

Dyband Solution: Reducing Customer Churn

Challenge:

Several leading Internet industry reports indicate that the major factors contributing to customer churn amongst ISPs are 1) Service unreliability, 2) Slower than promised access rates, and 3) Billing and customer service issues. Combined these contribute to an average annual customer churn rate of 40% regardless of ISP size and customer base. The challenge of building your customer base while experiencing this level of churn will greatly affect your year-over-year projected growth and more importantly your revenues. With the high marketing and operations costs associated with acquiring new customers, ISPs need the tools to manage and reduce churn and thereby retain customers. It is far more cost effective to keep and manage existing customers than to acquire new ones.

Solution:

Dyband addresses the challenges of reducing customer churn by permitting service providers to manage their existing bandwidth to offer Service Level Agreements that guarantee and clearly define expected service and access rates. In addition Dyband facilitates the generation of usage statements to support customer-billing expectations.

Dyband solves the challenge of service unreliability and slower than promised access rates by managing your ISP's network to distribute available bandwidth equitably to all subscribers during periods of network congestion. It minimizes network congestion, reduces packet loss, and eliminates congestion-related outages.

Dyband does this by:

- Evaluating available bandwidth capacity 100 times per second
- Shaping individual and aggregate bandwidth usage based on traffic conditions, immediately and non-intrusively
- Enabling a variety of allocation schemes (guaranteed, preferred, equitable) for distributing available bandwidth across all subscribers during both normal and congested conditions
- Defining and managing service levels according to multiple configurable parameters which include transfer rates, access priorities, time-of-day, and aggressive user controls
- Protecting against aggressive users by allowing additional rate limits based on usage
- Providing new visibility into the network to improve service management
 - Offering real-time subscriber reports based on up-to-the-second performance criteria
- Providing historical reports for selected time intervals to support problem resolution, capacity planning, usage-based billing, and customer and technical services

With Dyband in your network, your customers will benefit from the quality of service they bought, paid for—and expect. This will not only reduce your churn rate—effectively increasing your customer base without additional sales and marketing expense—it will also reduce the number of service and performance related calls to your in-bound tech support call center.

For further information on Dyband, and how it can benefit your firm, contact us at
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