

How OBOS OpenNet transformed the wifi experience for their customers, technicians, and support

The Challenge

As broadband customers have gotten access to ever higher subscription speeds, consumer expectations for their internet connections have also increased. The wireless technology delivered by most internet service providers up until recently has however often failed to meet these expectations, and wifi has become a bottleneck for the at-home internet experience.

One of the ISPs feeling this crunch was Norwegian service provider OBOS OpenNet, who delivers fiber connections exclusively to Norwegian housing associations and condominiums. They had a terrific broadband offering, but their customers were struggling to see that they got their money's worth when wifi couldn't keep up, was often unstable and / or failed to provide coverage throughout the home. Wifi made up a significant share of their customer support cases. So OBOS OpenNet knew they needed to *do something*, and went looking for a new wifi solution that would meet or exceed their criteria.

The Criteria

OBOS OpenNet knew they wanted to:

- Provide a faster and more stable wifi experience for their customers.
- Offer ease of installation for customers while also accommodating a large share of professional installations.
- Reduce strain on their customer support and technical teams.

Recent numbers suggest that about 100 000 Norwegians are “not digital”, and an additional concern for OBOS OpenNet was making sure customers who did not have a technical skill set or interest would also be able to access and use their chosen solution.

The Solution

In 2021, OBOS OpenNet became aware that eero for Service Providers was launching in the Nordics through distributor Eye Networks. This solution combines high-end, desirable consumer hardware with professional tools for the ISP. Testing the solution, OBOS OpenNet determined that this was the foundation they wanted for their wifi offering.

- Setup is guided and simple for the end user with a mobile app.
- The app also has special features for professional installations—the technician can set up the network first and then transfer it to the customer with the click of a button.
- All customer eero devices and apps are automatically associated with the ISP's dedicated eero Insight backend for support and administration purposes.
- If a customer needs assistance with wifi from family members, they can be added as additional administrators through the app.

OBOS OpenNet launched their new wifi service in spring 2022 and quickly started seeing results.

The Results

OBOS OpenNet reports that:

- Installations are smoother and faster than ever. The “Transfer Network” field technician / eero Insight feature has been a massive time saver as many wifi networks can be set up quickly and transferred to customer when available, instead of having to wait for or locate the right person on site for each network.
- Wifi complaints have decreased dramatically and now make up a much smaller portion of customer interactions—see next page!
- Service agents using eero Insight are raving about the efficiency and convenience in assisting customers.

Before eero

“

I'm paying for 1 Gig, but a speed test shows only 600 Mbps

“

The coverage is bad, and I am standing in front of the router

“

The speed is bad in the bathroom

Wifi share of

Phone support:

Email:

Chat:

House calls:

Was

Phone:	45%
Email:	43%
Chat:	20%
House calls:	35%



With eero

“

eero has cracked the code on how to deliver an advanced mesh solution to customers who do not want to learn networks in order to have working wifi at home.

“

With eero, both customer and service provider save money in the form of greatly reduced support enquiries. With the interface of eero, the customer supervisor can see the problem without the customer having to try to explain what is happening. **This is the future.**

OBOS eero solution reviewed by Sume Consulting



-66.7%

-69.8%

-85%

-88.6%

Is

15%

13%

3%

4%

