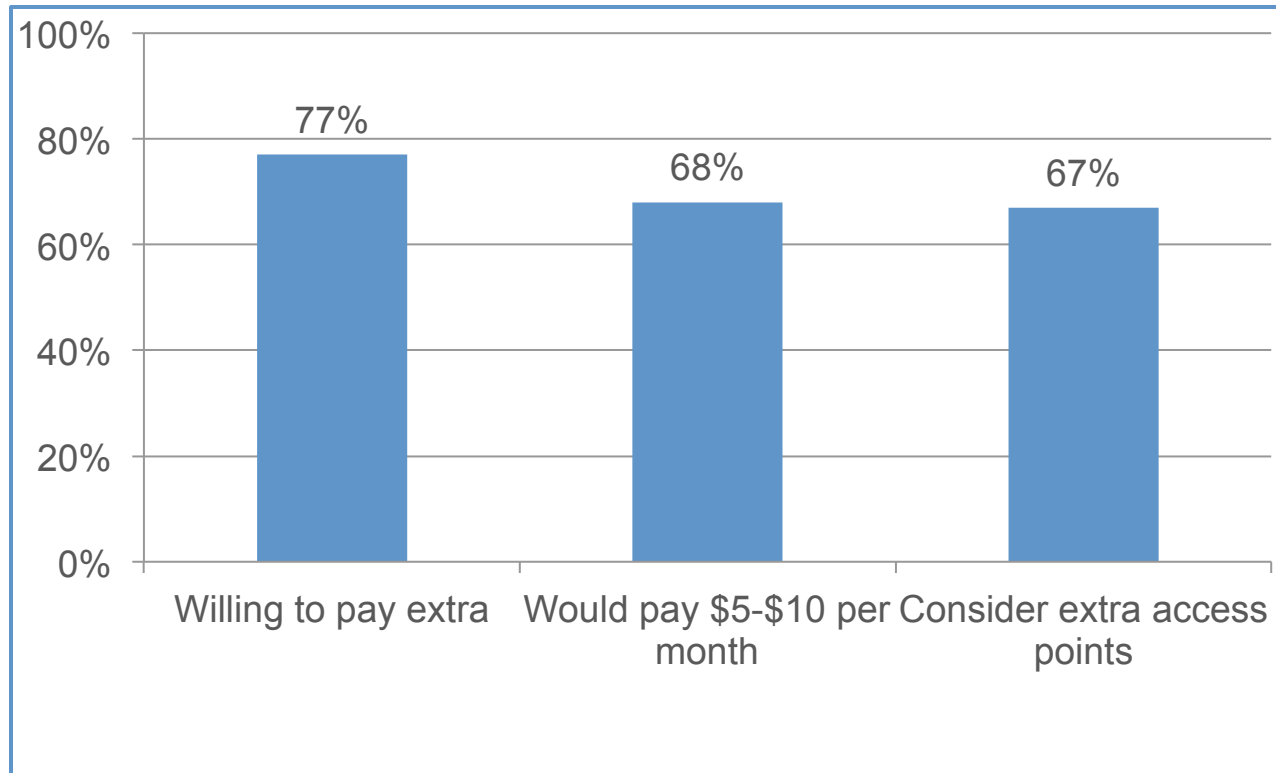
**152
Thousand**

new devices will be connected to the Internet every minute by 2025!



In 2020, the world will have **50 billion connected devices** compared to 15 billion today!

Willing to Pay Extra for Better Wi-Fi



<http://www.prnewswire.com/news-releases/new-airties-survey-finds-nearly-80-of-consumers-would-prefer-in-home-wi-fi-gear-be-provided-by-their-internet-service-providers-300411355.html>

How Do You “Win”?

- Define WiFi support program
- Hardware solutions
- Premium support subscription (device support)
- Hybrid model through partnerships

Build Your World Class Wi-Fi Support Program



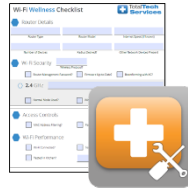
- Tools
- Certified technicians
- 24/7/365 coverage
- Expansive scope of support to assist with customer education and first call resolution
- Robust and dynamic knowledge base
- Ongoing process improvement: skills, tools, knowledge base
- Exceptional inspection
- Scaled for future growth and capabilities

Build Your World Class Wi-Fi Support

Program People



Process



Tools



**Wi-Fi Support
Certifications**

**Robust Knowledge
Base**

Wi-Fi App

Wi-Fi Training

**25-Point Wi-Fi
Inspection**

Remote Access Tool

Calling Card

Wi-Fi Support Queue

Results of Hybrid Solutions

Advantage	Description
Customer Experience	Provide seamless solution for <u>ALL</u> subscribers
Time to Market	Ability to provide solution quickly
\$\$\$	Lower support costs/increased profitability
Future Capabilities	Set stage for 12+ connected devices by 2020
Customer Support	Reduce customer frustration with additional options
Improved Business Metrics	Margins, ARPU, FCR, and fewer calls/truck rolls
Customer Marketing	Additional contact points for upsell opportunities
Customer Retention	Higher service level and improved CSAT/NPS scores

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Thank you!

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