POPX

Digital Home launches next generation hyperfast broadband services from POPX ISP Platform with integrated Field Sales App to accelerate market penetration.

POPX helps broadband internet start-up launch with a fully managed and integrated ISP Platform – powered by ServiceNow – to achieve fast customer acquisition with a fully automated Sale to Bill lifecycle.

4.6	**1**	**7**	**2**	**1**
Trustpilot rating	Platform provides full visibility and control of Sales, Service, Field, Operations, Marketing & BI	Integrations to third party systems	Month onboarding time	Mobile app for all Field Sales Agents

Digital Home is a new breed in the residential broadband market, delivering hyperfast internet to people's homes. With up to 900Mbps, at affordable prices, Digital Home is challenging the incumbent Internet Service Providers (ISPs) by innovating the customer experience combined with superior products.

Digital Home's highly differentiated offering focuses on full fibre reliability – Fibre-to-the-Home (FTTH) – because the entire network, from the exchange all the way into the home, is only optical fibre. With no legacy to hold them back, they have built the organisation from the ground up using the best technologies available to ensure they stay true to their goal of delivering hyperfast broadband with great service.

Digital Home selected POPX as their partner to provide a fully managed and integrated ISP Platform for all customer service operations. In addition, a native Field Sales App was developed for launch. Working in this way, enables Digital Home to innovate on multiple levels to help win new customers by switching them from existing providers. The company has a total focus on leveraging the latest techniques and technologies to deliver transformational levels of service while improving Wi-Fi connectivity, capacity and performance throughout the household and to every device.

Taking a fresh approach to the broadband internet market, the company has an experienced team with a digital-first approach to everything, allowing them to maximise their operational data with live information to run the business as efficiently and effectively as possible. The Digital Home network is powered by CityFibre's gigabit fibre rollout, which will serve 60 cities across the UK. Digital Home will offer broadband internet services to all eight million homes as each city becomes Ready for Service.

Customer
Digital Home

Headquarters
Sevenoaks, UK

Industry Fibre Broadband Internet Services

Products:
- POPX ISP Platform
- Field Sales App
- Customer Service Management
- Monitoring
- Discovery & Event Management
- Configuration Management
- Automated Service Provisioning
- Order Management
- Self-Service Customer Portal
- Workspace

For Digital Home, a Field Sales App integrated with the POPX ISP Platform is the foundation upon which the business will build and grow.

Andy Hubbard, CEO at Digital Home says, "Broadband customers are disappointed and disenchanted because their needs have been disregarded in the pursuit of service provider profits. In response to this, we believe a total focus on great service and support, enabled by the best technologies, is what home internet users demand. Our approach will redefine the customer experience and put right the technical shortcomings of home internet use to make Digital Home a beacon of light for the under-served consumer and the go-to ISP of choice in future."

The POPX ISP Platform includes key functions that enable Digital Home's operations across sales, marketing, customer service, service delivery, operations and support. This includes fully automated and integrated order management, complete with items such as an installation calendar, activation process to scan router serial numbers, landlord functionality for those with multiple properties, a pre-order facility, a self-service customer portal and much more.

"Our customers demand high performance and reliability, which is why we designed our entire operation to deliver consistently at the highest levels on both counts, packaged with great service. We couldn't have achieved this so quickly and cost effectively without the POPX ISP Platform," says Hubbard.

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Andy Hubbard,
CEO at Digital Home

Digital Home can now automate service delivery and leverages a tailored mobile app for Field Sales.

After initially looking for a ready-made Field Sales App for sales agents to use when knocking door-to-door, it was decided to develop a purpose-built mobile app to work seamlessly with the POPX ISP Platform. Since its launch, the mobile app is continuously developed and enhanced to meet the specific and evolving needs of the business, refining the sales process for efficient acquisition of new customers. This helps ensure a highly responsive customer experience and means service levels significantly outperform the industry average.

Hubbard says, "Having a Field Sales App that is native to the platform managing our customer focused service delivery process, means we have a complete overview of our infrastructure, our customers, any technical issues, the sales pipeline and billing. This gives our people clear visibility, with reliable, real-time data. Digital workflows run key processes efficiently, maintaining a low cost to serve and minimising the opportunity for human error. With the help of device discovery, we are highly proactive in notifying customers of service-related technical issues."

Hubbard continues, "The decision to partner with POPX was guided by our service-led philosophy with the specific objective of managing a high quality customer experience, which is what home internet users have been crying out for since the early 2000s. Until now there has been limited consumer choice in a market where service is an afterthought, products look the same and the only differentiator between ISPs is price.

Martin Ford, CEO at POPX says, "Working in true partnership with Digital Home at a critical time in their development has been exciting and we're pleased this helped accelerate their market entry. Having real alignment across our joint teams means we can deliver responsive and tailored enhancements, based on their feedback and in an agile way that drives improvements across their teams."

Digital Home's service model means they always know what's going on in their network and can be transparent with this information to customers via the self-service customer portal.

The Configuration Management Database (CMDB) gives Digital Home a single source of the truth, providing visibility of all infrastructure and assets, allowing the company to make better decisions, knowing they can always trust the data. The CMDB provides a visual hierarchy of the network with all the nodes and routers. If there is ever any issue with any part of the network, the POPX ISP Platform will immediately show which customers are affected.

"After a successful launch in our pilot city, where we tested, iterated and have proven our product, service and customer acquisition capabilities, we are now looking to continue our expansion in new locations that are primed and ready for service. Everything we have implemented in the organisation, including the POPX ISP Platform, is designed to scale fast with extensive automation to ensure the most efficient use of resources, so the company will always remain lean," states Hubbard.

The POPX ISP Platform integrates with multiple third-party systems and monitoring tools to enable a self-service customer portal that is central to the customer experience.

POPX worked with Digital Home to fully understand the customer journey from sale to billing and automate the entire process. A series of workflows manage everything from taking the customer order all the way through address verification, matching the postcode with the Ready for Service database, monthly payment setup, line installation and testing, router install and setup, customer portal setup and billing. The POPX ISP Platform runs all the automation and delivers reports on the results.

POPX provides a scalable foundation for Digital Home's future.

With their FTTH strategy, Digital Home has all the key ingredients to help transform the way broadband internet services are delivered and run. The data analytics available to the company allows granular visibility of what individual salespeople are doing on the front line so that high performers are highlighted, and their successful techniques can be adopted across the team. This accelerates team performance, flattening the learning curve for new sales agents to be successful faster.

Andy Venables, CTO at POPX, says, "Here at POPX, we're at the forefront of the digital transformation curve being adopted by many very successful large service providers looking to improve their operational and financial performance. With Digital Home, we've been able to go into a greenfield opportunity and implement the ideal digital platform from the ground up without the constraints of legacy systems, the need to re-engineer antiquated processes, or outdated ways of thinking and working. It's been a breath of fresh air to work with their forward-thinking team and get them onboarded and operational without delay."

Hubbard concludes, "With the fundamentals in place, we are now focusing our teams on scaling up the business with new customers across the CityFibre rollout. We'll continue to enhance our service enabling ISP Platform and Field Sales App in collaboration with POPX, as we anticipate our partnership to grow significantly in the years to come and in line with our business growth."

As Digital Home ramps up its marketing and customer acquisition for full fibre home broadband internet users, it will leverage service automation in the POPX ISP Platform to ensure a great customer experience with a low cost to serve.

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