Redfox Uses cnHeat to Add up to 30 Customers per Month

> "cnHeat is a massive change. Now we know in advance if an install will work. Knowing in advance allows us to plan successfully on what equipment is needed for an install."

REBECCA BURLEY,
SERVICE CONTROLLER, REDFOX

The colors indicate different signal strength levels.

The red circle indicates a suggested installation point in this area with heavy vegetation.

The Challenge

REDFOX, AN AUSTRALIA-BASED WISP (wireless internet service provider), often drove thirty minutes to sites and performed one-hour signal tests free of charge. However, when signal tests failed, this resulted in up to two hours of wasted time. They were using a Google Earth line measurement tool that accounted for terrain, but not tree heights; as a result, installations would fail.

The WISP needed a new technology partner that would provide an accurate, reliable RF planning service that would save both time for their installation crews and operation costs for their business.
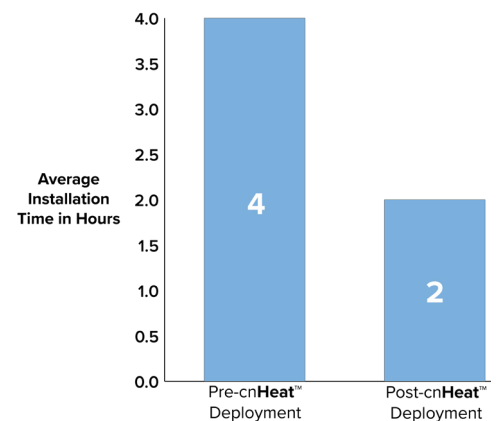
The Solution

REDFOX DECIDED TO USE CAMBIUM NETWORKS' RF planning tool, cnHeat™, purchasing ten sites from Cambium Networks. With cnHeat, Redfox knows before leaving the office if an installation will be successful and what equipment to bring. cnHeat pinpoints the optimal height and location for a subscriber module (SM) on a potential customer's roof, and crews know exactly where to install the SM.

Above is an installer's point of view. With cnHeat, installers can install the antenna, confirm the connection and move on.

The Results

REDFOX CONVERTED ALL THEIR SITES TO CNHEAT, and they use it to pre-qualify all customer service requests. On average, they save $300 for each request whether it is a successful or unsuccessful customer install. Additionally, Redfox identified potential customers from previous install failure attempts and determined which could be offered service through cnHeat. In following up with these opportunities, Redfox has added 15 new customers in a two-month period.
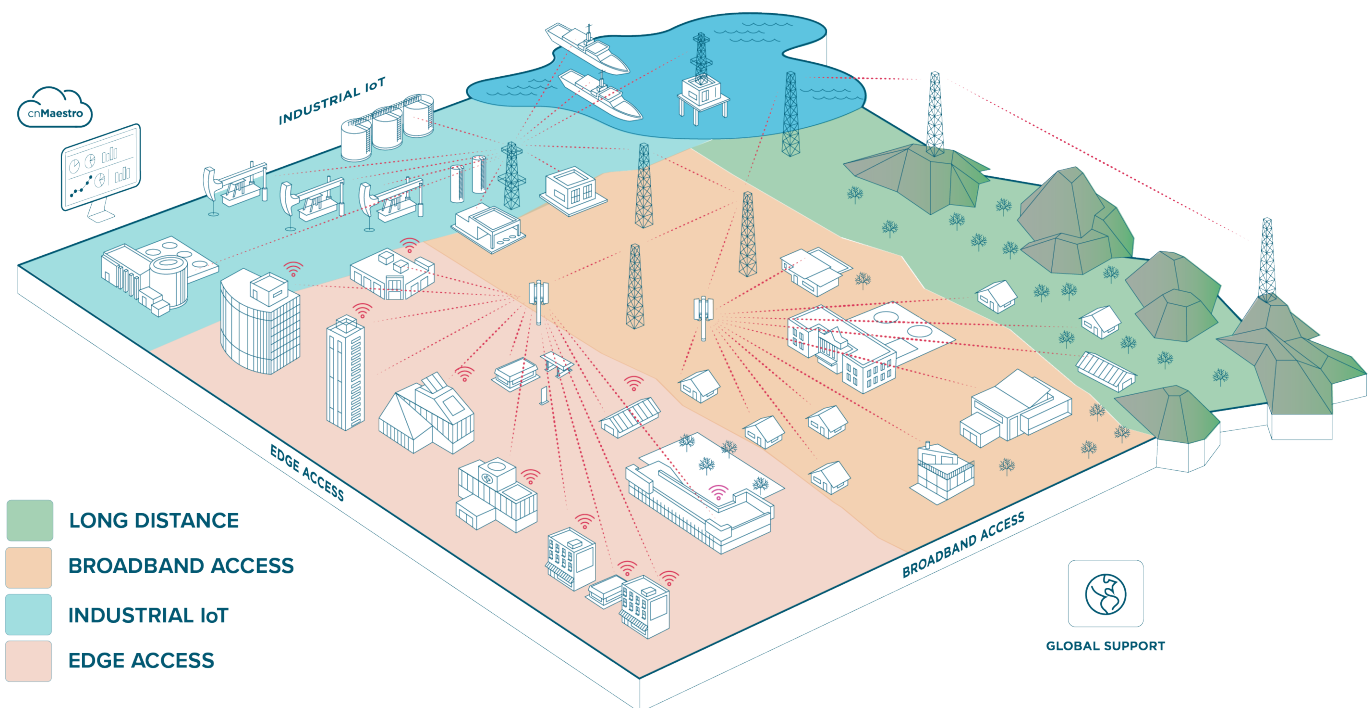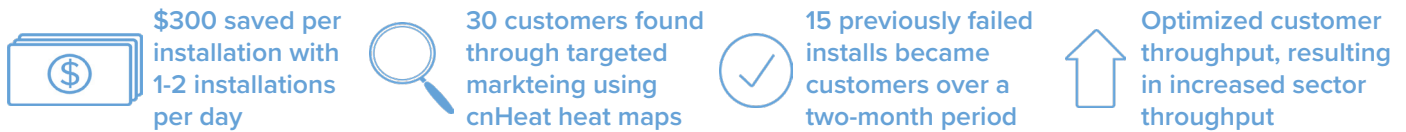

On average, installation took four to five hours before cnHeat. With cnHeat, installations take two to three hours.

Redfox also uses the heat map to market to customers based on coverage. Redfox can now focus on potential customers with great wireless broadband needs that Redfox can satisfy. As a result, Redfox has used this feature to acquire twenty to thirty customers per month.

Customer satisfaction has increased with the use of cnHeat. Customers are satisfied knowing in advance if there will be additional costs for more difficult installs. Additionally, customers are given the choice to accept or decline additional costs before an installation crew goes to the site.

In summary, the benefits that Redfox experienced after implementing cnHeat include:

$300 saved per installation with 1-2 installations per day

30 customers found through targeted markteing using cnHeat heat maps

15 previously failed installs became customers over a two-month period

Optimized customer throughput, resulting in increased sector throughput

LONG DISTANCE

BROADBAND ACCESS

INDUSTRIAL IoT

EDGE ACCESS

Cambium Networks' Wireless Fabric of technology solutions enables network operators to tailor connectivity solutions to meet exact requirements and grow as needs evolve.

Next Steps

CNHEAT WILL BE USED TO IDENTIFY CUSTOMERS who can get better signal from a new AP than from an existing AP. This will result in fulfilling Redfox's desire for increasing Quality of Service to customers in their community.