

Wi-Fi Experience Mobile App

Turn Repetitive Support Calls into Informed, Loyal Customers

Pre-Launch Preview



The Challenge

In-home Wi-Fi quality defines the modern broadband experience, yet issues are often misunderstood and attributed directly to the operator. In recent household research, **68%** of households reported Wi-Fi problems in the past year, and two-thirds contacted their ISP about them — repetitive issues that are difficult to resolve remotely without full context. When subscribers cannot fix simple connectivity problems on their own, it drains support resources and drives churn, with **51%** of consumers ready to switch providers if issues aren't resolved quickly.*

* Source: TechSee, The State of Home Connectivity 2025 (U.S. household survey)

Value Proposition

The Wi-Fi Experience Mobile App is a subscriber-facing mobile application designed to help ISPs deliver a premium home network experience. It provides an intuitive interface for users to understand and manage their home network, including parental control and access to value-added services, and empowers them to resolve common issues independently. Available as a white-labeled standalone app or a flexible SDK, it offers the fastest path to a market-ready subscriber application for operators already using AVSystem's device-management stack.

Business Outcomes



Operational Efficiency

Lower cost-to-serve with fewer Customer Care calls and truck rolls.



Customer Retention

Higher satisfaction and loyalty, lower churn — especially among high-value users.

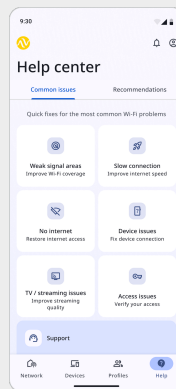
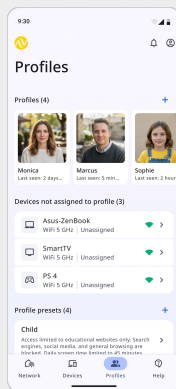
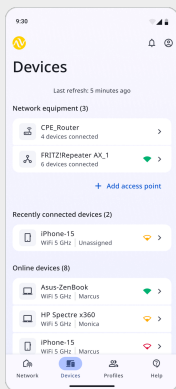
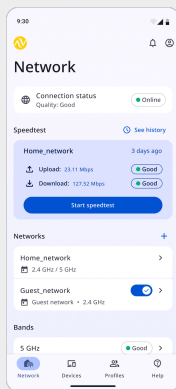


Revenue Expansion

A new channel for value discovery, raising ARPU via mesh upsells and premium service tiers.

The Solution: Guided Self-Service & Control

- ✔ **Network Management & Speed Tests:** Users can view connection status, manage primary and guest networks, easily share Wi-Fi via QR codes, and run speed tests from both the CPE and the mobile phone (with additional diagnostics allowing them to pinpoint weak mesh links).
- ✔ **Device Visibility:** The network topology provides per-device insights, including signal strength and connection type, allowing users to identify equipment, rename devices with user-friendly aliases, and block unauthorized access.
- ✔ **Profile-Based Access Control:** Subscribers can group devices by household member, utilizing predefined presets (e.g., child, teen) to easily set up network access rules and scheduled offline times.
- ✔ **Guided Troubleshooting:** The Help Center provides step-by-step flows for common issues like “no internet”, “slow connection”, or “device connection issues”. CEM addition enables proactive, data-driven recommendations, such as adjusting mesh node placement or channel optimization. Unresolved problems are seamlessly handed off to the operator’s Customer Care.



Portfolio Compatibility: Hybrid CPE Management & CEM Platform

- ✔ **Hybrid CPE Management Platform (Baseline):** the app relies on UMP or Cloud ACS as its core device- and network-management platform — topology, device data, Wi-Fi configuration, speed tests (CWMP/USP).
- ✔ **CEM Platform (Optional Enrichment):** when CEM is active, the app replaces raw telemetry with clear quality scores in plain language and translates data into proactive, network-aware recommendations — from optimal mesh node placement to well-justified hardware upsells.

About AVSystem

AVSystem is a global leader in telecommunications software, trusted by over 300 operators in 60+ countries to securely manage more than 50 million connected devices. We equip broadband providers with an end-to-end operations and assurance portfolio, covering zero-touch service activation,

carrier-grade IP address management, multi-vendor device lifecycle governance, network service assurance, and subscriber-facing Wi-Fi experience management. Whether serving Tier-1 telcos or agile regional ISPs, AVSystem delivers the automation and open-standards technology required to scale modern broadband networks.

Learn more about CSP product portfolio

avsystem.com