

Execulink Introduces Two New Ways to Help Customers Troubleshoot and Manage Services from Home

(Woodstock, ON) March 4th, 2021 – [Execulink Telecom](#), the telecommunications provider headquartered in Woodstock, has announced two new offerings to its customers to better assist them in both troubleshooting network issues and managing their services from the comfort and safety of their own homes. Both the [Execulink Helps app](#) and the [new MyExeculink portal](#) were created using customer feedback to better understand what customers want and need.

“The customer experience is a top priority for Execulink,” says Andrea Atkinson, Vice President Customer Experience. “We believe in providing our customers with the awesome experience they deserve and, guided by our [Vision, Mission, and Values](#), continue to seek out ways to do so. Services like MyExeculink and Execulink Helps give our customers more accessibility, insight, and control in their telecommunications experience during a time when staying connected – and staying home – is crucial.”

With the Execulink Helps app, customers can easily diagnose Wi-Fi issues and improve their home network anytime, day or night. Powered by [RouteThis](#), a Kitchener-based software company, the app assists customers with an [array of inquiries](#), such as speed issues, Wi-Fi coverage concerns, and devices dropping from the network. Execulink Helps is available for Apple and Android and has been downloaded by nearly 1,500 customers, with an average of 72% of customers able to resolve their issue without needing external assistance from Execulink.

“We’re thrilled to partner with Execulink to bring the Execulink Helps app to their customers,” says Jason Moore, CEO of RouteThis. “Our mission at RouteThis is to empower everyone to resolve connectivity challenges as quickly and painlessly as possible using intuitive digital interactions and applications that can transform any personal device into a powerful – and completely remote – network diagnostics tool. As the pandemic continues to affect our everyday interactions with each other and with technology, that mission has become more important than ever. We’re confident this app will give users control over their experience so they can stay connected and safe.”

Unlike the app, the new MyExeculink portal was created entirely in-house and from scratch. Designed with the customer in mind, the customer portal is both desktop and mobile-friendly and can be accessed on any browser.

Matt Seabrook, the Execulink Software Developer involved in the MyExeculink project, highlights that “UX (human-first approach to product design) and UI (human-first approach to the aesthetic experience of a product) were integral to this project. As a member of Execulink’s small, in-house development team, it was a privilege to revamp and redesign MyExeculink to become more accessible, intuitive, and streamlined for our customers.”

“MyExeculink and Execulink Helps allow for questions to be answered and solutions to be found in a safe, contactless way,” says Candice Irvine, Marketing Coordinator at Execulink Telecom. “We worked hard to align the functionality and the aesthetic of the new MyExeculink portal and will keep doing so as we continue to work to find even more ways to make it awesome for our customers.”

Tutorial videos for both [Execulink Helps](#) and [MyExeculink](#) are available to assist customers in becoming more familiar with the app and new portal.

About Execulink Telecom

In operation since 1904, Execulink Telecom has evolved from a small independent local telephone company into one of the leading telecommunications providers in Ontario. Through innovation and forward-thinking, the telecom provider has cultivated what began as local telephony offerings to provide a full-scale suite of telecommunications services including data, internet, television, mobility, and advanced voice features. These services are now available to all levels of industry, encompassing 50,000 business, enterprise, government, and residential customers.

About RouteThis

RouteThis is a Kitchener-Waterloo based technology company that is changing the way ISPs and smart home companies manage technical support around the world while transforming the customer experience. RouteThis automatically identifies the root cause of connectivity issues and empowers customer support agents to quickly and easily implement a solution with easy-to-follow troubleshooting steps. In addition to the industry leading agent tool, the RouteThis Self-Help solution enables customers to solve connectivity issues themselves without making a call to customer support.

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