Avoiding the commodity trap:

The intersection of eCommerce and BSS/OSS in an ISP's market launch playbook.

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Legacy solutions are too rigid and there is **no solution for regionally concentrated ISPs** deploying a mix of FWA & Fiber.

Rural telecom is growing at a rapid pace and must use a lot of tools with **limited resources.**

No solution for Regionally concentrated ISPs that solves end-to-end business needs. Enterprise systems are **too costly**.

ISPs are left managing a complex tech stack with **multiple products** that do not communicate.

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BSS & OSS SYSTEMS
3 TYPES OF
PLATFORMS

t & future

- Invested in the right architecture
- Developing the platform with market intent
- Develop the right ecosystem partners
- Tireless becoming more referenceable everyday

The New entrant

- No Published API
- No Support hotline or support hours
- Few customers, lack of long-term viability

The legacy solution

- Antiquated architecture
- Local hosting, mainframes
- No added reinvestment in the roadmap
- Scaling back on staffing and support

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BSS/OSS Systems

A history of What's gone wrong with Sign-up pages & BSS/OSS platforms

Leads routed to 'no man's land

Leads get routed to a 'catch all' inbox
No mechanism to track engagement with the prospect
No way to model COA or popularity of certain offerings

Flying blind with no actionable data

No possible way to track the Digital campaign source (FB Pixel tracking)
No way to tie customer enrollment to local pop-up events
No way to report on cart abandonment trends
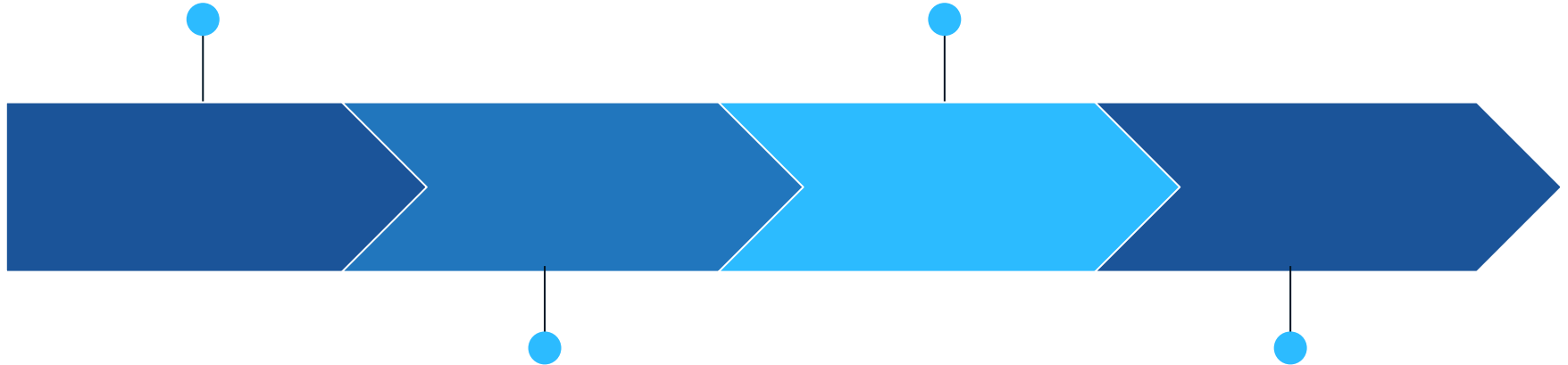
No lead routing logic

Leads traditionally not routed to specific sales queues
No way to tie prospects to your plant & infrastructure
Sign up info comes in as a paragraph of plain text

No ML/AI modeling

AI Models learn more about your customers everyday
No way to disseminate data and use it to your advantage

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Why the right digital experience matters

16%
Of Digital Households plan on decreasing their spend on broadband services.

75% of Gen-Z customers prefer self-service.

Avg CAC has risen to $135.00

AVG Cart Abandonment of 70%.

Bounce rates range from 25-40%.

Most operators can't monitor the effectiveness of specific campaigns.

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The Static Webform paradigm

Many operators are relying on the wrong digital tools '

Templated shopping carts
Lack of digital differentiation
No cart abandonment mitigation

Static webforms
Submissions come in as plain text
Client's first experience may be their last

CRM Landing Pages
Appropriate for events, popups
Not a substitute for a digital experience

Legacy ISP Sign-up Sites
UI/UX Precedes web 1.0
Not built for today's consumer

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The Market Personalization opportunity

Identifying E-Commerce innovations for multi-tenant ISPs

Customize branding

Optimal for ISPs with several entities & divisions

Customize the E-Commerce 'webskin' based on each company entity.

Standardization by localization.

Route orders to local techs

Automate work order assignments to local teams.

Customize drop install workflows by market & climate.

Route assignments to the right local technician.

Product multi-tenancy

Customize offerings by entity

Map products to specific company entities.

Avoid painting different markets with the same brush.

DataCenter
TAGLINE GOES HERE

CONNECT
SLOGAN HERE

Connect
standard dummy text

DataCenter
TAGLINE GOES HERE

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Use cases for mixed Network topologies

WISPS

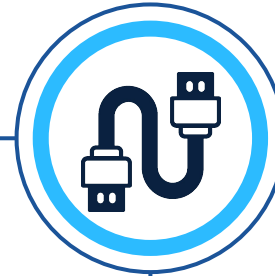Load all your Wireless propagation mapping to customize product offerings by market.

Personalize offerings based on LTE & FWA networks, frequencies & deployed technology

FIBER

Load all your GIS mapping & addressing data to customize product offerings by market.

Personalize offerings based on Active Ethernet, XGS-Pon & competitive local dynamics.

CABLE

Load all your HFC plant & addressing data to delineate between G.HN, Docsis and VDSL.

Personalize offerings based on available infrastructure & network capacity

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Today's Revenue Opportunity

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Today's biggest revenue opportunity for ISP's is being squandered

» Most of of a customer's **lifetime value** is determined by what they purchase at the beginning of the subscriber relationship

- What is initially offered and said directly impacts whether customers purchase

- ARPU is set (from a relatively wide range) during this initial sale

» Customers want to buy **when** they want to buy and **how** they want to buy

- Some want to speak to a person, and some don't

- By not offering a great ecommerce experience, ISPs are leaving money on the table

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For customers, sales   can look like this...

Unlimited data included

FAST
400 MBPS

Our Fast speed is great for online gaming

$XX/mo

Unlimited data included

SUPERFAST
800 MBPS

Our Superfast speed is really great for online gaming

$YY/mo

Unlimited data included

GIGABIT
1000 MBPS

Our Gig speed is really REALLY great for online gaming

$ZZ/mo

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most often like this

The 'paradox of choice' or full menu of options approach

Internet Options: *

○ **Gigabit Internet (1,000mbps Down X 1,000mbps Up) - $XX.XX*** `Most Popular`
   Lock your price for life at initial signup! Regular price $99.95/mo

○ 300 Megabit (300mbps Down X 300mbps Up) - $XX.XX

○ 200 Megabit (200mbps Down X 200mbps Up) - $XX.XX

○ 100 Megabit (100mbps Down X 100mbps Up) - $XX.XX

Which phone package would you like? *

○ Basic Phone Service - $XX.XX
   Digital Phone Line, $0.08/min Long Distance

○ Enhanced Phone Service - $XX.XX
   Digital Phone Line, Unlimited Long Distance, Caller ID, Voicemail, 3 Way Calling, Call Waiting

Please choose your TV package:
View Channel Details for each Package *

○ Fiber Basic TV - $XX.XX+ *Fees & Taxes*

○ YouTube TV - $XX.XX `Best Value`
   - Service provided directly from Google

○ Fiber Deluxe TV - $ZZZ.XX+ *Fees & Taxes*

   * Fees include a $XX/mo "Regional Network Fee" and a 5% Municipal Franchise Tax.

How many TVs would you like set up in your home? *

[1 TV - $0.00 ▾]

☐ Upgrade my equipment to receive (HD) - $XX.XX

☐ Would you like to be able to record TV? - $XX.XX

How many premium channels would you like?
Starz/Encore, Showtime, HBO, Cinemax *

[No Premium Channels ▾]

Protection Plan-$x.xx/month   Contractual Agreement for a year
This is like an insurance policy for your inside wiring and equipment.

○ I'd like to have the   Protection Plan!
○ No thank you

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or worst case

The intent form or 'we'll call you back' approach

Please provide your contact information and we will contact you to discuss your service request or service inquiry.

Service Location

12 HAPPY PLACE LN, CITY VIEW, NJ 22301   Change

* First Name

* Last Name

* Email

* What number would you like us to contact you at?

___-___-____

* Comments

Submit

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what would you do?

would you make the same offer and say the same things
if you knew, at the start of a sales engagement, that a prospect:

>> owned a multi-million dollar home with 8+ rooms?

>> was a family of five w/ teenage kids who game?

>> worked from home on a fixed-income, but needed the best video conferencing they could get?

>> lived in a neighborhood where >70% of the homes had bought 750mbps or higher?

>> could save $200 a year if they bought 1 gig service from you, but would save $120 a year if they bought 500mbps service from a competitor?

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How actifai works

01

Actifai gathers over 1500 data points about a caller or website visitor at the start of a sales interaction

real-time customer data

demographic

Family size, length of residency, education level, estimated income, employment

household

Info on customers' homes, neighborhood, and community
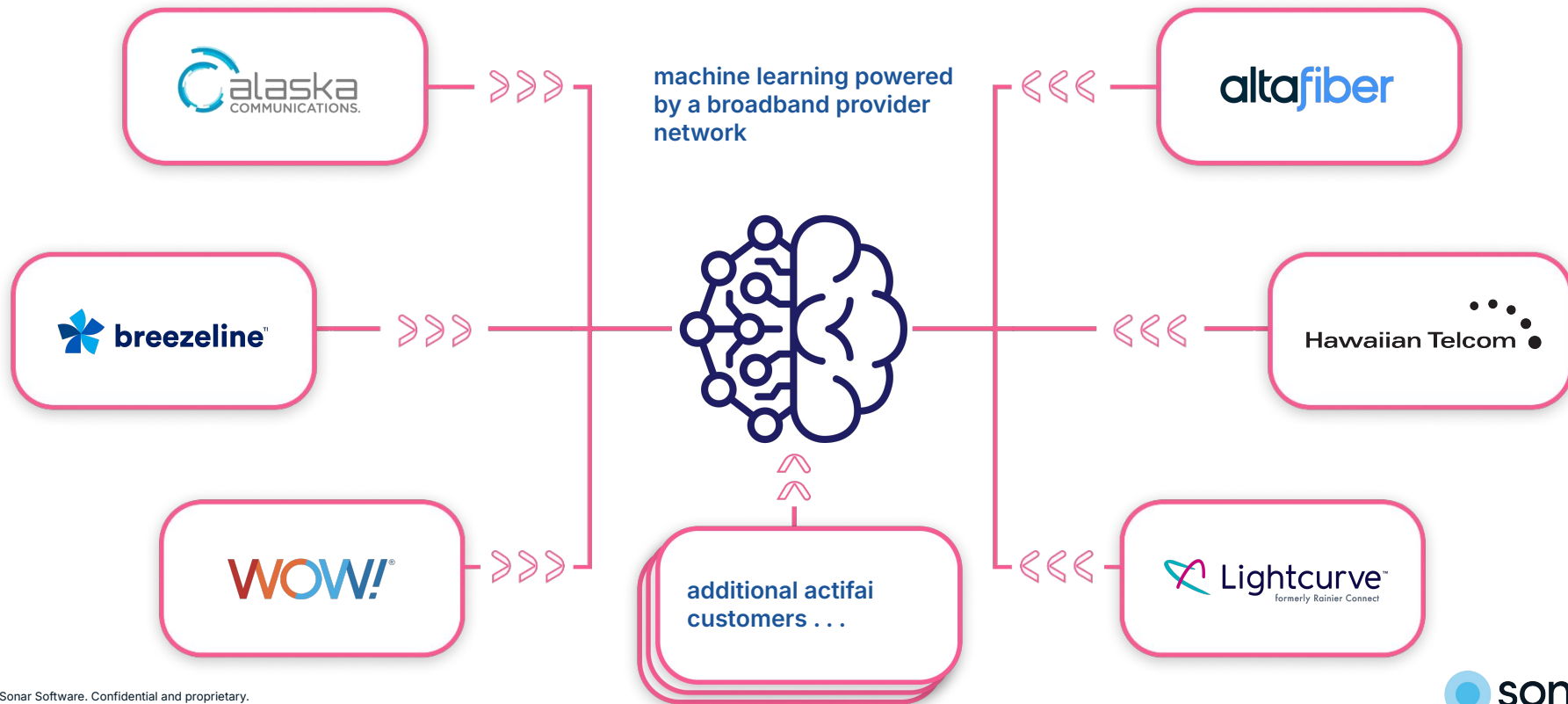
behavioral

Number of connected devices, gamer, OTT video consumer, work from home, etc.

competitive

Comparison vs competitors' offers and promotions

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02 Actifai uses machine learning to analyze the prospect against over two million previous sales we've powered across the Actifai network

machine learning powered by a broadband provider network

alaska COMMUNICATIONS.

breezeline™

WOW!®

altafiber

Hawaiian Telcom

Lightcurve™ formerly Rainier Connect

additional actifai customers . . .

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03 Actifai's AI determines the best offer to recommend a customer and the personalized selling points that help motivate the buying decision

artificial intelligence

new customer
4 people, $475k home, 3 BR, 2 providers offering {X..Y}, WFH full-time, OTT video consumer

offer
1.2 Gig & Premium Stream bundle + Managed WiFi & Extender Add-on

selling points
With multiple people connected, our Blast 1.2 Gb speed, will ensure you have lag-free video conferencing while you work from home . . .

boost acceptance

increase ARPU

improve retention

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What does this look like to your customer?

actifai results – all provider customers

up to 30%

improvement in sales conversion rate

8–14%

increase in ARPU across new subscribers

22X ROI

doubled

sales of add-on products (e.g., WiFi extenders)

6–11%

retention improvement after 18 months

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Where we go next
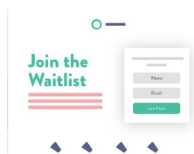
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Develop your market launch playbook

01 Pick your markets & Subdivisions

- Rely on data to select potential markets
- Rely on demographic & competitive data

02 Launch Demand Aggregation tooling

- Stand up waitlisting pages for each market
- Survey potential clients to develop modeling
- Provide incentives for first movers

03 Drip campaign & outreach

- Launch drip campaigns to automate outreach
- Keep customers in feedback loop through every milestone
- Track campaign sequence engagement (clicks, opens)

04 Digital Ads & Referral source tracking

- Leverage Facebook & Google Ads and target clients
- Direct customers to Ecommerce & CRM landing pages
- Track inbound referral sources, tie sign-ups to campaigns
- Model data, refine ad spend strategy for new builds
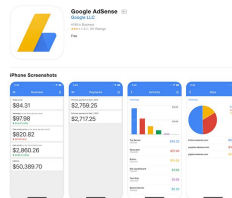
05 Standardization by Localization

- Carry out A/B testing to determine what works, what hasn't
- Community Pop up events, collect data on attendees voluntarily
- Launch public Wi-Fi in common areas (Libraries, Rec centers)

06 Door knocking street teams

- Put together a street team to compel the hearts & minds
- Deploy a Sales canvassing tool to capture leads in real time
- Relentlessly follow up with your prospects
- Refine 'sweeteners' on 2nd and 3rd attempts

E-Commerce & BSS/OSS

Surveying roadmap enhancement opportunities with Omni-channel tools

UCAAS Tools
- Outbound auto dialer automation for upsell (eg: unadopted features)
- Outbound auto dialer automation for abandoned orders
- Predictive recognition of numbers and order statuses
- 1 to 1 call recording for sales calls to enhance coaching

SMS notice enhancements
- Automatic outreach to prospects at every build milestone
- Automatic reminders for all appointments & line locates
- Automatic notices as techs are in transit

Chat bot widgets
- Predictive key word prompts and responses to customers
- Session threading on every given interaction
- Support for key word searches to pull up chat transcripts

Social Media plug-ins, Comm Tools
- Plug-in for Facebook messenger, automatic session threading
- Plug-in for What's App, automatic session threading

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E-Commerce & BSS/OSS

Surveying roadmap enhancement opportunities with Door knocking tools

Order Routing
- Routing of committed orders to the system
- Mapping all form data to creation of lead account
- Mapping of customer order preferences to account
- Mapping of digital documents to account

Scheduling & Note Syncing
- Bi-directional syncing of notes
- Automated work order creation upon firm order
- Scheduling follow up appointment bi-directional

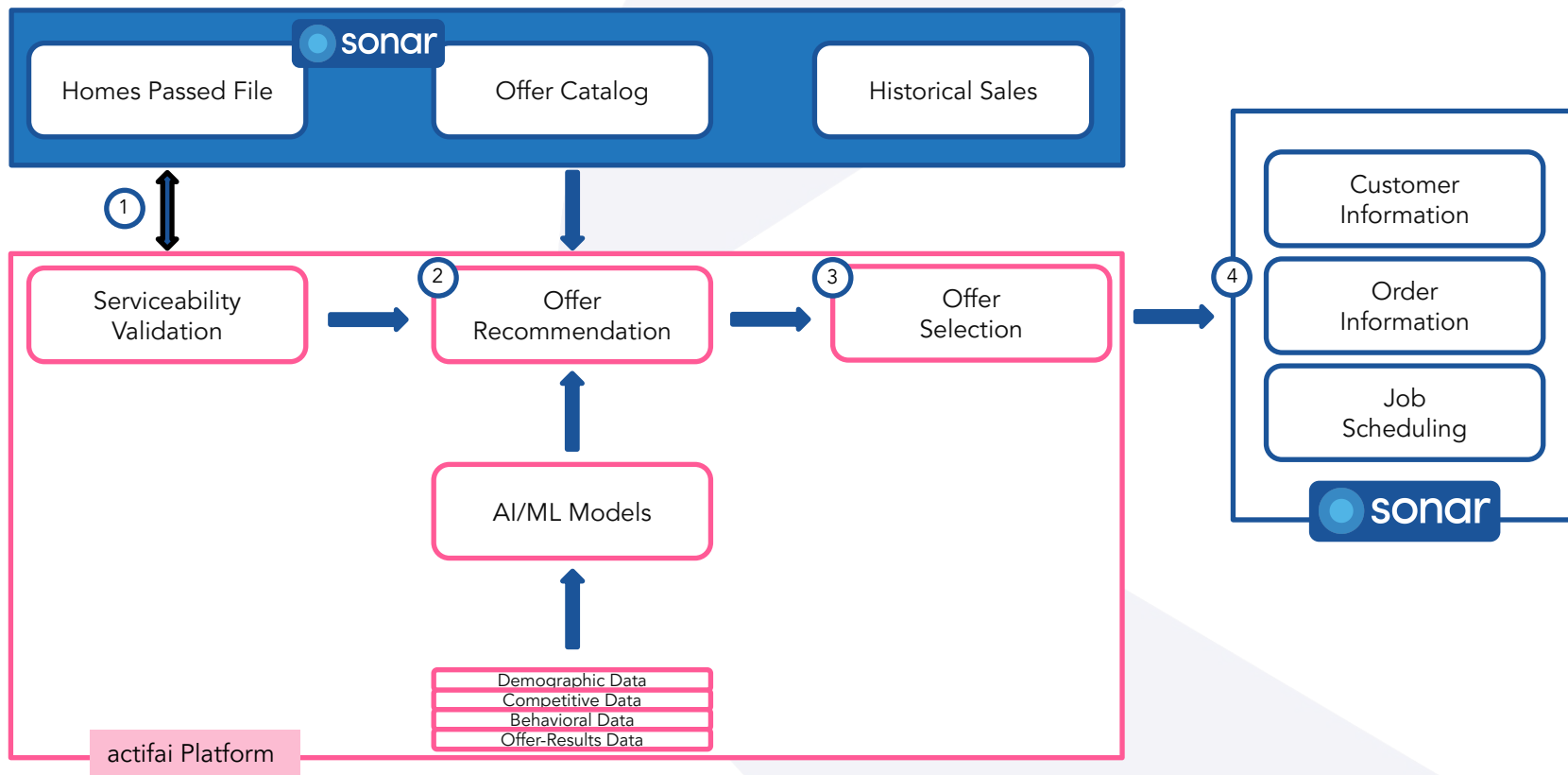**Lead tracking on Dashboards and Maps**
- Tracking of MQLs and SQLs on dashboards
- Tracking of appointments on dashboards
- Tracking of activity on dashboards
- Plotting of leads on google maps
- Capturing leads on dashboards

Reminders & Task delegation
- Bidirectional sync of tasks
- Bidirectional sync of future dated follow ups

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How Sonar/Actifai Work Together

Questions?

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Thank You!

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