


# Leveraging CX to Support Revenue Growth

OZMO





## BEFORE WE BEGIN

- Attendees are in listen-only mode
- Use the Control Panel to access additional tools
- Submit questions via the Questions Panel 
- The On-Demand Replay of today's webinar within 24 hrs on the FBA website under Events / Webinars

*\*Employees of member organizations may request a login to access webinar replays and website resources.*



**Daniel Fithian**

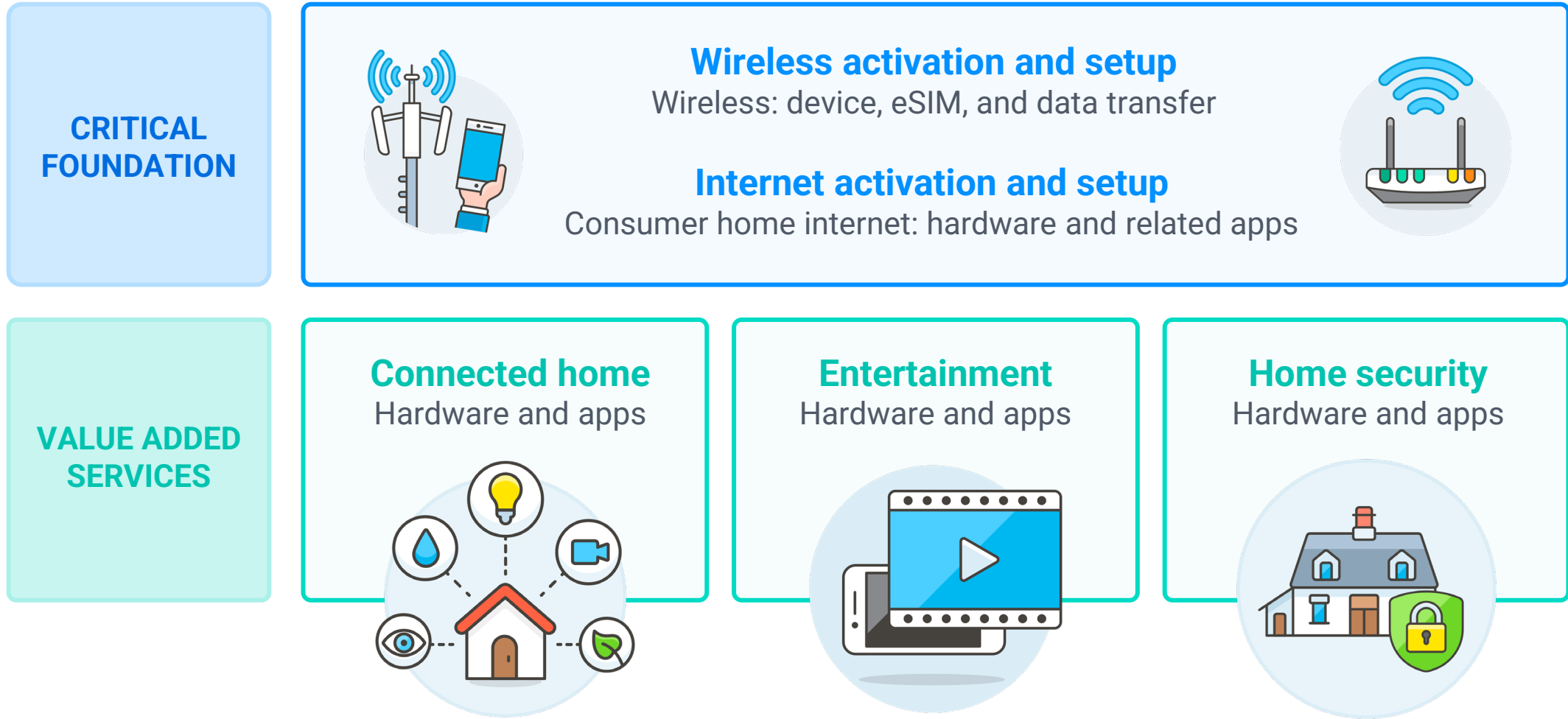
*Senior Account Executive*





# Leveraging CX to Support Revenue Growth

“Customer experience” is a loaded phrase



Increasing pressure on your support teams

As of 2023, the average US household owns more than

**22** connected devices,

up from just 9 in 2017.

Number of internet-enabled devices in use expected by 2030:

**500B**

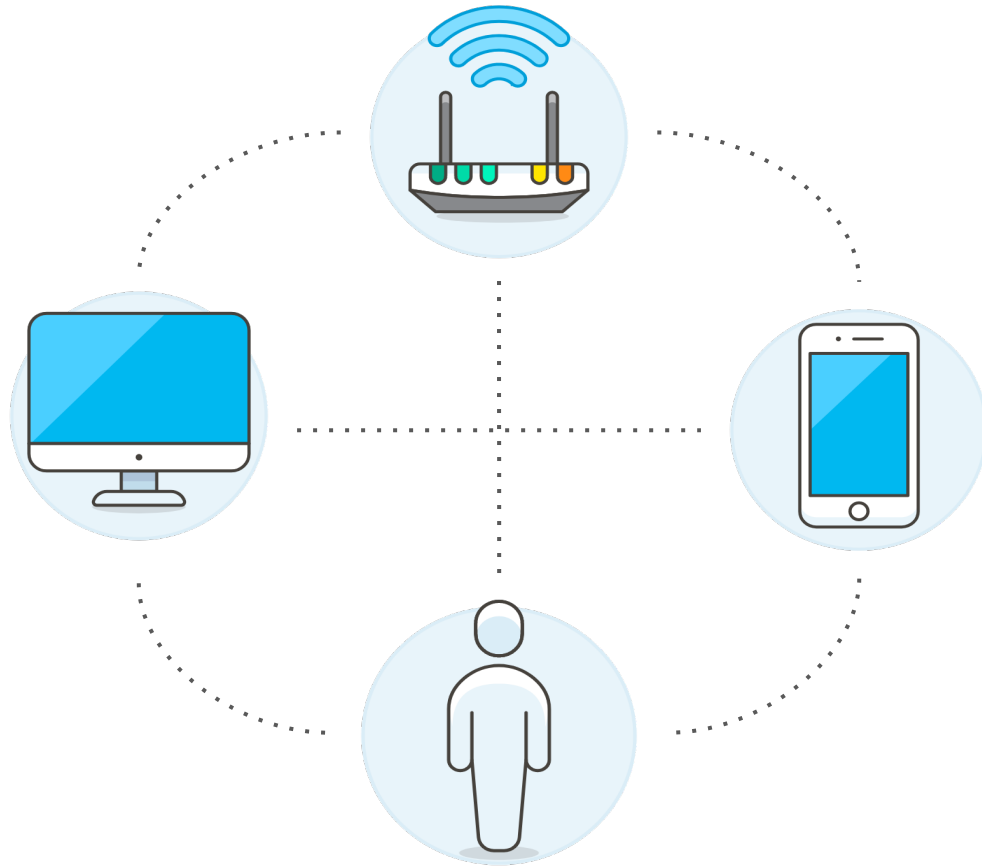


The smartphone (via mobile apps) serves as the **central control hub** for the connected home.

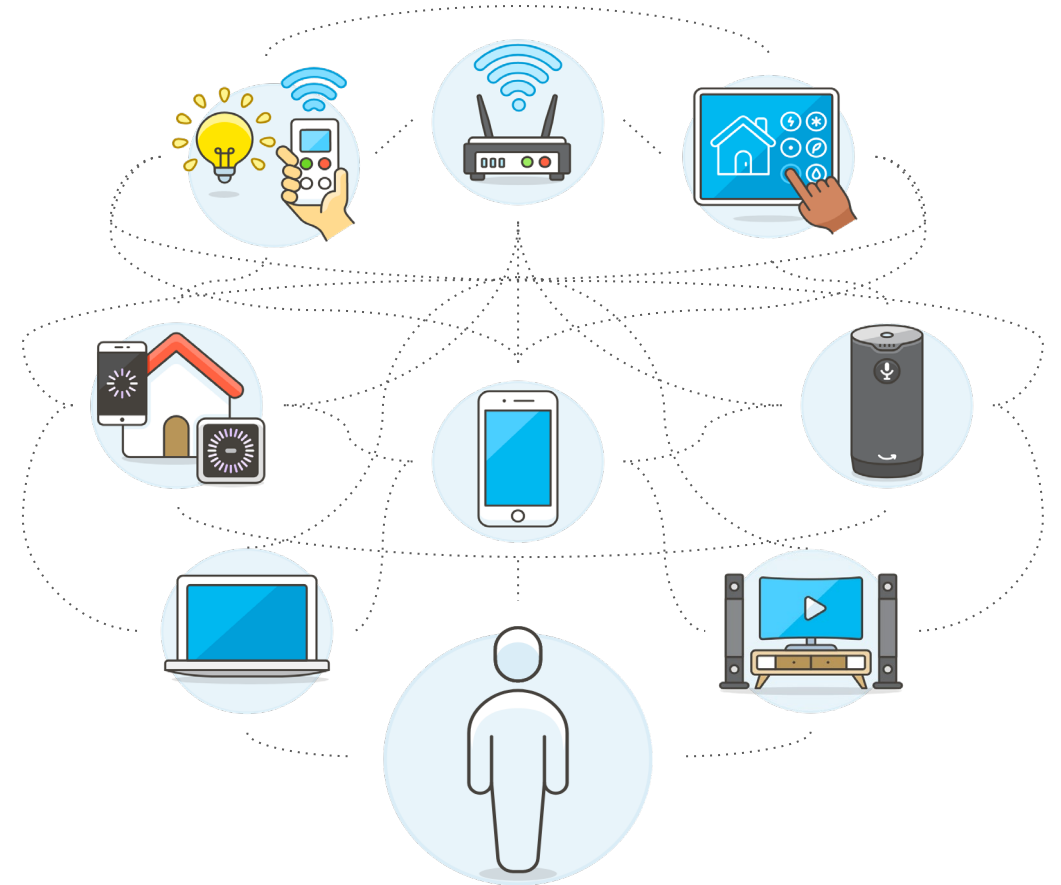


# The evolution of interconnectivity and support

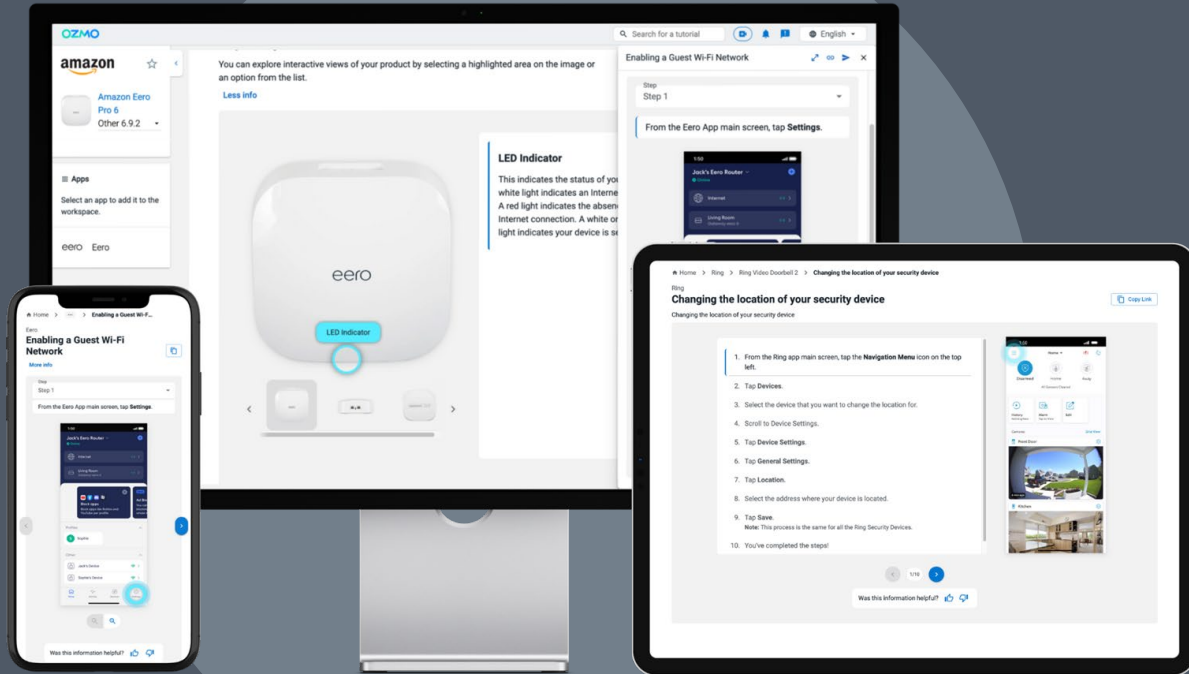
Support expectations years ago



Support expectations today



# About Ozmo



Domain expertise powers our single source of answers



Over 25 million support interactions annually



Over 100K call center agents actively using

verizon<sup>v</sup>

Google

TELUS

AT&T

asurion

ROGERS™

Learn more at [ozmo.com](https://ozmo.com)

OZMO



# Connecting CX and revenue growth



# Support models



Network only, refer elsewhere



Trusted support experts



White glove, premium service

## Monetizing support: Key areas of opportunity



White glove



Service-then-sell



Proactive support

## Leaning into support: Three models



Network only, refer elsewhere

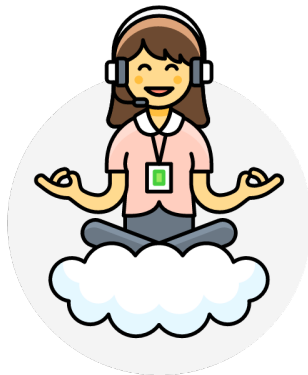


Trusted support experts



White glove, premium service

## Monetizing support: Key areas of opportunity



White glove



Service-then-sell



Proactive support

# Service drives value

Offering a premium support experience

**68%** of consumers

will **pay more** for products and services from a brand known to offer good customer service experiences.



Higher customer retention



Competitive differentiation



Increased positive reviews



# Premium customer care in action



## Cox Complete Care

- 24/7 comprehensive technical support
- Proactive maintenance and enhanced protection
- Customer education and training

# Service-then-sell model

## Building trusted advisors through increased confidence



Agent confidence



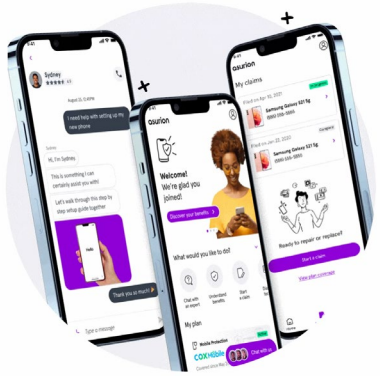
Sales outcomes

- Agents using Ozmo gain confidence in every interaction, becoming trusted advisors to customers.
- This confidence is key to building rapport and trust, leading to improved sales outcomes.

“Those in the top quartile of engagement realize **10% higher customer metrics, 17% higher productivity, 20% higher sales and 21% higher profitability.**”

*Gallup, State of the Global Workplace*

# Evidence from industry leaders



## asurion

**“Service then Sell”**

Ozmo's solution led to an increase in resolution rates as well as higher satisfaction scores.



## ROGERS™

**Bringing support into retail stores**

Ozmo's solution led to a positive impact on CSAT and handle time, creating opportunities for sales growth.

# Proactive support

## Connecting support messages to sales opportunities



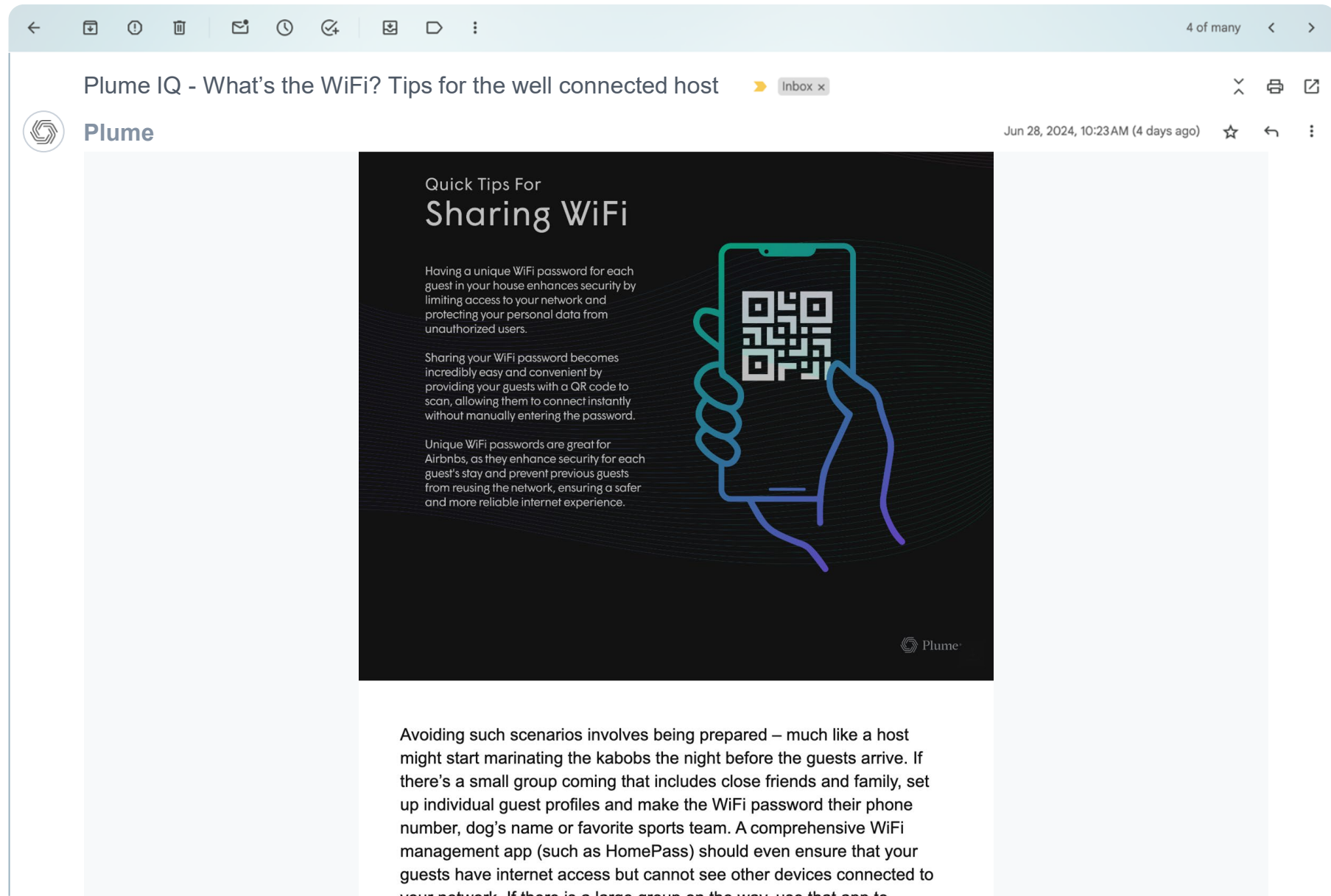
**82%** of enterprise organizations rate their onboarding approach as a **key driver of value**.

- Anticipating customer pain points and needs before they arise
- Preemptive problem-solving & seamless onboarding to new services
- Tailored to specific customer journey points





# Proactive support in action



4 of many

Plume IQ - What's the WiFi? Tips for the well connected host Inbox x


Plume Jun 28, 2024, 10:23 AM (4 days ago)

### Quick Tips For Sharing WiFi

Having a unique WiFi password for each guest in your house enhances security by limiting access to your network and protecting your personal data from unauthorized users.


Sharing your WiFi password becomes incredibly easy and convenient by providing your guests with a QR code to scan, allowing them to connect instantly without manually entering the password.

Unique WiFi passwords are great for Airbnbs, as they enhance security for each guest's stay and prevent previous guests from reusing the network, ensuring a safer and more reliable internet experience.



Plume

Avoiding such scenarios involves being prepared – much like a host might start marinating the kabobs the night before the guests arrive. If there's a small group coming that includes close friends and family, set up individual guest profiles and make the WiFi password their phone number, dog's name or favorite sports team. A comprehensive WiFi management app (such as HomePass) should even ensure that your guests have internet access but cannot see other devices connected to your network. If there is a large group on the way, use that app to



## Leading indicator of sales & churn metrics



### **Net Promoter Score (NPS)**

High NPS scores indicate satisfied customers who are more likely to make repeat purchases and provide positive referrals.



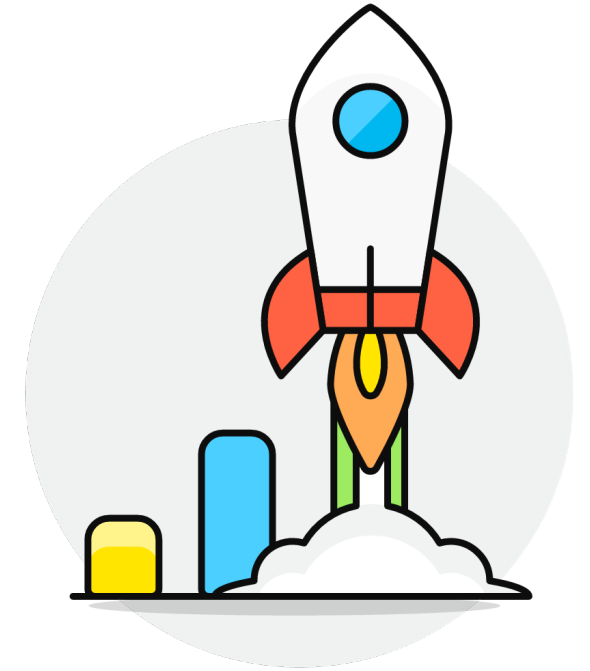
### **Customer Satisfaction (CSAT)**

A high CSAT score reflects happy customers, leading to increased loyalty and sales.

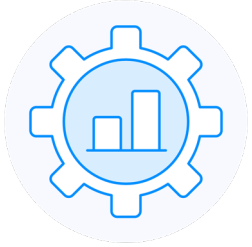


### **Resolution Rate**

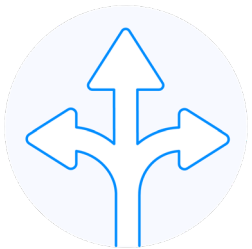
A high resolution rate ensures that customer issues are effectively addressed, laying the groundwork for successful sales interactions.



# What this means for you



Turn necessary costs of support into revenue generation opportunities.



There is opportunity in the challenge.



Carriers who do this better will have better business outcomes.

# Where to start



**Single source of answers**



Support tools optimized for self serve and upsell in digital channels



Robust platform to empower your experts



Proactive education

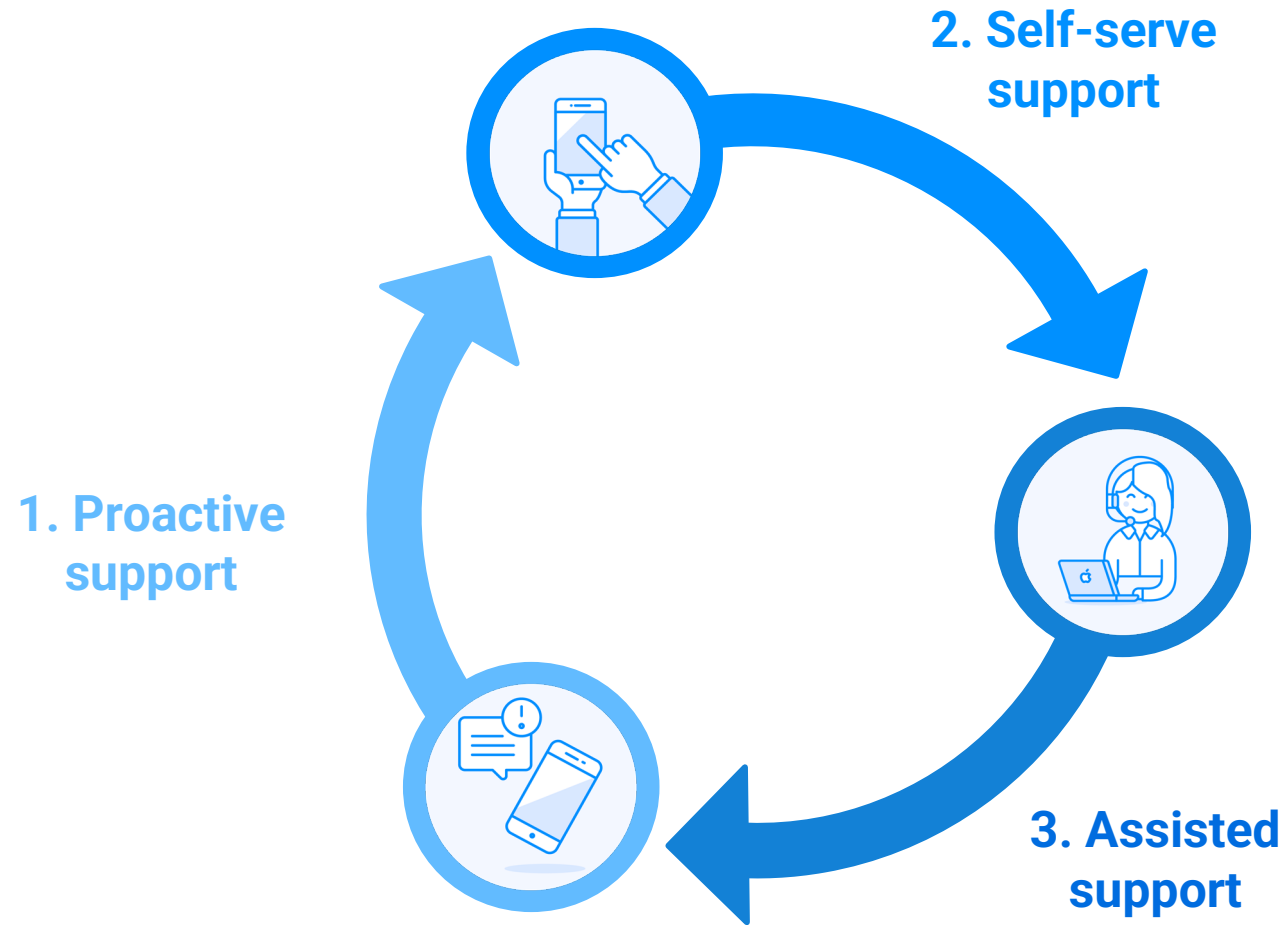


Self-serve troubleshooting



Agent-assisted support

# The ideal support ecosystem: A comprehensive platform



# Cause and effect of the supported customer



Simplify initial setup



Drive adoption, maximize value



Promote loyalty, retention

Onboard value-add services



Provide lifecycle tech support



# Thank you!

What questions do you have?

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Visit **ozmo.com** to learn more.


# QUESTIONS





# Volunteer Now!

We need skilled fiber optic technicians to design, deploy and troubleshoot fiber optic networks. The FBA OpTIC Path Program is our answer to this critical need — but requires volunteers like you to instruct future fiber technicians.



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**WE WANT YOU TO HELP  
TEACH FUTURE FIBER TECHNICIANS**

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Volunteer to teach!



# REGIONAL FIBER CONNECT

OCTOBER 8, 2024

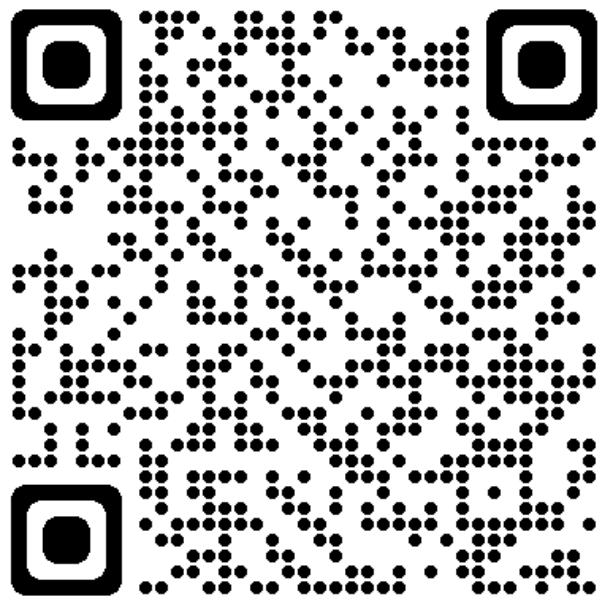
Calgary, Alberta

*Enabling Growth &  
Connecting Canadian Communities*

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