

ABOUT **i** POINT BROADBAND



*Point Broadband began in 2017 with a mission to improve lives by deploying 100% fiber networks and best-in-class customer service to under served areas of rural America. Through partnerships with communities and local utility companies, they've helped stoke economic development and allowed small-town businesses and families to enjoy a level of connectivity typically only found in highly populated urban areas.*

The Director of Network and Commercial Operations joined Point Broadband as the company rapidly expanded into over ten markets with 75,000 customers to serve and support. They manage the network operations center with a team of field engineers tasked with installing and repairing services while ensuring customers grasp all the functionality their new broadband Internet services deliver.

THE  CHALLENGE

The Point Broadband team provides residential and business customers access to the Internet; they route Internet traffic, resolve domain names, and maintain infrastructure to support all subscribers. The business operations model is complex. Getting the correct data through the escalation levels and ensuring rapid response to customer issues is a top priority. Reliance on implementation business partners and a third-party billing provider increase internal complexities. These external partners require system access, similar to direct company staff members. The team needed a way to track implementation partner support issues and change requests, and the CEO and CTO depended on real-time metrics to make informed decisions, specifically the average time to repair/resolve issues (ATTR).

*“This is only the first step in our digital transformation. Point Broadband is committed to bringing the Internet to rural markets. With the fastest, most reliable Internet in town we are leveraging technology to help advance our penetration and support for customers across the U.S.”*

— Director of Network and Commercial Operations

ORGANIZATION



INDUSTRY

Telecommunications and Internet (ISM)

SOFTWARE

- ChangeGear ServiceDesk
- ChangeGear
- Self-Service Portal
- CMDB

BENEFITS

- Better visibility into workflow, change processes and resource utilization
- Enhanced reporting and metrics
- Reduced ATTR (average time to repair) from 18 hours to 4 hours in the the first 6 months

## THE SOLUTION

Point Broadband engaged Serviceaide to replace their outdated Network Operations Center with ChangeGear ServiceDesk, Self-Service Portal, and CMDB. The goal was to provide real-time data and collaboration capabilities to improve internal and external workflow, reporting and ultimately to provide better customer experience. With ChangeGear, the Point Broadband team tracks incidents, problems, and change requests, including technical relationships across the entire infrastructure in each community. Project teams can more easily view and track their individual schedules and jobs. Managers have access to reporting and metrics that were previously unavailable.

The Point Broadband team had an accelerated timeline of just 30 days to ‘go live.’ Research and experience with many competitors solidified their decision to choose Serviceaide. Any other choice was either too expensive or the implementation would not meet essential deadlines.

## THE RESULTS

Serviceaide not only met the narrow implementation timeline but has enabled Point Broadband to handle its rapidly expanding customer base in markets across the country. “By automating many of our manual processes, we can quickly ramp up each time we expand into a new market,” they share. “Each customer still receives our personalized service, but it is even better with faster implementation and resolution rates than our competitors.” Business metrics were a top priority for the management team. With Serviceaide, the executives have real-time insights using easy-to-access dashboards. More importantly, automating customer service helped reduce the ATTR from 19 hours to four hours — over 75% reduction. The team balances the need for internal accountability with improving service quality without additional manual effort.

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*— Director of Network and Commercial Operations*

## ABOUT SERVICEAIDE

Serviceaide is a leader in modern service management. Serviceaide’s vision is to transform service management, across ITSM, ESM, and Customer Service. Serving customers around the world, Serviceaide applies breakthroughs in artificial intelligence, machine learning, and natural language processing to deliver better experiences, provide enhanced self-service and empower service owners. Serviceaide transforms service through digital labor conversations, automation, and knowledge.