Calix

How Clearwave Fiber is Growing Using Seamless Automation Based on an Integrated Vendor Ecosystem

Clearwave Fiber Adding 1,000 New Subscribers Per Month Thanks to Breakthrough Collaboration Between Calix, CDG, and CheckPoint Solutions

clearwave fiber.

COMPANY
Clearwave Fiber

WEBSITE
clearwavefiber.com

FOUNDED
January 2022

BUSINESS TYPE
Privately-owned fiber provider

LOCATIONS
333 locations in Florida, Georgia, Illinois, and Kansas

SUBSCRIBERS
35,000+ internet, 30,000 voice

THE CHALLENGE

Clearwave Fiber (Clearwave) was formed after a merger between Illinois-based Clearwave Communications and Hargray Communications which had assets in Georgia and Florida. Clearwave acquired Kansas-based RG FIBER in March 2022, giving Clearwave 2,000 route miles in its fiber network. Today, the broadband service provider (BSP) covers more than 330 towns and cities.

Clearwave is rolling out an advanced fiber-to-the-home (FTTH) network, offering high-speed broadband service to homes and businesses in rural and underserved areas. Clearwave aims to surpass 500,000 subscribers by 2026 via organic growth and possible strategic acquisitions.

This ambitious expansion plan required Clearwave to implement a growth strategy that allows operations to scale but avoids escalating costs and strained resources. This strategy involved Clearwave's multiple vendor partners working together to deliver an integrated solution for acquiring and servicing subscribers across the BSP's expanding footprint. It also required introducing automation technologies to replace resource-intensive tasks and streamline processes.

THE SOLUTION: MULTI-VENDOR INTEGRATION

Clearwave required its three vendor partners, Calix, Communications Data Group (CDG), and CheckPoint Solutions (CheckPoint) to work together to develop the new solution.

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In the home, Clearwave deploys the latest Calix GigaSpire® BLAST systems to provide subscribers a range of managed services, including fully Managed Wi-Fi, enhanced parental controls, and home network cybersecurity. Clearwave also uses Calix Cloud® to enable market-leading customer support and network operations management.

CDG provides cloud-based, SaaS-delivered OSS/BSS solutions for BSPs and has partnered with Clearwave since 2011. Clearwave takes advantage of CDG's flagship consumer and enterprise billing and OSS solution, MBS Cloud, to handle a number of tasks in their consumer ecosystem, including customer support, invoicing, ticketing, workflow, and service provisioning.

CheckPoint provides BSPs with demand aggregation, marketing, and customer acquisition solutions, helping to make data-driven decisions on network expansion strategies. Clearwave rolled out the CheckPoint solution in January 2023.

Transforming the Subscriber Experience with Self-Scheduling

Using CheckPoint, Clearwave generated and managed demand in its expansion markets, gathering actionable data to inform the most cost-effective network deployment strategy. Once new markets were identified, CheckPoint enabled Clearwave to deliver targeted marketing to prospective subscribers through custom e-commerce solutions, replacing inefficient manual sales processes.

The project's next phase required the CheckPoint solution to integrate with CDG's MBS Cloud billing platform. This enabled subscribers to sign-up and self-schedule a time for a Clearwave field installation technician to visit. Using an API to integrate with MBS, CheckPoint can access real-time information on available technician timeslots by accessing the MBS installation calendar and instantly relay this information to the subscriber, who then schedules a timeslot online. This zero-touch scheduling allows subscribers to sign-up for service without speaking to a customer service representative.

Once dispatched, Clearwave technicians can use the MBS mobile app to conduct an installation at the customer's premises. Service provisioning is automatically completed by an integration of MBS and the MBS service provisioning module (SAM) with the Calix platform via the Calix services management connector (SMx)—which makes new subscribers instantly visible in Calix Cloud tools, including Calix Support Cloud and Calix Operations Cloud.

THE RESULTS

Integrating the three vendor solutions enables Clearwave to automate nearly the entire subscriber installation process—from initial marketing contact to service provisioning—eliminating lengthy delays caused by manual processes, such as subscribers calling during business hours to arrange an installation time. This ultimately allows Clearwave to now process orders in days rather than weeks.

"
Our previous approach to acquiring new subscribers required significant human effort, which was impossible to scale to meet our growth plans. This breakthrough collaboration by our vendor partners has transformed our sign-up processes and allows Clearwave to grow at pace.

Ross Benner, Vice President, Technology & Network Operations
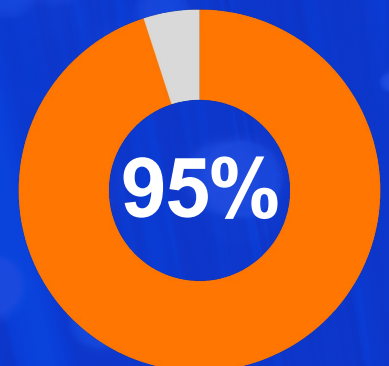**Clearwave Fiber**

RESULTS

Up to
40%
time and fuel savings by integrating with CDG's MBS billing platform to ensure the most efficient use of field staff and trucks
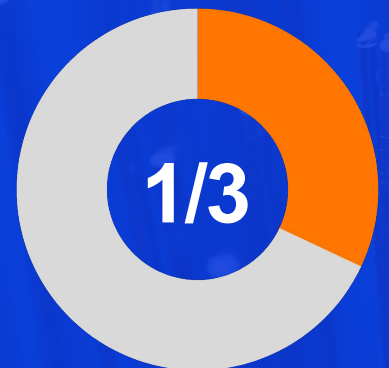
1/3
of orders are processed via an e-commerce channel by using CheckPoint's solution

95%
first call resolution (FCR) rate by using Calix Cloud for real-time subscriber insights

Clearwave is currently ***adding 1,000 new subscribers per month*** using this unique solution. Around one-third of orders are now processed via the e-commerce channel, and Clearwave has reduced manual processes and orders by more than 20 percent while still growing rapidly. Clearwave also reduced incoming support calls by 18 percent using automated self-care and provisioning.

Install appointments, field technician schedules, and routes are calculated using an AI-powered route optimization tool—ensuring the most efficient use of field staff and trucks. As a result, Clearwave has realized substantial time and fuel savings. During testing, Clearwave saw improvements from 25 to 40 percent.

Overall, the integrated solution provides Clearwave and its subscribers with a wide range of benefits. MBS Cloud automates all subscriber requests (such as service upgrades) without human intervention and automatically processes disconnects and reconnects—saving significant time.

In addition, by integrating with Calix Cloud, Clearwave's support and operations teams have real-time subscriber insights. With critical information at their fingertips, support teams can quickly diagnose and troubleshoot issues—contributing to Clearwave's 95 percent first call resolution (FCR) rate.

By forming an integrated vendor ecosystem, Clearwave has seamlessly automated the installation and provisioning processes that previously required significant time and effort. In addition to accelerating growth plans, this integrated solution enables Clearwave to differentiate from the competition by offering an advanced subscriber experience that drives subscriber satisfaction and loyalty.

Scaling growth, while controlling costs and managing resources without strain, is possible with the right platforms and integrations. Contact CDG to learn more about help with your OSS/BSS needs.

Providers can realize faster ROIs when their various service-related systems communicate with each other in real time. Individual solutions can help streamline siloed processes, but fully integrated solutions can remap processes across a business's entire OSS/BSS ecosystem.

**Tony Stout
Chief Technology Officer**

cdg

Scheduling and customer sign-ups are problems all providers face, and with this integration, we can streamline the entire process. A 100 percent hands-off approach makes things easier for the customer and more efficient for internal departments.

**Jacob Terstriep
Director of Operations**

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