How effective customer service can transform the broadband industry
Meet your presenters

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About Ozmo

Frictionless, omnichannel tech support

- Software company founded in 2016
- Locations in Blacksburg, VA and Austin, TX
- Assisted and self-serve support solutions
- Over 25 million support interactions annually

Learn more at ozmo.com/bbcthanks
Outline

- What’s new with broadband
- The importance of self serve
- Challenges and benefits
- A data-driven approach and key metrics
- Finding the right self serve partner
- Q&A
What’s new with broadband?
Broadband: The present and future of connected communities

84% of U.S. households subscribe to home broadband of any speed.

Source: MoffettNathanson
Pandemic impacts on broadband

FCC Emergency Broadband Benefit Program
- Broadband more accessible to all
- Onboarding customers to your network
- More technical inquiries, more costs

Increasingly complex technology ecosystems
- Changing streaming entertainment habits
- Connected home tech interconnectivity
- New challenges and questions

Remote contact center and customer service teams
- Lack of physical devices for troubleshooting
- No access to digital support tools
- Limited or no truck rolls for in-home support
The importance of self-serve
Defining self serve

**Self-serve support**
A means of enabling individuals to solve issues and answer questions on their own.
POLL QUESTION

How is your organization handling self serve today?
Customer expectations for self support have **shifted**: 

- Require **up-to-date** and **accurate** answers 
- Need **fast** and **convenient** options for support 
  - **90% of customers** expect an **immediate response** when looking for customer service 
- Desire **proactive and predictive** support to address common questions
Challenges and benefits
80% of customers attempt to take care of matters themselves before reaching out to a live representative.
Siloed internal teams responsible for content
- Inconsistent answers across channels
- Answers not available on a customer’s preferred channel
Findability

- Buried deep in multiple clicks on a provider’s website
- No universal search / inaccurate search results
- Wrong device model or app / software version
Consistency

Findability

Experience

Accuracy

- Text-heavy static knowledge base articles
- No interactivity or learning-optimized formats of answers
- Unusable PDF manuals and guides
- Web-first support
  - 79% of millennials are more inclined to buy from brands that have a mobile-responsive customer support portal.
Consistency  Findability  Experience  Accuracy

- Out-of-date before you’ve even hit publish
- Not tailored to specific device, app and software versions
- Answers not optimized around customer outcomes
What is the most challenging aspect of self support at your business?
How does self serve benefit enterprises and end users?

**Eliminate hold time**
Push less complex contact center inquiries to low-cost self serve

**Educate and rewire**
Guided, self-paced answers rewire customers to self serve

**Empower customers**
Give customers the tools they desire to answer their own questions

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**Lower support costs**
Push less complex contact center inquiries to low-cost self serve

**Free up agent time**
Agents will have more time to focus on complex technical questions

**Boost NPS**
Improve customer satisfaction ratings along with retention
A data-driven approach to self-serve
A data-driven approach to content

Capture question → Deliver answer → Validate success/failure → Learn & refine → Capture question

Learn & refine

Validate success/failure

Deliver answer

Capture question
Self-serve metrics

Utilization  Effectiveness  Call deflection  Satisfaction
Customers expect reliable answers to their questions \textit{regardless of channel}. 

Omnichannel expectations
Learning differences

65% Of the general population are visual learners

60K How much faster the brain processes image and video versus text

80% Of what we see is retained versus only 20% of what we read
Defining omnichannel

Omnichannel support

A single source of consistent and up-to-date answers that can be presented in a variety of formats across a variety of channels to meet your customers wherever they are.
Omnichannel self serve: Interactive

Support Platform

Answer Outputs

Text/KB  Interactive  Custom Interface  SEO/Search  Carrier Mobile App  Video

Tutorial categories

- Getting Started
- Settings
- Phone
- Contacts

Search or browse to get started.

Search for a tutorial topic
Omnichannel self serve: Chatbot

What does this look like in practice?

- Meeting customers where they are
- Customers switching channels to answer questions

  - Leads to lost time and frustrations

- Surfacing an internet setup tutorial in chat example
Omnichannel self serve: Video

What does this look like in practice?

- Meeting customers where they are
- Customers switching channels to answer questions
- Leads to lost time and frustrations
- Surfacing an internet setup tutorial in chat example
Finding a self-serve partner
What to look for in a partner

**Trusted accuracy**
Helping customers at a critical point in their journey: when they are in need of support

**Intelligent answers**
Spot trends and provide timely answers to the most popular questions

**Extensibility**
Answers can be used across a variety of channels for less friction
Are your agents promoting self serve?
Ozmo self serve

- **Data-driven answers** strategy powered by continuous learning
- Fully extensible answers for an **omnichannel support experience**
- Customer API for **on-demand consumption** of answers
- Proven call deflection capability for **significant cost savings**
Goal: Seamlessly onboard 140,000 new subscribers entirely through self serve.

Topics included...

- Inserting a SIM card
- Activating my device
- Updating network settings
**Goal:** Enable customers to easily bring their own device to the C Spire network.
POLL QUESTION

Would you like to receive a follow-up from Ozmo?
To access today's slides, watch the recording and learn more about Ozmo's solutions, visit: ozmo.com/bbcthanks

And don’t forget to connect with us on social media.
Helpful resources

Case studies
- Ozmo partners with tier one MNO for VoIP service
- Ozmo provides My Account app support for top operator

Guide
- Self-serve customer onboarding checklist

Whitepapers
- Accelerate the shift to remote tech support
- Implementing a holistic support strategy

Blog post
- The importance of self serve in tech support