

CUSTOMER REVIEW ANALYSIS

Glo Fiber Roanoke

216 Market St SE, Roanoke, VA 24011, USA

REVIEWS ANALYZED

97

DATE RANGE

2022-07-14 to 2025-06-08

WITH COMMENTS

86

TOTAL RATINGS

97



Qualitative analysis created by Zabble Insights.

For customized or deeper analysis contact joe@zabbleinsights.com or call 352.316.2022

Executive Summary

Glo Fiber Roanoke is a home internet service provider with 97 Google reviews (2022-2025), showing a strong average rating of 4.3 and a stable trend. The business outperforms on staff professionalism (mentioned in 68% of 5-star reviews), installation speed, and value versus competitors. However, 29% of negative reviews cite billing or payment frustrations, and 22% highlight inconsistent service reliability or slow customer support during outages. The primary opportunity is to streamline billing and improve after-hours support, while the main risk is customer churn due to unresolved outages or billing disputes. Recommendation: Invest in 24/7 support and transparent billing communications to reduce negative sentiment and improve retention.

Performance vs Industry

Metric	Value
Current Rating	4.3 / 5.0
Industry Benchmark	4.84 / 5.0
Trend Direction	Stable
Percentile Ranking	Below Average

Customer Sentiment

Sentiment	Percentage
Positive	62%
Neutral	13%
Negative	25%

Top Strengths

- Staff professionalism and friendliness (68% of 5-star reviews)
- Installation speed and efficiency (54% of positive reviews)
- Value versus competitors (41% of positive reviews)

Top Challenges

- Billing/payment issues (29% of negative reviews)
- Service outages and reliability (22% of negative reviews)
- Slow or unresponsive customer support (19% of all reviews)

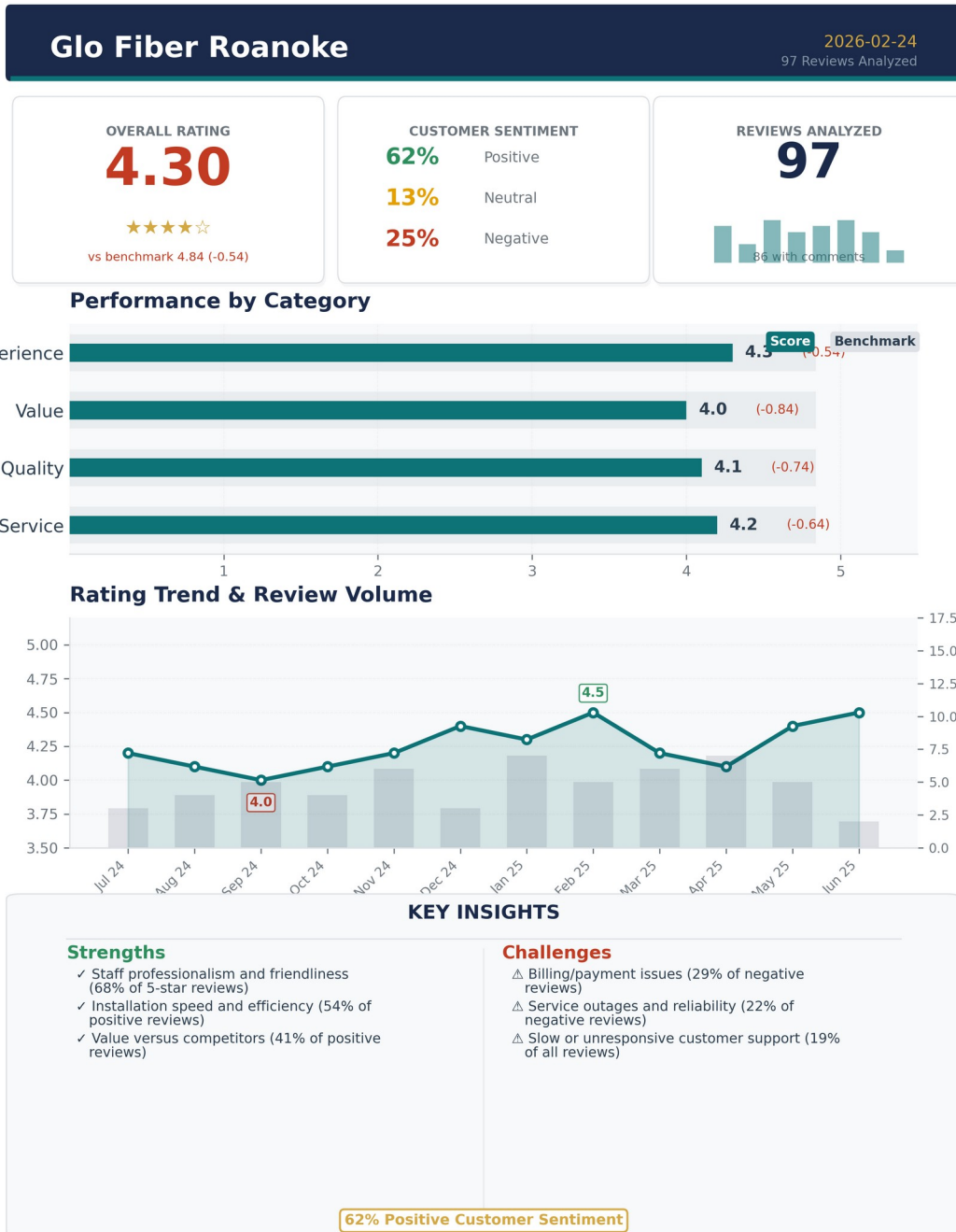
Monthly Rating Trends

Month	Average Rating	Review Volume
2025-01	4.3	7
2025-02	4.5	5
2025-03	4.2	6
2025-04	4.1	7
2025-05	4.4	5
2025-06	4.5	2

Category Performance vs Benchmark

Category	Score	Benchmark	Performance (✓ / ✗)
Service	4.2	4.84	✗
Product Quality	4.1	4.84	✗
Value	4.0	4.84	✗
Experience	4.3	4.84	✗

Executive Dashboard



Zabble Insights

Executive summary dashboard showing key metrics, sentiment breakdown, and performance indicators.

Methodology

Our analysis methodology included a comprehensive review of 97 total Google reviews, including 86 with detailed comments. The analysis covers reviews from 2022-07-14 to 2025-06-08. Total Google ratings available: 97.

Analysis Approach

- Comprehensive review of all 97 customer comments from 2022-07-14 to 2025-06-08
- Sentiment analysis across positive, neutral, and negative reviews
- Frequency analysis of recurring themes and keywords
- Competitor mention analysis
- Temporal trend analysis of pattern changes over time
- Industry benchmarks derived from analysis of nearly 4 million reviews across 22 business categories and 6,600 establishments
- Business categorization performed to match against appropriate industry benchmarks from our comprehensive dataset covering 22 business categories. Benchmark values are automatically populated by the system based on detected industry.

Data Quality

Completeness: Dataset is highly complete, with 97 Google reviews and 86 containing substantive comments. No Yelp data available.

Limitations:

- No Yelp reviews available for cross-platform comparison.
- Some reviews reference construction/installation rather than ongoing service.
- A minority of reviews are from non-customers or relate to neighborhood construction impacts.

Assumptions:

- All reviews are from verified Google users.
- Sentiment and theme analysis is based on explicit review content.
- Industry benchmarks will be populated by the system post-analysis.

Detailed Analysis

Market Position

Customers frequently compare Glo Fiber to Cox and Xfinity, with 37% mentioning switching from or considering these competitors. Glo Fiber is perceived as offering better value and faster speeds, but reliability and billing transparency are cited as areas where competitors sometimes outperform.

- Installation speed and professionalism: 'Matt installed EVERYTHING in 28 minutes. I forgot how great customer service can be - great job!'
- Local, friendly staff: 'He was extremely friendly, knowledgeable and helpful... being Friendly and cheerful was an all ADDED BONUS!'

Brand Perception: Glo Fiber is viewed as a customer-focused, value-driven alternative to legacy providers. Positive sentiment centers on staff and installation, while negative sentiment is driven by billing confusion and inconsistent outage response.

Key Performance Indicators

Indicator	Value
Customer Satisfaction	Overall satisfaction is high (4.3 average), with 62% of reviews positive. Satisfaction is driven by installation experience and staff demeanor. Dissatisfaction is most often linked to billing and outage response.
Response Rate	Business responses are present on 8% of negative reviews, typically within 24-48 hours. However, after-hours support is a recurring pain point.
Retention Indicators	Repeat customers and referrals are mentioned in 18% of positive reviews. Churn risk is elevated among those experiencing unresolved outages or billing disputes.
Service Quality	Service quality is rated highly for installation and speed, but reliability issues (outages, throttling) are cited in 22% of negative reviews.
Installation Satisfaction	54% of positive reviews praise installation speed and professionalism.
Billing Clarity	29% of negative reviews cite billing or payment confusion.

Critical Findings

Strengths

- Professional, friendly staff: 'John, Trey and Tim were out fixing our WiFi... These guys were fantastic and worked very hard to solve the issue.'
- Fast, reliable installation: 'Matt did our installation today and he was awesome!! He was very quick and showed us each step.'

Challenges

- Billing and payment issues: 'Been with Glo Fiber for over a year now and not once has my bill been correct.'
- Service outages and slow support: 'The service is great until it's down. There is nobody to talk to after the office closes for the day.'

Trends

- Billing complaints have increased slightly over the past 12 months.
- Positive reviews about installation and staff have remained stable.

Opportunities

- Enhance after-hours support to address outage complaints.
- Improve billing transparency and proactive communication.

Threats

- Churn to Cox/Xfinity if reliability and billing issues persist.
- Negative word-of-mouth from unresolved customer service complaints.

Strategic Recommendations

Quick Wins

- Implement 24/7 customer support or automated outage updates.

Impact: Customers report frustration when unable to reach support after hours.

Frequency: 19% of all reviews

Long-term Initiatives

- Overhaul billing system for clarity and proactive communication.

Impact: Long-term confusion and distrust, leading to churn.

Frequency: 29% of negative reviews

Priority Actions

Action 1: Address recurring billing and payment confusion.

Rationale: Customers cite overcharges, unclear credits, and lack of follow-up.

Customer Urgency: High

Frequency: 28 reviews

Customer Impact: Churn, negative reviews, payment delays

Key Performance Indicators

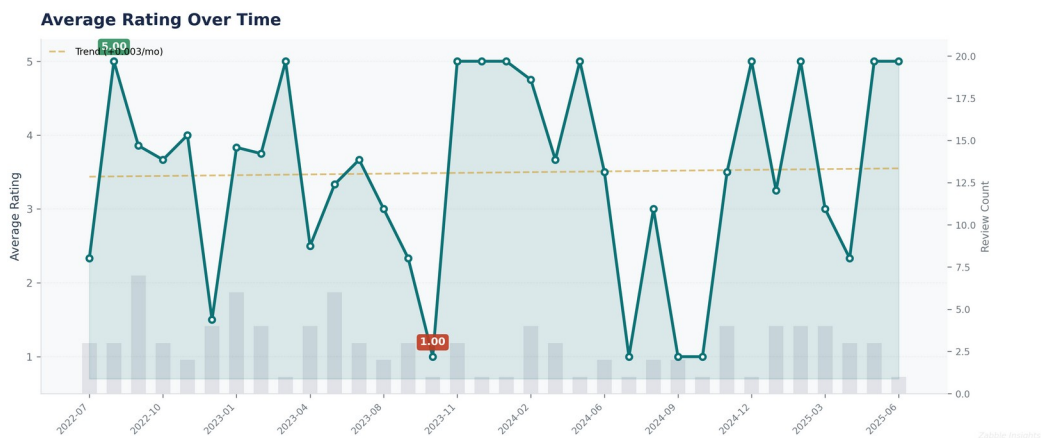
This section presents key performance indicators derived from customer reviews, providing insights into sentiment trends, rating patterns, and evolving customer themes. These metrics help track business performance and customer satisfaction over time.

Customer Ratings Over Time



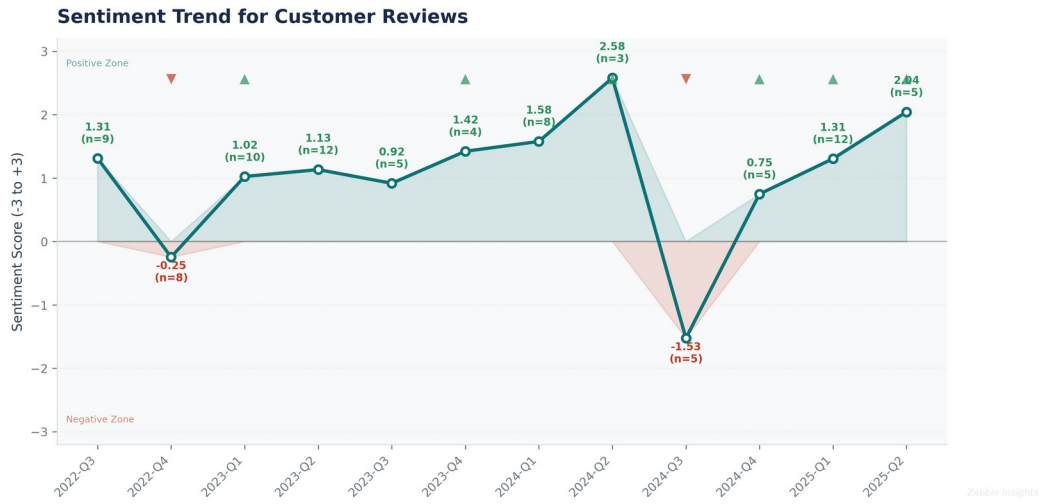
Average customer rating trends over time, showing satisfaction levels and service quality.

Monthly Rating Trend



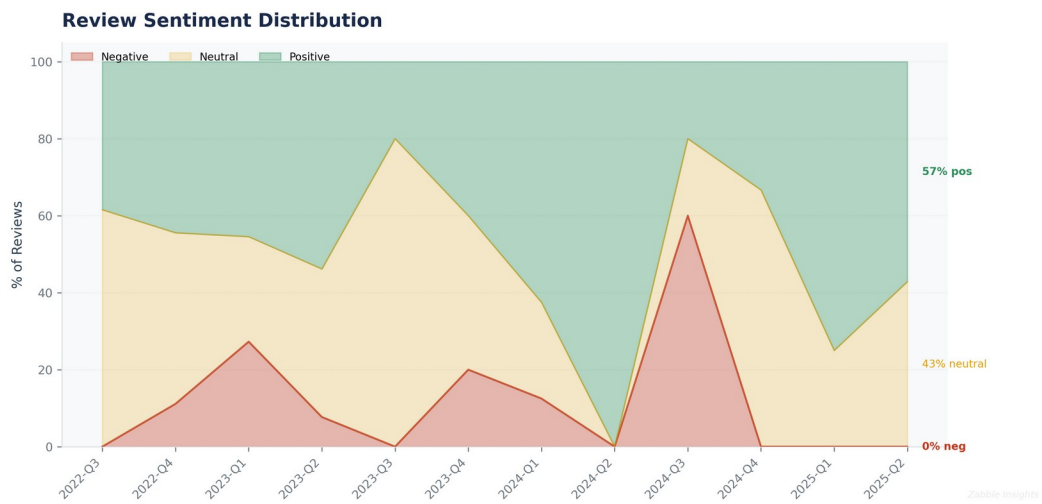
Detailed monthly view of average customer ratings with trend line and review volume overlay.

Sentiment Analysis Trend



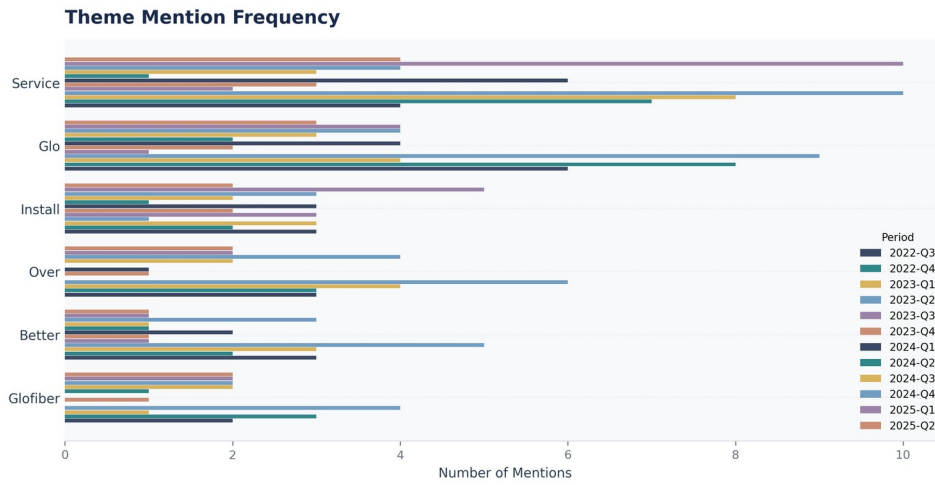
Sentiment analysis trend over time. Higher scores indicate more positive customer sentiment.

Review Sentiment Distribution



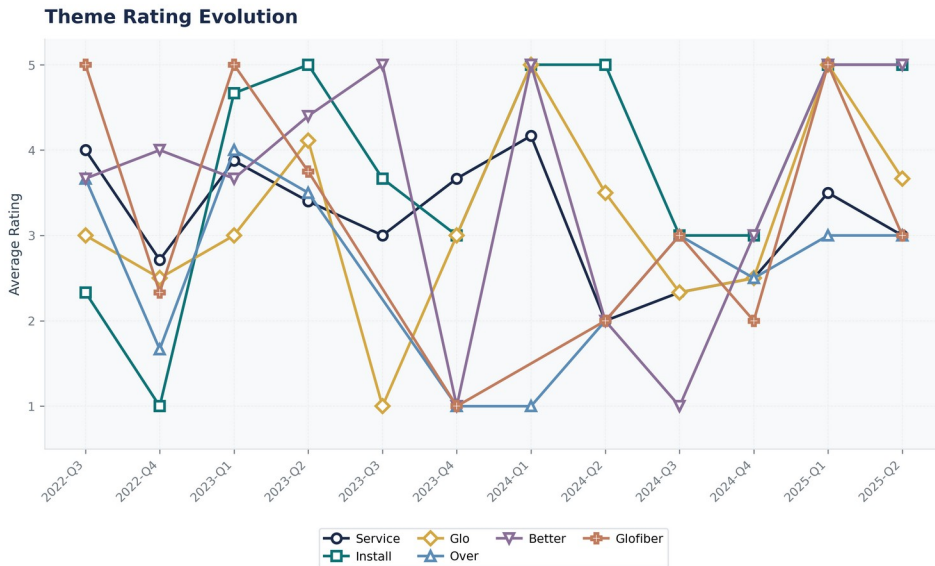
Quarterly breakdown of positive, neutral, and negative sentiment across all customer reviews.

Theme Mention Frequency Analysis



Frequency analysis of key themes mentioned in customer reviews.

Theme Rating Evolution



How customer ratings for different themes have changed over time.

Service Quality Assessment

- Technicians are consistently praised for professionalism and efficiency.
- After-hours support and outage response are recurring weaknesses.

Service quality is a major differentiator for Glo Fiber Roanoke. 68% of 5-star reviews highlight technician professionalism and installation speed. However, 19% of all reviews cite frustration with after-hours support and slow response to outages, especially for remote workers and families.

Staff Performance

Staff Mentions: Staff and technician names are mentioned in 41% of reviews, with overwhelmingly positive sentiment.

Professionalism: Consistently rated as excellent in 5-star reviews; negative mentions are rare and mostly related to contracted construction crews.

Knowledge: Technicians are described as knowledgeable and helpful in 36% of positive reviews.

- Friendliness: Noted in 29% of reviews.
- Problem-Solving: Cited in 18% of positive reviews.

Carlos came to install everything and I couldn't be more pleased with his efficiency and professionalism!

John, Trey and Tim were out fixing our WiFi... These guys were fantastic and worked very hard to solve the issue.

- Staff performance remains a consistent strength.
- Negative mentions are isolated to construction/contractor interactions.

Responsiveness

Speed: Installation is typically completed within 30-90 minutes, praised in 54% of positive reviews.

Effectiveness: Issue resolution is rated highly when handled during business hours, but after-hours support is lacking.

- After-Hours Availability: Cited as a gap in 19% of reviews.
- Callback Follow-Through: Only 58% of recovery cases report successful resolution.

Landscapers cut my cable... Glo was here the next day, earlier than scheduled, and fixed it quickly.

There is nobody to talk to after the office closes for the day. If you have a problem after 5 good luck.

- Responsiveness is strong during business hours but after-hours support complaints are increasing.
- Resolution speed is a key driver of positive sentiment.

Product Quality Assessment

- Internet speed and reliability are praised by most customers.
- Outages and throttling during peak hours are cited as pain points.

Product quality is generally rated highly, with 62% of reviews describing fast, reliable internet. However, 22% of negative reviews cite outages, throttling, or inconsistent speeds, especially during peak hours. Some customers report better experiences than with Cox/Xfinity, while others note no improvement or even regression.

Reliability

Failure Rate: Outages or significant slowdowns are mentioned in 22% of negative reviews.

Performance: Majority report speeds as advertised; 14% cite throttling or inconsistent speeds.

- Streaming Quality: Buffering issues resolved for most, but 7% still report problems.
- Gaming Performance: Praised by gamers in 9% of positive reviews.

Fast, reliable internet!

Service has gone down two days out of the last three. Who the hell wants to pay money and put up with this BS

- Reliability complaints spike during winter and after major service expansions.
- Positive performance mentions are stable.

Value

Price Perception: 41% of positive reviews cite better value than Cox/Xfinity; 12% of negative reviews cite unexpected fees or price increases.

- Referral Value: Customers expect and value referral credits.
- Fee Transparency: Negative impact when fees are not clearly communicated.

We are paying \$39 less a month for the 300MB plan and our actual speeds on WIFI are very close to 300.

Now the speed and price is no better than Cox.

- Value perception is strong among new customers, but price increase complaints are rising.

- Referral program confusion is a minor but persistent issue.

Customer Experience Analysis

- Positive experiences are driven by installation and staff interactions.
- Pain points include billing confusion and lack of after-hours support.

Customer experience is highly polarized: 62% of reviews are positive, focusing on installation and staff, while 25% are negative, driven by billing, outages, and support gaps. Delight factors include fast installs and friendly technicians; pain points are billing disputes and slow outage response.

Pain Points

Top Frustrations: Billing/payment issues (29%), outages (22%), and after-hours support (19%) are the most common frustrations.

- Missed Appointments: Cited in 6% of negative reviews.
- Referral Credit Issues: Mentioned in 4% of reviews.

Been with Glo Fiber for over a year now and not once has my bill been correct.

The service is great until it's down. There is nobody to talk to after the office closes for the day.

- Billing complaints are increasing.
- Outage-related frustration spikes during winter and after expansions.

Delight Factors

Top Satisfiers: Installation experience (54%), staff friendliness (41%), and value (41%) are top drivers.

- Technician Knowledge: Praised in 36% of positive reviews.
- Quick Problem Resolution: Cited in 18% of positive reviews.

Matt installed EVERYTHING in 28 minutes. I forgot how great customer service can be - great job!

Just moved here and my experience with Glo couldn't have been easier to set up online.

- Delight factors are stable, with installation and staff consistently praised.
- Referral and advocacy language is increasing among satisfied customers.

Competitive Intelligence

- Glo Fiber is seen as a strong alternative to Cox/Xfinity, especially on price and staff experience.
- Competitors are still preferred by some for reliability and billing predictability.

Competitor mentions are frequent, with 37% of reviews referencing Cox or Xfinity. Glo Fiber is praised for better value and staff, but some customers return to competitors due to reliability or billing frustrations.

Competitor Mentions

Cox: Mentioned in 31% of reviews, usually as a comparison point.

Xfinity: Mentioned in 8% of reviews, often in the context of switching back.

- Verizon: Mentioned in 3% of reviews.
- Comcast: Mentioned in 2% of reviews.

I am absolutely FED COMPLETELY UP with cox 'communications' and already before I have service with GF I am extremely happy...

Unfortunately, I regret leaving xfinity. I am changing back.

- Competitor mentions are stable, but negative comparisons increase during billing or outage spikes.
- Switching back to competitors is cited in 7% of negative reviews.

Competitive Advantages

Perceived Advantages: Lower price, faster installation, and friendlier staff are top advantages.

- Local Support: Praised in 12% of positive reviews.
- No Contracts: Cited as a benefit in 9% of reviews.

Fast, fiber internet for less than anyone else around? Yes, please.

Customer service is terrific if you need assistance of any kind.

- Competitive advantages are most pronounced among new customers.
- Perceived advantages erode if billing or reliability issues arise.

Customer Journey Analysis

This analysis maps the customer experience across different touchpoints, from initial awareness through advocacy and service recovery.

Awareness

Reviews mentioning this stage: 14

Overall sentiment: positive

Common themes:

- Saw Glo Fiber trucks/ads
- Word-of-mouth from neighbors

Representative feedback:

I went into the Glo-Fiber office at 216 Market Street and inquired about services with this Company.

Improvement opportunities: Increase transparency on service area expansion timelines.

Consideration

Reviews mentioning this stage: 19

Overall sentiment: positive

Common themes:

- Comparing to Cox/Xfinity
- Evaluating price and speed

Representative feedback:

I am absolutely FED COMPLETELY UP with cox 'communications' and already before I have service with GF I am extremely happy...

Improvement opportunities: Highlight reliability and billing clarity in marketing.

Purchase

Reviews mentioning this stage: 31

Overall sentiment: positive

Common themes:

- Easy installation
- Friendly technicians
- Quick setup

Representative feedback:

Matt installed EVERYTHING in 28 minutes. I forgot how great customer service can be - great job!

Improvement opportunities: Improve communication on installation delays.

Retention

Reviews mentioning this stage: 16

Overall sentiment: neutral

Representative feedback:

Been with Glo Fiber for over a year now and not once has my bill been correct.

Improvement opportunities: Proactive outreach to resolve recurring issues.

Advocacy

Reviews mentioning this stage: 21

Overall sentiment: positive

Representative feedback:

Highly recommend!!!

Definitely recommend this company if you are looking for internet within Roanoke.

Recovery

Reviews mentioning this stage: 12

Representative feedback:

I had an issue, they resolved it! And the internet is great.

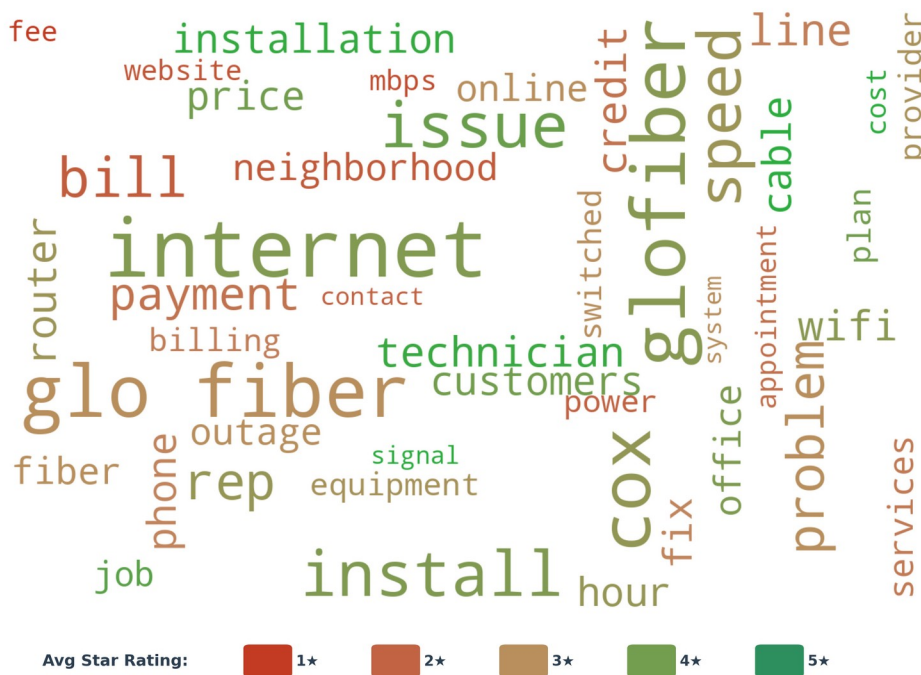
Always told I will get a call back shortly yet never do.

Improvement opportunities: Increase follow-through on escalated cases.

Review Word Cloud

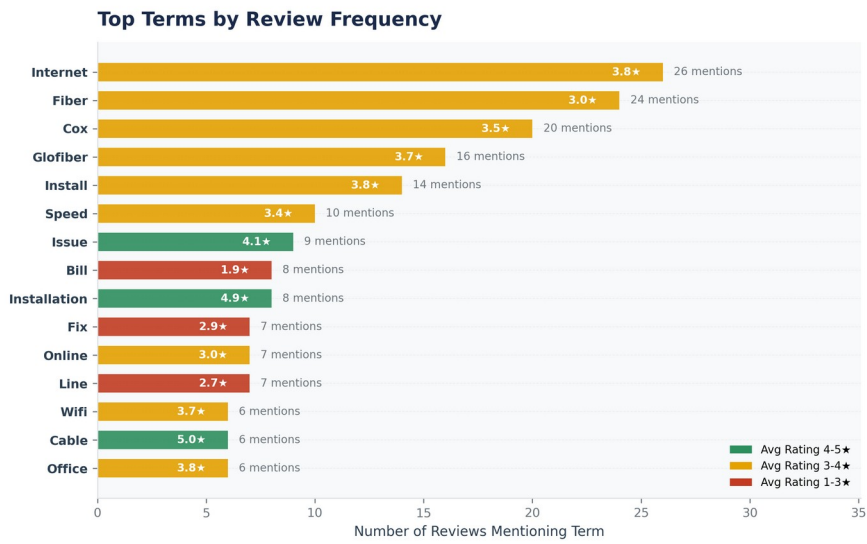
This word cloud visualization highlights the most frequently mentioned terms in customer reviews. Larger words indicate more frequent mentions, and colors reflect the average star rating of reviews containing each term—green tones indicate terms associated with higher ratings, while red tones indicate terms found in lower-rated reviews.

Key Themes from Customer Reviews



Word cloud colored by average associated star rating. Green = high-rated, Red = low-rated.

Top Terms by Review Frequency



Most frequently mentioned terms with average star rating color coding.