

## IS THE HOME NETWORK AN OPERATOR'S RESPONSIBILITY?

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*Where does the operator responsibility end?* The question has been asked many times. The official answer is quite easy; the demarcation point in the home. This is as far as most operators will guarantee quality of the service.

But what does the customer think? Is he happy with the fact, that the service quality is perfect at the demarcation point, if it is not perfect where he uses the service? Is the customer prepared and sufficiently skilled to secure his home network? With higher customer demand, higher modulation index, higher frequencies and more end-user devices, the home network "issue" will be critical to success.

Operators that proactively handle home network issues and provide good support will experience high customer satisfaction and low churn. Like Mr. McKinney from CableLabs said when I talked with him about it: "The biggest threat for DOCSIS 3.1 is bad home installations". I wholeheartedly agree with that statement.

Looking at the business case of the question, what costs can be allocated to correcting mistakes or faulty installations in the home network?

Calculate the Call Center cost related to customer issues with connectivity of any kind, both wired and WiFi. Factor in the truck roll costs related to this, the cost of Churn, accumulated missed earnings and value in general, marketing costs per unsatisfied customer ("A satisfied customer tells 3 friends and an unsatisfied customer tells 10", P. Kotler).

These costs differ from operator to operator but should be explicit. When these numbers are totaled, the potential savings are clear and the foundation for a business case is thus made.

The conclusion is that operators must stop ignoring this issue as it will get bigger. They should do the math and make the business case! The sooner this is done the better they will stand against the competition and/or the better their economy will be!

At DKT, we have taken the first steps to solving the issue; we call it DKT HOME. [You can read more about DKT HOME here.](#)