

# Plume's intuitive solution provides a game-changing experience for MCTV customers



## A case study

### EXECUTIVE SUMMARY

**CHALLENGE:** As a company that prides itself on its high-touch customer service, MCTV was concerned about the volume of customer concerns related to poor WiFi signal and equipment issues. MCTV was determined to create a better user experience for customers and also wanted to provide subscribers with a way to independently manage their WiFi.

**SOLUTION:** Plume's Adapt service—part of the HomePass suite—combines cloud-based technology with advanced AI to supply MCTV's base of subscribers with fast, flexible wireless coverage, seamless self-installation, and powerful diagnostic tools.

**OUTCOME:** After adding Plume-powered solutions to its offerings, MCTV has successfully decreased call volume, reduced the time it takes to diagnose wireless issues, increased customer satisfaction, and gained a slew of new customers.

### BACKGROUND

Since 1965, MCTV has served more than 55,000 US homes and businesses in Ohio and West Virginia with advanced broadband products, including high-speed internet, digital TV, and dedicated fiber-optic connections. MCTV is one of the 60 largest cable TV companies in North America but regardless of their size, the company is closely tied to the communities they serve and works hard to deliver on their commitment to same-day troubleshooting and problem resolution.

Since adding Plume-powered solutions, MCTV has seen:

4,800+

New Plume HomePass members since Jan 2020

236%

Increase in subscriber growth rate April to Oct 2020

100%

Success rate of self-install for 1,000 subscribers

“At the end of the day, Plume just works and there are fewer technical support calls coming into our customer care center when compared to our old WiFi solution. It is refreshing to work with a vendor that is able to support us and will be around for the long haul.”

**Dave Hoffer**

COO, MCTV

## THE CHALLENGE

MCTV takes pride in the quality of experience it provides and was not satisfied with the volume of WiFi-related customer concerns it was receiving. The frustrations involved both WiFi-coverage issues and throughput. Determined to improve the customer experience, decrease call volume, and reduce truck rolls, MCTV set out to find a solution.

What they sought would help them service their customers above and beyond, be easy to troubleshoot, and would also provide customers with a way to independently manage their WiFi. Furthermore, MCTV wanted a solution that would work seamlessly with its HFC plant and GPON plant so that it could use the same product across platforms.

Finding a partner who could meet all these needs proved challenging. After thoroughly reviewing options, Plume was the only one up to the task.

## THE SOLUTION

With Plume's help, MCTV was able to launch a premium, add-on option to their Home High-Speed Internet package. MCTV Whole-Home WiFi, Powered by Plume HomePass extends wireless coverage easily and evenly, spreading a strong signal at higher speeds throughout customer homes. HomePass's Adapt service learns, self-optimizes, and intelligently steers the signal from room to room and device to device. The solution also offers AI-powered cyber-security, advanced access controls, and better visibility into network issues.

Instead of setting up technician visits, customers can opt for self-installation. MCTV delivers hardware to their homes and customers can set up their own service in under five minutes through the HomePass app. When the Covid-19 pandemic hit, having Plume already integrated into its system meant that MCTV could support the increased demand for contactless self-install and remote troubleshooting.

MCTV gained access to the full Consumer Experience Management (CEM) Platform, which enables unrivaled visibility into the home network along with Tier 1 and 2&3 Support tools. Once the HomePass service is up and running, Plume's suite of back-end applications assess problems, offer simple solutions to subscribers, and, through similar diagnostic tools, simplify the process of customer support training for MCTV Customer Care Representatives (CCRs).

“Everything about the experience working with Plume has been positive. From backend support for the product to the product itself. We could not be happier with a product that provides ease of use from both a management and usability aspect.”

**Dave Wagner**

Whole-Home WiFi Project Manager

## THE OUTCOME

Since the January 2020 launch of MCTV Whole-Home WiFi, Powered by Plume HomePass, MCTV has acquired more than 4,000 new subscribers. More than 1,000 opted for self-installation with a 100% success rate and did not require any customer support assistance.

Recent data shows a marked increase in MCTV customer satisfaction, reduced customer support calls, and a higher rate of call resolutions by CCRs. MCTV reports that customers find the app easy to navigate and say Plume powered WiFi exceeds their expectations.

Before partnering with Plume, the amount of time it took CCRs to troubleshoot and resolve customer complaints was cumbersome. Now, as a result of Plume’s CEM Platform diagnostic capabilities, the speed with which they are able to resolve customer issues over the phone has dramatically increased. CCRs have tested the service in their own homes and are so satisfied with it themselves that they’re now more likely to sell it.

As a result of its engagement with Plume, MCTV is once again “going the extra mile” by delivering not only more reliable service to customers, but game-changing, smart home experiences designed to improve, personalize, and secure their customers’ home networks.

## MCTV HIGHLIGHTS

60

Among the 60 largest cable TV companies in North America

55

Years of service to the community

January 2020

Began offering Plume HomePass solutions in January 2020

Ohio, USA

Headquarters in Massillon, OH

55,000

Serves more than 55,000 homes and businesses across Ohio and West Virginia