

isp.net Case Study:

**From Limited Manual
QA to Full Visibility,
Proactive Coaching, and
Enhanced Customer
Support**

From Blind Spots to Breakthroughs: How isp.net Streamlined Coaching, Improved NPS Scores by 42%, Eliminated 52+ Days of Manual Work, and Gained 900% More Visibility into Agent Performance with MiaRec



How isp.net Achieved a 900% Increase into Agent Performance Visibility, Improved NPS Scores by 42%, and Saved Over 52 Days of Manual Work with MiaRec

With a commitment to providing exceptional service and innovative, reliable internet solutions, isp.net is a Las Vegas-based Internet Service Provider that transformed its contact center operations with MiaRec's AI-powered Conversation Intelligence—enhancing the customer experience and driving greater operational efficiency. Aldo Guzman, System QA Analyst, and his team have replaced manual call evaluations with automated quality assurance, delivering insights that are driving measurable improvements across the board, resulting in:

900% Increase

in performance visibility across the organization

52+ Days Saved Annually

by automating call evaluations

42%

Improvement

in NPS scores across all customer calls

The Challenge: Limited Visibility and Scalable Feedback Loop

Before MiaRec, isp.net was challenged with limited visibility into customer interactions and subjective call evaluations; challenges common to many contact centers. Only 5-10% of calls were being evaluated due to a fully manual QA process managed by a single QA manager, making it both time-consuming and inconsistent. Coaching was reactive rather than proactive, typically triggered only by major issues. As a result, improvements in agent behavior were minimal, and opportunities to enhance the customer experience were missed.

Results: Tangible Improvements in Call Evaluations, Agent Coaching, and Customer Insights

With MiaRec AI, isp.net's agents are empowered to take control of their performance—receiving real-time, personalized feedback that supports customer-first service, resulting in a 900% increase in the number of calls reviewed. Today, 100% of relevant customer calls are automatically evaluated—excluding only brief or spam interactions—giving agents the tools to review and learn from their calls, promoting accountability and continuous growth.

"Now agents are able to go back and become self proficient... They're able to look at the feedback MiaRec AI gives to them and look at why it's being given to them." -Aldo G., isp.net

OVERVIEW

isp.net is a Las Vegas-based Internet Service Provider that transformed its contact center operations with MiaRec's AI-powered Conversation Intelligence—enhancing the customer experience and driving greater operational efficiency.

CHALLENGES

Limited visibility into customer calls due to a fully manual QA process resulted in inconsistent coaching, subjective evaluations, and minimal improvement in agent performance and customer experience.

SOLUTION

With MiaRec's AutoQA, isp.net automated call evaluations, achieving 100% coverage of relevant calls, surfacing actionable insights, enabling personalized coaching, and saving over 52 days of manual QA work annually.

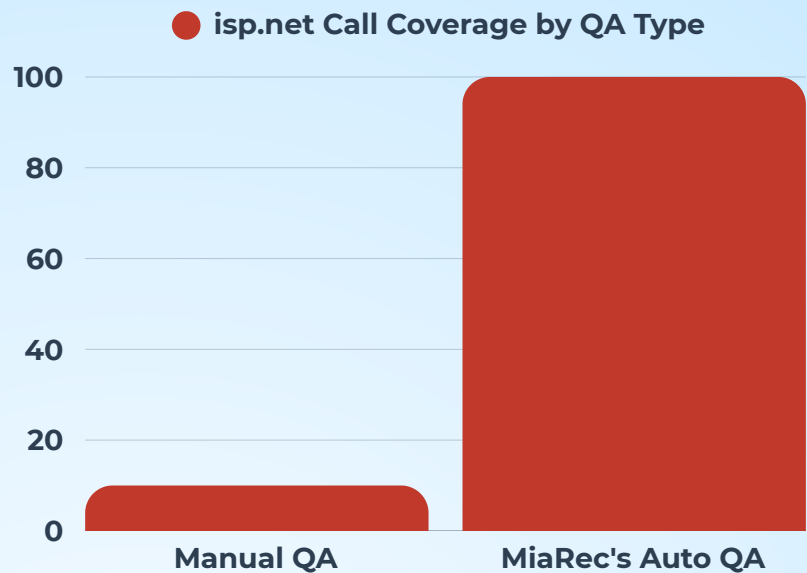
Using sentiment analysis and MiaRec Voice of the Customer (VOC), isp.net proactively flags at-risk customers for timely retention outreach. Additionally, isp.net can assess the ROI of marketing efforts by tracking billboard mentions in customer calls, thanks to MiaRec's Topic Analysis.

HQ

Las Vegas, NV

The shift to AutoQA allows the isp.net team to:

- Detect behaviors such as agents talking over customers
- Identify missed steps in call scripts
- Surface patterns across departments or individual agents
- Deliver personalized insights into agent performance
- Provide nearly instant, actionable feedback that agents can use to self-correct



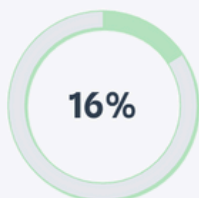
Automated Coaching: Strengthening Customer Satisfaction & NPS While Saving Time

As part of its mission to provide exceptional, locally delivered customer support, isp.net has implemented MiaRec's Areas of Improvement to enhance agent performance and overall customer experience. This AI-driven feature automatically analyzes every customer interaction to highlight individual agent strengths and pinpoint opportunities for development. Agents are empowered to self-review their calls with personalized recommendations available after every call.

By combining this with Sentiment Analysis, which flags calls with negative customer sentiment, Support Manager Leon delivers weekly, personalized coaching that directly addresses the needs of each agent. This dual-layered AI feedback system not only improves individual performance but also strengthens overall team collaboration.

The impact of this approach has been substantial:

CSAT Results



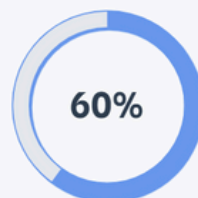
Overall CSAT Improvement

16% increase in overall customer satisfaction scores



Very Dissatisfied Customers

76% drop in "Very Dissatisfied" customer



Dissatisfied Customers

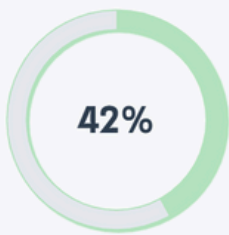
60% drop in "Dissatisfied" customers



Very Satisfied Customers

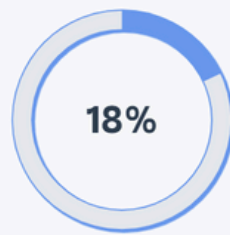
413% increase in "Very Satisfied" customer ratings

NPS Results



Overall NPS Improvement

42% increase in overall NPS scores



Drop in Detractors

18% drop in Detractors



Increase in Promoters

104% increase in Promoters

This operational shift has also led to significant time savings. What once required 40 hours of manual QA is now redirected toward strategic coaching—saving over 52 days annually and allowing isp.net to focus on delivering long-term value to our customers.

These outcomes highlight isp.net's broader commitment to delivering high-quality, community-connected service through a fully local support team that genuinely understands and connects with its customers.

Preserving Customer Relationships: Identifying Customer Concerns in Near-Real-Time


With MiaRec, isp.net is able to deliver exceptional customer service by proactively addressing customer concerns before they escalate. By leveraging Sentiment Analysis and MiaRec's latest Voice of the Customer (VOC) feature, which automatically evaluates customer satisfaction, isp.net can flag negative interactions early and take immediate action. This capability helps isp.net increase positive customer experiences, strengthen relationships, and reduce service cancellations.




These high-risk calls are routed directly to a retention manager for timely follow-up, helping isp.net preserve customer relationships and reduce churn. This proactive approach empowers isp.net to deliver exceptional customer service and strengthen the customer experience, even in challenging situations.



Driving Smarter Marketing Decisions with Conversation Data

MiaRec is also helping isp.net assess the impact of its newly launched marketing efforts. Specifically, isp.net is focused on increasing brand awareness within its service area. By tracking how often callers reference billboard ads or promotional materials using MiaRec's Topic Analysis, isp.net can evaluate marketing ROI and tailor campaigns accordingly. The isp.net team has also been able to review previous months of call data and has noticed that callers are mentioning their billboard advertisements.



TOPIC	TOTAL CALLS
Referral Sources	119 
Billboard advertisement	24 
Voicemail	9 

Future Plans: Deeper Trend Analysis & Personalized Coaching at Scale

Looking ahead, isp.net plans to expand its use of MiaRec's capabilities to analyze agent performance across larger data sets, helping identify common trends and areas for additional training. This approach will allow isp.net to create tailored training modules based on individual agent needs, support more efficient onboarding, and strengthen overall agent development.

Why MiaRec? A Platform and Team That Truly Partnered

isp.net evaluated platforms based on accuracy, scalability, and the ability to customize to their needs. What set MiaRec apart?

For isp.net, it was not just the technology, it was also the team behind it. The MiaRec team stood out for their attentiveness and, most importantly, their willingness to adapt the platform to isp.net's evolving priorities. From onboarding through ongoing optimization, MiaRec continues to collaborate closely with isp.net, offering tailored recommendations and support to fine-tune the solution as needs evolve.

"Your team has been extremely amazing and super open to working with us." -Aldo G., isp.net