

# Marketing Correlation Feedback

Correlation Feedback Channel. Please put down your name, date, and which office you are working from. These questions are intended to help us collect data for our marketing efforts and then to be discussed in the Monday morning meeting.

Name & Date \*

Mickey 6/12

Office \*



Burely



Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

24M Agreement and the M2M \$15 charge

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

cancellation fee

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

reliability is the biggest way they describe what they need

Are there specific features or services that customers frequently request or inquire about?

routers

Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

free install and free month, for the Easter egg hunt I know a lot of people enjoyed that and im sure would like something like that again

How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

good experiences, only improvement/suggestion I've heard is that if a customer has been completely dissatisfied with their service they shouldn't be charged so much when cancelling

What are the main reasons customers give for discontinuing our service?

main reason is no one following up after they say they will. cancellations I've been dealing with are from affinity customers when I get into their account they are still on affinity equipment and was never offered a service call from us or to put them on our equipment

Do customers often compare our services with competitors? If so, what do they highlight?

they compare us to Sparklight and say they offer for more speeds

What is the typical response time that customers expect, and how satisfied are they with our current response times?

typically a lot expect service in a couple days when its booked out I just explain that there is a reason were booked out but in a nice reassuring way

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

I think we should go through reviews we have received and make sure they are solved, if not then offer them something and get their feedback

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

most common is the cancellation

What are the most common issues or concerns customers call about asides from connectivity?

Cancellation Fee

What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

Rexburg, Sugar City

Any other comments.

How well do you feel you understand our current marketing focus. \*

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If you had to rate how well the current promotions are being received/understood by the customers, please do. \*

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Name & Date \*

Julissa 6/12/24

Office \*

☐ Burely

☒ Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

I don't take calls, but when I call them, it's "Can I get scheduled sooner?"

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

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Are there specific features or services that customers frequently request or inquire about?

Fiber install dates, static IPs

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Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

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How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

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What are the main reasons customers give for discontinuing our service?

Want higher speeds or feel we weren't able to address technical issues.

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Do customers often compare our services with competitors? If so, what do they highlight?

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What is the typical response time that customers expect, and how satisfied are they with our current response times?

They want a tech same or next day for service calls. We can usually get there in 2-3 days.

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

What are the most common issues or concerns customers call about asides from connectivity?

What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

Most satisfied - older people who just use the internet to stream and use social media.

Any other comments.

How well do you feel you understand our current marketing focus. \*

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Name & Date \*

Brittany 6/12/2024

Office \*

☐ Burely

☒ Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

Speed availability

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

It seems they either have a solid installation with no problems or they have a poor install and continue to have service interruptions

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

faster

Are there specific features or services that customers frequently request or inquire about?

I am not sure at this time

Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

No

How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

Getting tech support issues handled in a timely manner

What are the main reasons customers give for discontinuing our service?

price, speed, or poor service

Do customers often compare our services with competitors? If so, what do they highlight?

Lower monthly price

What is the typical response time that customers expect, and how satisfied are they with our current response times?

Same day, depends on the rep who takes the call

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

Not sure at this time

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

Tech support resolution

What are the most common issues or concerns customers call about asides from connectivity?

Price

What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

35 and over

Any other comments.

How well do you feel you understand our current marketing focus. \*

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Name & Date \*

Briar Finch-Nichols 6/12/2024

Office \*

☐ Burely

☒ Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

When will fiber be available

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

I had no idea we have an app I know we have a website... I think most people have questions with setting up their router especially of they get one after the install so the tech didnt set it up for them. People mainly ask about billing and if our system is auto pay and I explain how all of that works on the post phone call and I make sure to answer all their questions

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

Some people ask the difference between wireless and satellite or they ask about fiber and how that is different. A lot of people use the word bandwidth when talking about speed

Are there specific features or services that customers frequently request or inquire about?

Fiber people are constantly asking when fiber will be available at their location. They also often ask about rental routers

Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

They see the signs in their neighborhoods saying we have fiber and to call us.

How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

People have complained that we notify them any time their 12Month agreement renews since many are unaware that the 24 Month agreement renews and wishes they would have gotten an email or something about it. That's the main feedback I get from transfers or cancellations.

What are the main reasons customers give for discontinuing our service?

Moving, they have a different ISP already installed and they claim they have had issues with speed or disconnections with us and just want to cancel and they didnt call us before switching

Do customers often compare our services with competitors? If so, what do they highlight?

Many people say that we are way better than their previous providers sparklight, century link, rise, etc especially if they are in a remote area where we and only a couple other companies are an option for them

What is the typical response time that customers expect, and how satisfied are they with our current response times?

I rarely have a customer complain about our hold times. I would say people are upset if a rep tells them they are going to follow up with them and it takes a few days or if they never get an update at all. whether its for a sprinkler repair tech support etc

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

I was doing a 2x2 with a guy who has been a customer of ours for years and he said he loved our service and that if we ever need someone to do a commercial for us or something he would happily do that. I can't remember his name but it was one of the 2x2's I've done in the past 3 months I think

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

People think we trick them with the auto renewal since they aren't notified when their contract is about to renew. A lot of people have been calling about broken sprinklers or yard damage lately

What are the most common issues or concerns customers call about besides from connectivity?

Sprinkler repairs or yard repairs.

What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

I feel like 40 and above and especially those in remote areas with our service that have a good signal are usually very happy with us because who they had before had many issues

Any other comments.

For the questions below I'm not sure what our current marketing focus is besides our fiber. And I am also not aware of any current promotions going on

How well do you feel you understand our current marketing focus. \*

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Name & Date \*

Irvin Sanchez 06/12/2024

Office \*

☐ Burely

☒ Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

Router issues, varying tech support issues such at tvs not working to how to turn router back on.

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

Usually billing questions and also how to connect to wifi. How to connect printers.

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

Clarification for their devices how to use them and how to setup.

Are there specific features or services that customers frequently request or inquire about?

Managing internal wiring. Setting u their router.

Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

free installs

How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

Usually good and improvements about things they just don't like or don't agree with like a cancellation fee.

What are the main reasons customers give for discontinuing our service?

Moving away.

Do customers often compare our services with competitors? If so, what do they highlight?

Rarely and when they do its about our contract plans vs others who dont have contract plans.

What is the typical response time that customers expect, and how satisfied are they with our current response times?

I think its majority are ok with our policies on this but every now and then their is some people that dont like they have to wait a day for us to get them back up and running.

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

Early on for me in the office some lady called in just to tell us thanks for all we do.

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

no

What are the most common issues or concerns customers call about asides from connectivity?

How to use their devices

What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

Younger adults. 18-30,

Any other comments.

no

How well do you feel you understand our current marketing focus. \*

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Name & Date \*

Jared 6/12/24

Office \*

☐ Burely

☒ Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

I get calls daily from customers concerned about how far out we are scheduling them. I also get calls from people I know stating that they would like suggestions on what routers to buy.

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

The difference between WIFI and Dedicated Internet Access (DIA). We sell DIA not WIFI.

Are there specific features or services that customers frequently request or inquire about?

Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

What are the main reasons customers give for discontinuing our service?

Do customers often compare our services with competitors? If so, what do they highlight?

What is the typical response time that customers expect, and how satisfied are they with our current response times?

2 to 3 days on new install. They don't like the two appointments that it requires for fiber install. I have taken several calls where the customer is wondering why they can't do it all at once and to ask a favor from me to try and get both done on the same day.

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

What are the most common issues or concerns customers call about besides from connectivity?

What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

Any other comments.

How well do you feel you understand our current marketing focus. \*

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Name & Date \*

Rudy 06/12/24

Office \*



Burely



Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

Cancellation processes and fees, the more upset ones it is directly related to the "auto renewal". Late techs/lack of coordination is probably #2 in my eyes.

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

Trouble with the online portal is common but not frequent. It's just not an intuitive portal. It won't show them PDFs for their existing invoices on their account and login is a bit finicky for first time setup or password resets. It is user error most of the time, but there would be ways to make it better.

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

Router vs modem will be a problem until the end of time but we navigate that one pretty well. People will also never stop being confused about municipal fiber, but that is potentially fixable as well. Website schedules don't clearly outline the installation details unless you click the FAQ button. Specific words/phrases I'm drawing a blank on right now, that's just what comes to mind.

Are there specific features or services that customers frequently request or inquire about?

Higher speeds. Everybody wants 100mbps or more. Most cancellations stem from somebody else offering a higher mbps at a comparable rate. We manage to save quite a few of them, but it's hard at times. Network requirements are ever changing. If you have a fairly serious gamer in the home, you aren't happy with 40mbps most of the time.

Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

Free installs always go a long way. Easter egg hunt kicks butt every year.

How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

Overall I would say the message is positive. Frequent suggestions would for sure be the online portal. Technician/appointment correspondence and callbacks are the next things that come to mind. Although trumping that, outage notifications are probably the largest frustration I encounter. I thought about it the other day, and we use to be much more open about outages and people were far more appreciative knowing what was going on.

## What are the main reasons customers give for discontinuing our service?

Higher speeds at a comparable rate.

## Do customers often compare our services with competitors? If so, what do they highlight?

I don't think comparisons actually happen very often. Wireless providers can't even compete with us, we're just better. Century Link is a joke. The big one is SparkLight. "Sparklight I had 200mbps and I always saw it". A lot of it is educating them. I really don't care what speed test shows, but I understand the internet. I can test my fiber right now and I'll maybe see 600, but when we actually use the bandwidth, I've seen it push past 800mbps no problem. This is frequent because people want to "see" what they are paying for and because everyone is wired to use speed test, that becomes law to them. SparkLight's newest modem/router's they include in their packages is also pretty beefy, I looked up the specs. We've had some trouble with new fiber customers where even our Decos don't quite broadcast as strong as what they had before. It's not super frequent but I get really frustrated when people try to say their spark light is working better. It's always fixable, but sometimes it takes time. If we can't isolate it quickly, we will lose them back to spark light and I get incredibly angry when someone wants to use cable instead of fiber. Sometimes it is just the NAT problem too. Sparklight uses dynamic public IPs so people don't have to pay extra for a static to get an acceptable NAT for gaming. Other than these little things with SparkLight vs fiber, I don't see much comparison. I guess StarLink occasionally comes up because people are getting 200-300mbps with them.

## What is the typical response time that customers expect, and how satisfied are they with our current response times?

I rarely hear complaints about response time. I got really high praise from a new ammon fiber customer the other day about how quickly they can reach us. May need to tighten down procedures around callbacks and voicemails. If any complaints come up, it's due to them leaving a voicemail and those not getting called back as quickly as they would like. We're reaching a point of growth, I've even heard of people being frustrated we weren't 24/7 yet. Very interesting since other providers aren't even open as long as we are.

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

The Ammon Fiber customer. I wish I could remember the name. They were so damn impressed at our follow through on their issues. The customer Jared flew out to in Salmon just to get back online. Kathi Hayes would have good things to say about us I bet.

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

I have not noticed any trends, other than the common cancellation complaints. I'll just be blunt, our cancellation policies are terrible. We need to prorate the last bill at 30 days from the day they call in. We need a standard of waiving ETFs for customers past 24 months with valid proof of moving out of state, I've authorized a few of those and received very positive feedback. Genuinely, I think improving and streamlining our cancels would make a world of difference. A customer leaving our network can affect our image just as much as an existing customer. The word of mouth method that's always carried our sales success is going to hurt if our cancellation sucks. We don't want to make it EASY to cancel, we want to make it SMOOTH. Cancelling Century Link, minus not being able to reach them, was my best cancel experience I've ever gone through. Politely offered retention, opened a dialogue with me and tried to convince me, but ultimately made the process easy and pain free. As much as I hate century link, they actually made me consider keeping my backup link at my parents house because the experience was so smooth and the rep was so professional and helpful and human. Very unlike most of the calls I've had with Century Link, but that cancellation call made the world of difference that even I would recommend their fiber to people (if they can't get ours of course). I think this is an untapped area of positive feedback we could be getting. We still have to filter it properly and we have to do it intelligently.

What are the most common issues or concerns customers call about besides from connectivity?

Billing since I haven't mentioned that. Guru just needs fixed. And again, appointment verification and callbacks. We've made a lot of corrections to both verifications and customer callbacks, it's not as bad as it was year ago, but we still have work to do in these areas.

## What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

It's becoming more well known that fiber is the best, and everyone is starting to want it, I think fiber blankets most everyone these days. I don't know if I can pin this to an age group though. I will see, younger couples to middle aged couples with families and kids still in the household, our wireless is starting to lose out. As I mentioned previously, gamers aren't happy at 40mbps. Gamers aren't happy if their wireless link has a tree in the way causing jitter periodically. As we continue to deploy wave and 6ghz I think that's the future of our wireless success in many cases due to increasing bandwidth needs in households. Latency is also going to become more and more relevant and can be hard to get just right on wireless sometimes. That being said, I don't think there's anything we can't fix on our wireless, minus bandwidth limitations of 5ghz or limitations due to location/LOS.

## Any other comments.

Send stuff like this out more often! This really got me thinking about things. We don't have great methods of tracking this kind of data right now so doing these once every couple weeks, people are going to have things fresh on their minds. Additionally, we REALLY need feedback surveys going out to customers like we did through Apollo. Those were one of the best things we ever did for the customer service side of things, and I miss them. It helped us catch areas to train reps on, helped us prevent cancels, and helped us improve processes we maybe didn't even know were a problem. I'll keep a keen eye on these things now that it's top of mind, and I would like to be able to better answer these questions the next time it comes around. Most of what I thought of today are just generic things, and being here as long as I've been here I feel I get blinders sometimes and I'm sure the reps have a much better idea of what we are seeing frequently.

## How well do you feel you understand our current marketing focus. \*

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Name & Date \*

Munoz

Office \*



Burely



Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

Router issues

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

our online portal

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

on the wireless is just speeds

Are there specific features or services that customers frequently request or inquire about?

ACH payment. rudy said its only for business but i have people want to put there account on ach because how cards get lost or expire

Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

easter egg hunt was fun people in burley had fun with that.

How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

customers usually say good customer service and never really have negative feedback unless the customer is just negative

What are the main reasons customers give for discontinuing our service?

I have alot of people wanting to try star link. but then i have had people hate it and come back due to it being down when the weather goes down. or if they got fiber with a different company and they are on our wireless



Do customers often compare our services with competitors? If so, what do they highlight?

sparklight. until i tell them the have to pay 30 extra for unlimited

What is the typical response time that customers expect, and how satisfied are they with our current response times?

when we call voicemails back they always thank us for the call back

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

Great customer service. we got them installed the same day they called in because they worked from home so we were able to make it happen for them

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

no not that I can think of

What are the most common issues or concerns customers call about asides from connectivity?

their router

What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

work from home customers

Any other comments.

How well do you feel you understand our current marketing focus. \*

1	2	3	4	5	6	7	8	9	10
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If you had to rate how well the current promotions are being received/understood by the customers, please do. \*

1	2	3	4	5	6	7	8	9	10
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# Marketing Correlation Feedback

Correlation Feedback Channel. Please put down your name, date, and which office you are working from. These questions are intended to help us collect data for our marketing efforts and then to be discussed in the Monday morning meeting.

Name & Date \*

Xochitl 6/12/24

Office \*



Burely



Idaho Falls

What are the most common issues or concerns customers call about asides from connectivity?

Their bill, when fiber is available, fiber crew damaging sprinklers, phone number ports, outage reporting

What are some of the most frequently asked questions immediately following a new customer's activation for their account and service. And are there any recurring technical problems that customers face especially during setup? Whether that be on our app, our website, with the hardware, or with getting help.

Most common asked question is when the technician would be by. Technical problems during set up is actually something I haven't really encountered before. Usually its DURING their installation when we are trying to get equipment set up with a good signal.

Are there particular words or phrases customers use frequently when describing their needs or our services? Are there particular words, acronyms, phrases, concepts that customers struggle to understand or often ask for clarification on?

Modem vs router and wireless vs fiber

Are there specific features or services that customers frequently request or inquire about?

latency packet loss

Are there specific marketing promotions or campaigns that customers mention or respond positively to in the past?

Easter egg hunt. Promotions that weren't positive: the 'get signed up today' signs misleading that fiber optic is available NOW

How do customers typically describe their overall experience with our service? And are there any suggestions or improvements customers frequently recommend?

Most common thing I heard during two by twos is that "there have been some times we went offline but other than that no complaints" (in references to notable outages).

What are the main reasons customers give for discontinuing our service?

A combination of cost + higher speeds, and not having called in when they were having issues with their service or were unable to reach someone when they did call.

Do customers often compare our services with competitors? If so, what do they highlight?

I only heard them compare us when they are happy with us and had frustrations with other providers.

What is the typical response time that customers expect, and how satisfied are they with our current response times?

Unsure

What customer experiences or stories could be highlighted in our marketing campaigns? Please keep an ear out for these stories as they are an easy way to create content and a positive image of our brand.

Patricia Burrell in Pocatello, ATS MDU

Are there any patterns or trends in customer complaints or feedback that you have noticed recently?

Sprinkler damage from everyone turning on their sprinklers because it's getting warm and realizing we damaged them. Outage complaints where we didn't update them and they have to call in.

What are the most common issues or concerns customers call about besides from connectivity?

When techs are available to service their issues, schedule availability

What types of customers (e.g., age, occupation, location) seem most satisfied/interested in our services?

Work from home and new families in Burley

Any other comments.

I strongly recommend posting updates for outages on Facebook and even when theres no progress to report please keep our customers informed because we've received calls of customers saying even if its not fixed we still want updates and acknowledgements. My personal issue with account closures is that the customers aren't being explained they signed a contract with an auto renewal clause and that we bill for retrieving the equipment also. I would highly suggest we change our automated voice message to explain to customers to have their passcode ready or the last 4 of the card on file for billing for faster access to the account. My record on waiting for a customer to confirm a passcode/last 4 of the card is 14 minutes. Burley is a small town and we need to build more marketing over here because word of mouth spreads and the Kiosk accounts we took over were installed below standards and Burley customers dont call in they just bring in their kiosk equipment and want their accounts closed out.

How well do you feel you understand our current marketing focus. \*

1	2	3	4	5	6	7	8	9	10
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