



Elevating Customer Satisfaction in the Cable Provider Market

What to Look for in a Third-Party Broadband Solutions Partner

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Introduction

In today's connected age, businesses depend on their broadband service to keep their staff connected and productive. Nothing is more frustrating than a "failure to connect" message. Cable operators continue to struggle to maintain customer satisfaction, as is evidenced by the latest ACSI Telecommunications Report.

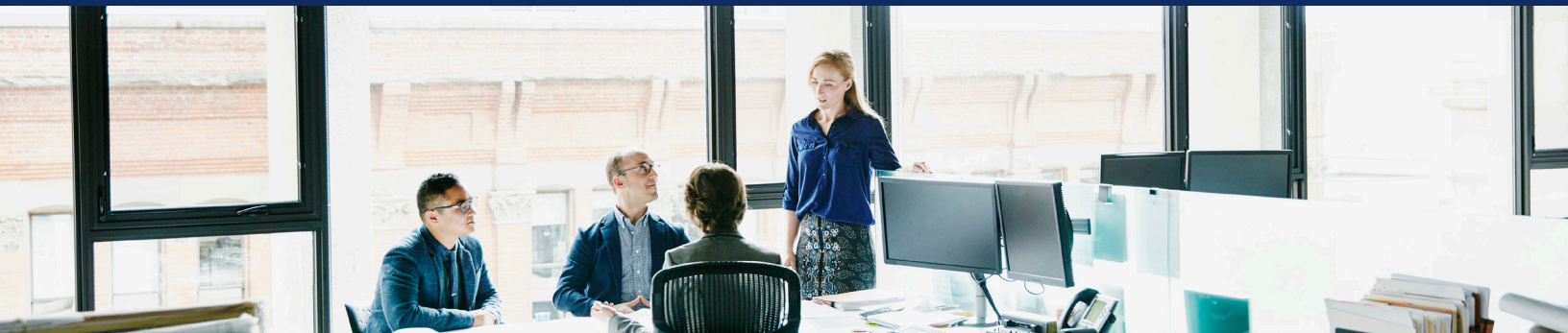
The average customer satisfaction rating for **Internet Service Providers (ISPs)** remains low at **62%*i***.

Some of the areas causing dissatisfaction include service interruptions, reliability, downtime and consistency of speed and service.

The good news is that the right repair solution can fix many sources of customer dissatisfaction.

Customers expect high-quality, always-on, reliable broadband. In response, cable operators are turning to expert broadband equipment repair partners who offer comprehensive services, including expert repairs, preventative maintenance and complete visibility into repair processes.

While technical failure is an inevitable part of cable services operation, it doesn't have to impact customer satisfaction. The right partner can keep your customers happy and functioning at optimum levels; the challenge is finding the right one. Read on to discover three benchmarks for evaluating partners so you can find a repair strategy that will keep your customers satisfied, even through system failure.



Customer Satisfaction is Your Biggest Opportunity

Customers want reliable cable services, but when they experience intermittent or slow service, or when their connection goes down, satisfaction levels drop. Year over year, customer satisfaction for broadband delivery has remained stagnant. However, with improvements in maintenance processes, you can elevate the customer experience and come out as a clear leader in satisfaction and service delivery.

Areas of Impact Concerning Customer Satisfactionⁱ

	2018	2019
Reliability of mobile apps (downtime, crashes, lag)	Not measured	77%
Internet service reliability	69%	69%
Quality of service	70%	69%
Minimization of service outages	68%	68%
Overall customer satisfaction with their ISP	62%	62%



The Three Pillars of Broadband Equipment Repair Services

Your network is complex. In today's multi-vendor IT environment, it's essential to find partners who can help you stand apart by offering the right services at the right time.

Often, cable providers lean on several different vendors for repair services, posing risks to quality, timeliness and budget. However, with a highly efficient, proactive and comprehensive partner at your side, your repair solution can solve problems beyond the technical to help you deliver both trust and assurance to every customer.

● When it comes to finding your broadband equipment repair and services partner, you'll want to start with the three pillars of partner quality. Your partner should be:



Authorized

With certifications and demonstrated operational excellence



Experienced

Offering broad technical expertise and services



Transparent

Providing comprehensive visibility into the repair process

When you find a partner that stands atop each of these three foundational pillars, you'll elevate your service levels. The resulting improvements in the speed, reliability and quality of repairs can have a direct, positive influence on customer satisfaction.



Pillar 1: Authorized

You care about your customers' experiences with your service, and you want them to trust that you have their best interest in mind. A mature vendor with an established presence in your areas of operation will be best able to respond quickly to your customers' needs. Additionally, a partner who operates from a foundation of honed processes can assist you with your current repairs while helping you apply industry standards and best practices that will facilitate continual improvements.

Questions to Consider Before Signing a Contract:

Warranty Return Rates

How dependable are the parts that the provider installs and maintains?

Look for vendors who can demonstrate low return percentages so that you'll know your equipment will be up and running right the first time.

Certifications

Are the vendor's technicians trained and certified to install and repair the components your customers depend upon for service?

Understand what original equipment manufacturer (OEM) and industry certifications are available and ask prospective partners what their continuing professional training entails.

Industry Standards

Does the vendor employ – or have they created – industry best practices?

From QR codes to ISO standards to best practices for repair tracking and root cause analysis, vendors that employ industry standards reduce the risk of error from end to end.

Scalability and Availability

Does your service provider operate in your service areas? How quickly can they scale their workforce to respond to an outage?

The service provider that has the parts, equipment and staff you need – where and when you need them – will respond faster, thus improving customer satisfaction.

Customization

Can the provider meet your specific needs today? Are they dedicated to innovating alongside you so that you can continually improve your service offerings in the future?

Your customers depend on you to stay ahead of broadband technology, and that means more than break-fix when it comes to repair services. Find a provider that can help you operate what you have while also supporting your long-term strategy.

Environmental Commitment

Are the provider's practices eco-friendly?

From supply chain optimization and eco-friendly shipping to smart end-of-life asset disposition, your vendor should be committed to leaving a minimal impact on our environment.



Pillar 2: Experienced

In industry studies, one of the top considerations for reviewing cable operators is customer satisfaction. Year after year, studies from industry leaders, including J.D. Power and Associatesⁱⁱ, PC Magazineⁱⁱⁱ and the American Customer Satisfaction Indexⁱ all weigh a provider's ability to deliver consistent internet speeds, reliable service and excellent support as top indicators of provider excellence. These are all facets of broadband service that can be greatly improved with the right repair strategy.

Your ability to support a wide variety of customers depends on a repair strategy that includes deep and broad technical expertise. You'll want to find a partner that employs experienced engineers and technicians who can think quickly and solve problems in the field. By ensuring that your repair teams provide excellent customer service, you'll build a foundation of trust and your customers will know they can count on your company to keep them connected.



Skilled

Ask your prospective vendor if they have the capabilities and resources to repair:

- In- and out-of-warranty technologies down to the board level
- Advanced computing solutions, including networking, storage and IO systems
- Edge devices
- Any other technology you and your customers rely upon for day-to-day operations



Proven

See what the market has to say about your prospective partner by checking:

- Industry reports such as Gartner or Forrester
- Online reviews
- Vendor social media sites



Adaptable

Keep your legacy systems and future direction in mind, and ask your prospective vendor how their technicians and engineers would handle:

- Installing, testing and repairing a variety of equipment
- Troubleshooting in heterogeneous environments to solve problems quickly



Pillar 3: Transparent

Repair services drive greater satisfaction when they solve the problem quickly while minimizing surprises. Your customer wants to see exactly what's happening and know that their problems are being addressed as efficiently as possible. You can provide customers with greater peace of mind by working with a partner that offers real-time progress monitoring of systems-in-repair before, during and after each incident or service call.



Before

From the moment a support call comes through, your customer is experiencing a loss or degradation of service – and that means they're not happy. By working with a partner that provides full visibility into the triage, diagnosis, recommendations and procurement processes, you reassure your customer that you're working expeditiously, and with their best interests in mind.

During

A lot happens during a support call, and much of it involves highly technical work that your customers may or may not understand. With access to 24/7 repair monitoring and tracking, your customers can follow along and see exactly how close they are to problem resolution.

This comprehensive tracking provides your customers with trust and reassurance that the job is getting done, and it allows them to share valuable information with their teams so that no one is left wondering.

After

Once the job is complete, your partner should provide you with comprehensive root cause analysis and a report of any plans or recommendations for proactive maintenance. With end-to-end visibility across each incident and repair, you can make informed decisions for proactive maintenance that continually improves the customer experience and drives even greater satisfaction.

Comparison: Single-Vendor Versus Multi-Vendor Strategy

With the proliferation and diversity of technology used in today's enterprise setting, you may find yourself surrounded by support contracts for each independent system. However, your customers see your offering as a single solution, and they don't want to experience the impact of issues that span multiple systems. You may appreciate the depth of knowledge each vendor maintains regarding the solutions they support, but when problems involve multiple connected systems, you might find that a single vendor who can work in heterogeneous environments can accelerate time to resolution and provide a much more comprehensive root cause analysis.

When multiple, connected systems go down at once, can your chosen strategy provide:	Multi-Vendor Strategy	Single Vendor Strategy
Depth of expertise into a single technology	Yes	Yes
A breadth of expertise across all affected technologies	Maybe	Yes
Speed of response across all impacted systems	Maybe	Yes
Quality of response across all impacted systems	Maybe	Yes
Out-of-warranty support	Maybe	Yes
Consistent service regardless of impacted systems	No	Yes
First-call support for all systems involved	No	Yes
Simplified billing and consolidated support contracts	No	Yes
Comprehensive visibility into ongoing repair services	No	Yes
Complete root cause analysis and proactive maintenance recommendations	No	Yes

With a single vendor providing end-to-end support across the entirety of your broadband offering, you streamline and simplify your support strategy while improving response times and quality. The result is higher customer satisfaction, which leads to improved customer retention and increased revenue for your company.

Increase Customer Satisfaction

At Shyft Global Services, we become part of your team, providing in- or out-of-warranty maintenance and end-of-life support. With our demonstrated operational excellence, broad technical experience and full visibility into the repair process, your end users experience quality services delivered by highly responsive, multi-platform-certified technicians. Our repair services employ industry best practices and we rely on established service methodologies that ensure consistency, speed and quality.

By partnering with Shyft for comprehensive broadband equipment repair services, you can increase customer satisfaction with services built on a foundation of:

100+

OEMs supported

<1%

parts failure rate

9,000+

OEM certifications

60+

countries served

45+

years of consistent, high-quality service

Total lifecycle management from strategy through implementation, support and asset end-of-life





One Shyft is All it Takes

Shyft Global Services is a leading technology lifecycle service provider that partners with companies around the world to shift the way they do business. Powered by a robust global logistics network, team of outsourcing experts and decades of experience, Shyft's end-to-end product and customer lifecycle services enable technology companies to reinvest in growth, transformation and innovation.

Ready to shift your business forward?

To learn more, visit: shyftservices.com

i American Customer Satisfaction Index, "ACSI Telecommunications Report," May 21, 2019 <https://www.theacsi.org/news-and-resources/customer-satisfaction-reports/reports-2019/acsi-telecommunicationsreport-2018-2019/acsi-telecommunications-report-2018-2019-download>

ii <https://www.business.com/categories/internet-service-providers/>

iii <https://www.pcmag.com/news/368507/business-choice-awards-2019-internet-service-providers-isp>