DATA SERVICES

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Are you getting the

broadband service

you deserve?

How many times has poor service left you telling yourself it's time to change your broadband partner? It's something many resellers have experienced, yet the idea of migration and the uncertainty of providing continuity of service for your customers' circuits, makes the idea of moving too daunting.

Choosing not to migrate your broadband estate is understandable but are you just ignoring the problem and burying your head in the sand? Your customers need to know that you can maintain a high-level of service and support and that when there's a fault with their broadband you can still respond quickly and confidently. The last thing you need is to end up stuck in the middle between an angry customer who's losing money and a provider that is constantly overstretching their resources.

But why should you consider migrating your broadband services and subsequently your customers' services to an alternative supplier?

1. Are your customers using the best broadband products available to them?

Broadband customers are demanding faster speeds which allow them to consume new applications and utilise developments which can imporove their effiency and effectiveness.

When was the last time you checked your customers' broadband estate to see which services they're currently using and if a faster, more reliable option is available?

Contact your provider and ask them to run a check on your customer broadband estate. You can then see if the service is meeting the customer's requirements and review the options available to them.

Reviewing your customers' services could be hugely beneficial to both them and you. It demonstrates to the customer that you have their best interests at heart while providing you with potential increased revenue if they choose to upgrade their broadband service.

2. Typically, why would a reseller consider moving their services?

There are three main reasons why resellers would consider moving their broadband services to a new partner:

- Service quality and reliability

- Product support

- Value for money

All three reasons link back to one common

denominator - providing a great service means that your customer is happy, and we all know that a happy customer means a loyal customer.

Broadband is now a utility product for all businesses. It's therefore necessary that you supply your customers with a broadband service that offers great quality as well as reliability. If your current broadband vendor isn't delivering this then your reputation will inevitably be damaged. Sound familiar? Then perhaps it's time to start thinking about changing.

3. How can you save your customers money while also providing them with a better service and faster broadband speeds?

This very much depends on the age of the broadband services you're currently supplying but needless to say there are some great savings to be made and improvements to service quality to be had for you and your customers if you're willing to consider a new vendor and therefore adopt a newer, more resilient service.

4. What do you need to consider when planning, implementing and choosing a new provider?

The annual growth of broadband usage shows no signs of letting up. This is directly linked to customers becoming more demanding, and in turn knowledgable, about their broadband requirements.

Should there be any issues on service, how the issues are supported and competently dealt with is vital to a customer. And with the rise in users taking to social media platforms to complain about poor service it's now more important than ever that resellers are offering a solution they know will hold up to any scrutiny.

It's therefore necessary when choosing a new broadband partner that you consider:

- Reputation: There are many internet sites and searches that will allow you to read feedback about broadband vendors. It's also worth checking with the prospective partners to see if they can provide case studies that relate to your target customer's industry or market size so that you can see like for like examples of other customers who have successfully migrated.

- Migrating at levels you're comfortable with: When liaising with a new provider look to build confidence in their migration process. Early success is achieved with good planning, which provides the confidence to migrate at levels which a reseller can cope with.

- Communications: Broadband is crucially important in the communications industry because, as well as being a stand alone product, it's also often a facilitator for other services. Clear communications between you and your vendor can provide guidance on what to expect. The broadband migration process can be risk-free so long as good communications are developed between the reseller and vendor.

- Support tools: Automate wherever possible. Consider the access system tools which you will be using to order, modify and monitor migrations. How intuitive are they? Is training available for new staff or as a refresher course for existing staff?

5. Consider bundling services

Broadband complements a number of other communications services. This means that your customers can receive both their internet and voice services through the same supplier - you.

Even better, bundled services are more 'sticky' and increase customer retention. If your partner offers a quality bundled service that is reliable and good value for money then why wouldn't you pass on more than one product to your customers?

6. Top tips

- Consider routers and possible replacements during migration.

- Try to schedule the migration for a date that suits both you and your customer.

7. Do's and Don'ts

Don't just choose the cheapest broadband provider. Consider the growing importance of broadband in today's workplace.

Do check the reputations of prospective providers.

Don't ignore the potential savings and faster broadband services available.

Do work with your provider to plan seamless migrations.

Don't overlook your customers' requirements if they want faster speeds, otherwise you may only find out when they're leaving you - be pro-active!

Do get into the habit of quarterly availability checks and ask your provider for ways they can help if you're not sure how to implement these.

Want to find out more about our migration process? Call us now on 0800 069 68 68 or send an email to info@flipconnect.co.uk.

How you can achieve risk-free broadband migrations

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How you can achieve risk-free broadband migration

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