

# OEC Fiber Turns to Calix Engagement Cloud to Transform Subscriber Acquisition and Boosts Campaign Performance by 55 Percent

## CHALLENGE

### Maintain Rapid Subscriber Growth While Ensuring an Exceptional Experience

A subsidiary of Oklahoma Electric Cooperative, OEC Fiber was established in 2017 to provide fiber broadband internet services to members in rural Oklahoma communities that had long been underserved or unserved. After connecting their first customer in 2019, OEC Fiber has rapidly expanded to serve 34,000 residential and business subscribers across Oklahoma.

As the coop nears the completion of its fiber build—two to four years ahead of schedule—marketers are focused on continuing the company’s remarkable growth while delivering the exceptional experience subscribers now expect. To support these objectives, OEC Fiber needed to optimize their subscriber acquisition strategies, tailor their services portfolio to meet specific subscriber needs, and run targeted marketing campaigns to increase subscriber engagement.

## SOLUTION

### OEC Fiber Puts Calix Engagement Cloud at the Heart of a Subscriber-Centric Growth Strategy

A Calix customer from their inception, OEC Fiber is using the full Calix platform—including Calix Engagement Cloud—to deliver the best possible subscriber experience and lay a foundation for the future. To continue improving the experience, OEC Fiber began deploying GigaSpire® BLAST systems for all new OEC Fiber Wi-Fi subscribers in April 2022. In just six months, they doubled the number of subscribers on GigaSpire BLASTs and are now deploying 500 systems every day. OEC Fiber is also working to transition subscribers on older systems to GigaSpire BLASTs, so they can enjoy the full benefits of OEC Fiber Wi-Fi, including a growing array of exciting managed services.



**COMPANY**  
OEC Fiber

**COMPANY TYPE**  
Cooperative

**SERVICES**  
Residential services including high-speed internet, TV, and phone, and business services including high-speed internet and phone

**WEBSITE**  
[oecfiber.com](https://oecfiber.com)

**LOCATION**  
Norman, Oklahoma

**SUBSCRIBERS**  
34,000

To deliver on their purpose of improving their subscribers' quality of life, in October 2022, OEC Fiber launched SmartHome™ managed services as part of OEC Fiber Wi-Fi. They provide ProtectIQ® home network security to every subscriber with a GigaSpire BLAST and offer ExperienceIQ® advanced parental controls as an optional add-on. All subscribers can use the OEC Fiber app, based on CommandIQ®, to control their home experience. They can easily check connectivity, change their Wi-Fi password, add subscribers and devices to their network, and troubleshoot minor issues. And with the app right in the palm of subscribers' hands, OEC Fiber has a direct channel to communicate important service updates, new offers, and more.

### Engagement Cloud: The Gamechanger for OEC Fiber

OEC Fiber has put the powerful capabilities of the award-winning Engagement Cloud at the heart of their subscriber-centric growth strategy. With breakthrough capabilities introduced in 2022, Engagement Cloud enables OEC Fiber to enrich their subscriber experience insights with robust demographic, psychographic, and geographic data. This deeper level of intelligence and insights about current and potential subscribers enables OEC Fiber to create targeted offers and campaigns that increase engagement, grow subscribers, elevate average revenue per user (ARPU), and boost satisfaction.

"In 2017, before OEC Fiber had even started construction, I attended Calix ConneXions," said David Goodspeed, CEO of OEC Fiber. "I got a demonstration of Calix Engagement Cloud and had the chance to talk with another co-op leader about the impact that Engagement Cloud had on her business. When she described it as a gamechanger—and after seeing it in action—I knew that Engagement Cloud would be key to our success at OEC Fiber."

### Acquire New Subscribers With Precision

To support their aggressive growth plans, OEC Fiber needs to acquire new subscribers in their existing service area, as well as explore expansion into new territories. Thanks to Engagement Cloud, OEC Fiber can easily identify and target prospects that match the profile of their highest-value subscribers. They can also focus acquisition on specific subscriber segments—for instance, families with small children—or address new markets such as small businesses. They no longer rely on the spray-and-pray tactics of the past—they can execute campaigns with precision and at lower cost of acquisition.

### Reach the Right Subscribers With the Right Messages

Because OEC Fiber's subscribers are at different stages of technology adoption, the ability to segment their audience is essential. For instance, they can promote services like ProtectIQ or ExperienceIQ only to subscribers on GigaSpire BLAST systems. Meanwhile, they can push information on CommandIQ capabilities or upgrade offers to subscribers on older systems. With Engagement Cloud, OEC Fiber can get the right message to the right subscribers and not frustrate subscribers with offers they can't use.

### Proactively Improve the Subscriber Experience

With subscriber experience data in Engagement Cloud, OEC Fiber can easily identify subscribers that are hitting their downstream or upstream service limits. The support team can then proactively reach out to them to discuss their experience and offer an upgrade. The upgrades effectively eliminate service limit hits, increasing subscriber satisfaction. Engagement Cloud helps OEC Fiber ensure that subscribers are on the right service for their lifestyle and that they're having a positive experience.

## Calix Solution

- GigaSpire BLAST Wi-Fi 6 systems
- Calix Engagement Cloud
- Calix Support Cloud
- CommandIQ mobile app
- ProtectIQ home network security
- ExperienceIQ advanced home network controls
- Calix Premier Customer Success Services

## RESULTS

### Backed by Engagement Cloud, OEC Fiber Improves Acquisition Campaign Performance by 55 Percent

With their end-to-end Calix network and value-added managed services including CommandIQ, ProtectIQ, and ExperienceIQ, OEC Fiber continues to disrupt the broadband market for the good of the communities they serve. From the start, Engagement Cloud has played a critical role in OEC Fiber's emergence as a leading experience provider. Thanks to the rich data and analytics in Engagement Cloud, the OEC Fiber marketing team has a stronger understanding of their subscribers, so they can easily tailor offers and communications to meet subscribers' specific needs.

#### Grow Subscribers With Campaigns That Generate 55 Percent More Qualified Prospects

With the latest capabilities in Engagement Cloud, OEC Fiber has a better understanding of their current and potential subscribers—they're more than just gamers or streamers. Moreover, they can much more easily find prospects that are similar to their best customers. This is already having a profound impact on their acquisition efforts. Working with Calix Premier Customer Success Services, OEC Fiber ran a Facebook campaign targeting prospects and the match rate using Engagement Cloud data outperformed a similar campaign (without Engagement Cloud) by 55 percent. With just one campaign, OEC Fiber was able to generate 55 percent more qualified prospects, which will increase conversion rates and lower acquisition costs.

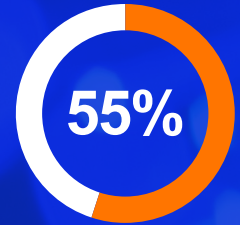
#### Protect Subscribers Against More Than 26,000 Online Threats

By bundling ProtectIQ as part of OEC Fiber Wi-Fi, the cooperative increased adoption of the value-added security service by 151 percent in six months. During that time, OEC Fiber blocked more than 26,000 viruses, malicious websites, and intrusions from ever entering subscribers' homes. OEC Fiber can take advantage of Engagement Cloud to launch and grow other SmartHome services. For instance, they can run upsell campaigns that target specific audiences, such as gamers or work-from-homers, with relevant messaging on ExperienceIQ. And as they consider other services, such as Arlo Secure connected cameras or Bark online monitoring, Engagement Cloud can give OEC Fiber insights on those subscribers that would benefit most from—and be most likely to purchase—these future offerings.

#### Communicate Directly With 60 Percent More Subscribers

Over six months, OEC Fiber was able to increase subscriber adoption of their OEC Fiber app by 60 percent. Not only does this pave the way for OEC Fiber to layer on additional managed services, but it also allows them to reach more subscribers via push notifications. This gives OEC Fiber a powerful marketing channel to communicate directly with subscribers, increasing engagement and satisfaction, while improving marketing return on investment (ROI).

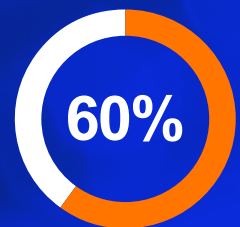
"Engagement Cloud has transformed how our marketing team operates," said Kayla Wade, Senior Manager of Fiber Marketing and Subscriber Support, OEC Fiber. "It's an essential tool for our business. We can do more than we ever thought possible, more efficiently, and with higher return on investment. And perhaps most importantly, it helps us deliver the exceptional experience our subscribers expect from us."



Higher subscriber acquisition campaign performance

26,000

Viruses, malicious websites, and intrusions **BLOCKED**



Increased app adoption