



Taylor Communications



"Preseem has definitely paid for itself"

- Ray Taylor, CEO, Taylor Communications

TAYLOR COMMUNICATIONS NETWORK

The Taylor Communications network uses Powercode for billing, and previously used a traffic management platform installed in its network core to enforce customer plan speeds.

OBSERVATIONS & LEARNINGS

Ray Taylor, CEO of Taylor Communications, first heard about Preseem in the WISPTalk Facebook group. After speaking with fellow WISPs, and learning more about the power of Preseem firsthand, he went ahead and deployed Preseem throughout the Taylor Communications network.

Taylor Communications saw results in its network immediately after deploying Preseem. Customer support calls about slow Internet decreased dramatically, resulting in time and cost savings among L1 and L2 support staff. Moreover, Preseem has enabled Taylor Communications to make investment decisions with confidence, as a result of the comprehensive metrics contained produced and compiled by Preseem.

Furthermore, implementing Preseem has allowed Taylor Communications to take advantage of new sources of revenue. By highlighting customers in need of network upgrades, Preseem has allowed sales staff to target these customers for upselling.

BACKGROUND

Taylor Communications provides a range of broadband and telephone services, using a rural microwave network and VoIP technology, with coverage spanning over 150 km² into various communities around Hawke's Bay, New Zealand.

NEED FOR PRESEEM

Taylor Communications received complaints about slow Internet on a regular basis due to customers saturating their plan speeds using bulk applications like software updates and video streaming. These services dominate the connection and negatively impact real time applications such as gaming and voice. To solve this, Taylor communications needed a system that could limit the negative impact of heavy applications and devices and thereby ensure a good customer experience at all times.

RESULT

After deploying Preseem in their network, Taylor Communications experienced the following:

- Time savings for L1 and L2 support staff
- Decreased customer churn due to "slow speeds"
- Increased sales opportunities via upsell of structured cabling and WiFi solutions
- Ability to make better capital investment decisions



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THE IMPACT OF PRESEEM NETWORK MONITORING

Preseem's detailed quality of experience (QoE) metrics allowed Taylor Communications to increase its workflow efficiency. Just by looking at the graphs produced within Preseem, L2 and L3 technicians are able to see how a customer connection is performing, and assess the actual user experience. Moreover, Preseem's QoE metrics have allowed Taylor Communications to validate customer speed complaints, which has been especially useful when talking to gamers experiencing service interruptions.

Since using Preseem, Taylor Communications has become proactive in diagnosing network issues—sometimes before customers even realize there is a problem! As a result, Taylor Communications has based its plant upgrade decisions solely on the network information provided by Preseem. This has allowed the WISP to devise better capital expenditure decisions, making investments where they are needed most.

To the average consumer, paying for an Internet connection simply means paying for access to WiFi. With the exception of a few tech-savvy individuals, most of Taylor Communications customers have no idea about the internal wiring or hardware required to deliver them great Internet service. All customers care about is their quality of experience (QoE). Preseem has enabled Taylor Communications' sales staff to ensure customers are experiencing a great QoE, by suggesting in-home network upgrades where appropriate. Sales staff are able to use Preseem to see where customers would benefit from internal network upgrades, allowing them to upsell customers on new hardware or other network solutions. **Here is the workflow of how Preseem supports upselling at Taylor Communications:**

1. A technician that regularly observes metrics within Preseem flags a customer that has issues unrelated to the Taylor Communications plant transmission network.
2. The technician will confirm the issue by looking at WiFi signal levels within Taylor Communications' cloud management platform. If the device has a low signal, a ticket will be created.
3. A member of the sales team will call the customer, informing them that additional access points, cabling, powerline adapters, or some other solution will improve the WiFi coverage around their house.
4. If the customer accepts the sales proposal, additional profit is earned as a result of the insights provided by Preseem.

THE EXPERIENCE OF USING PRESEEM'S QoE OPTIMIZED TRAFFIC SHAPING

Before Preseem, Taylor Communications used management platform installed in its network core to enforce customer plan speeds. This platform maintained basic burst and limit capabilities, and worked by throttling customer usage to enforce plan speeds. Taylor Communications regularly received calls from customers with complaints of slow Internet, and the inability to watch Netflix when someone else in the household was engaging in a data-intensive activity.

Taylor Communications was initially surprised by the complaints it was receiving, as it offered plans with speeds greater than 30 Mbps. However, they soon determined that their upstream speed to CDN nodes allowed fast downloads to easily saturate connections within a household. As a result, every time Taylor Communications would receive a customer complaint, an L1 technician would check the live throughput of the customer's connection and find that it had flat-lined. By getting the customer to ensure that Internet-intensive activities, such as a large game or file download, ceased, interactive sessions, such as streaming video or surfing the web, would start performing as expected.

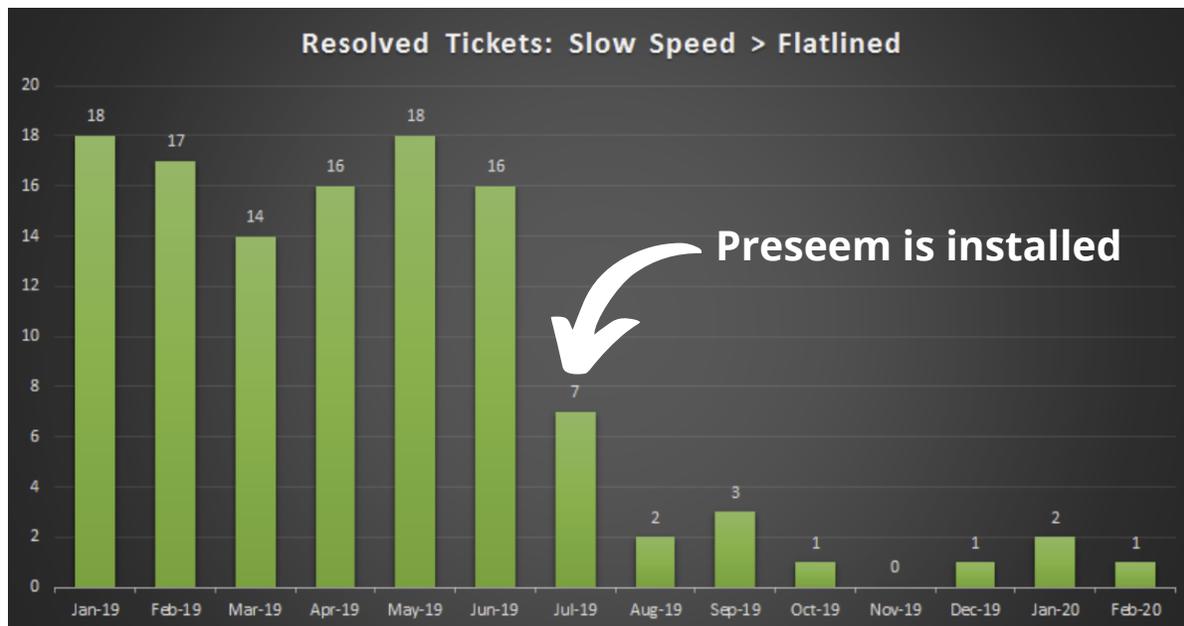
Nevertheless, these calls were burdensome. Moreover, even after speaking with support staff, some customers became regular callers; not bothering to talk to the online gamers in their household before contacting Taylor Communications' support line.

Upon introducing Preseem's QoE monitoring and traffic shaping, Taylor Communications noticed a dramatic drop in 'my Internet is slow' calls to its L1 staff.

As a result, Taylor Communications' support lines are no longer tied up by responding to complaints about slow Internet from customers.

Furthermore, the Taylor Communications team is now able to make decisions around network design and business processes that serve to minimize the occasions where a customer may feel the need to call them.

The following graph shows tickets created and marked as resolved by Taylor Communications' L1 support team. Each of these tickets represents between 20 to 60 minutes of technical labor, which is classified by Taylor Communications as "wasted time and labor cost" for these types of calls.



Taylor Communications installed Preseem in July, 2019. From then onward, Taylor Communications experienced a rapid drop in tickets that were created in response to "my Internet is slow" complaints. In essence, with Preseem in the network, despite saturating their Internet connection, customers of Taylor Communications no longer felt that their Internet was slow or lagging. Preseem worked to automatically manage the connections within each household to give everyone a fair share of Internet usage.

Though other traffic shaping options were considered before deciding on Preseem, Taylor Communications' CEO, Ray Taylor, felt that these alternatives were too granular with respect to their control options. ***"With Preseem, you just set it and forget it since it is completely automatic,"*** he commented.

Preseem's API integration with Powercode, among other billing vendors, also means that the platform is able to pull in customer plan speeds. This means no more error-prone, duplicate data entry!

Moreover, Preseem considers access point (AP) throughput limitations, automatically giving equal share between the customers on the AP, and between users within each household. This enables interactive flows like VoIP and Internet browsing to get through smoothly without being affected by bulk flows like streaming video and large downloads.

THE BUSINESS IMPACT OF USING PRESEEM

Since deploying Preseem in its network, Taylor Communications has experienced a wealth of benefits from the service. First and foremost, L1 and L2 support staff are no longer wasting their time on incessant "my Internet is slow" calls. This correlates with lower customer churn due to "slow speed" complaints.

Additionally, Preseem's detailed metrics have allowed Taylor Communications to make better investment decisions, by highlighting areas of its network that can benefit most from upgrades.

Furthermore, Preseem has enabled Taylor Communications to discover new revenue opportunities. Sales personnel have found ways to utilize the rich information contained within Preseem to recommend hardware and network upgrades to customers, in order to deliver better service to them.

OVERALL EXPERIENCE OF WORKING WITH PRESEEM

Taylor Communications found the Preseem onboarding process to be both fast and easy. Preseem offers customers a 30-day free trial, recommending that new users first let Preseem capture data over the course of a week, before switching on QoE Optimized Shaping. This allows customers to see the performance of their network before and after Preseem takes effect, thus demonstrating the true impact of Preseem

"Preseem were responsive, and we were up and running with our first box within 24 hours of me installing it in the rack and giving remote access! Considering the time difference between New Zealand and Canada, that is a great response!" — Ray Taylor

Prior to using Preseem, Ray had researched the platform and spoke with other WISPs that were already using it. When these WISPs showcased their Preseem metrics to him, Ray had asked, "How do I get this up and running right now?"

FEEDBACK ABOUT PRESEEM

The Preseem team asked Ray Taylor for any final feedback he had, either regarding his experience with Preseem so far, or what he hopes to see from the platform in the future. His response is as follows:

"I see the next stage of the product evolution as having some extra tiers in the speed management system to cover shared backhails. It is something we at Taylor Communications would like to implement so that we can further unleash more speed to our customers for off-peak times—when there is extra capacity on the network. Preseem already has allowed us to make some strides towards this goal!

I recently attended the WISPA.NZ national conference, and it was great to be able to talk in detail with Harneet Singh and Dan Siemon of Preseem about this feature request at a local bar. We don't usually get representatives from vendors coming here due to the distance. The next morning, Dan approached me over breakfast and said 'Ray, I have been thinking about this overnight and I have some more questions....' He went on to demonstrate he was interested in my ideas, understood what I was asking, and was considering further development.

*There is no forum noise-based feature request system with Preseem. **The Preseem team actually talks to their customers and listens to what they have to say.** Communication with vendors is typically through forums and emails, so it's awesome to see Preseem actually going through the effort of coming to see us here in New Zealand."*

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Developed exclusively for WISPs, Preseem is a one-of-a-kind networking solution that helps to find and fix Quality of Experience (QoE) issues across towers, sectors, and subscribers.



Preseem extracts key performance metrics such as packet loss, TCP Round-trip-time latency, jitter and throughput directly from the subscriber traffic in real-time with 10 seconds samples. With cloud-based analytics, user-friendly graphical interface and features like the Wireless Summary, Preseem allows you to understand the real QoE delivered by your network and pinpoint problematic areas of the network.

Preseem's QoE-optimized plan enforcement, based on FQ-CoDel, provides per-flow fairness and prioritization. This allows interactive flows like VoIP, gaming & DNS to get through smoothly without being affected by bulk flows like streaming video and large Windows downloads. For WISPs, this ensures that customers never call to complain about slow internet while someone else in the house is streaming Netflix or doing a heavy download.



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