



# Increase subscriber satisfaction and loyalty with service excellence

Today's broadband subscribers have sky-high expectations for the quality, speed, and personalization of their broadband services. When problems occur, they expect them to be resolved quickly, with minimal disruption to their many online activities.

This presents a growing challenge for Internet service providers. Many support organizations lack real-time visibility into their subscribers' home Wi-Fi networks, and customer service representatives often have to escalate problems to their technical colleagues to resolve them. If these can't be resolved remotely, field staff are sent out to subscriber homes. For subscribers, this means longer resolution times and a decreased quality of experience. For service providers, it means higher support costs and dissatisfied subscribers.

What if you could empower your support team with the real-time insights to accelerate issue resolution and dramatically reduce inbound calls and associated costs? Calix Service Cloud does just that.

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Award for Best  
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**CETS Best in  
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Award**

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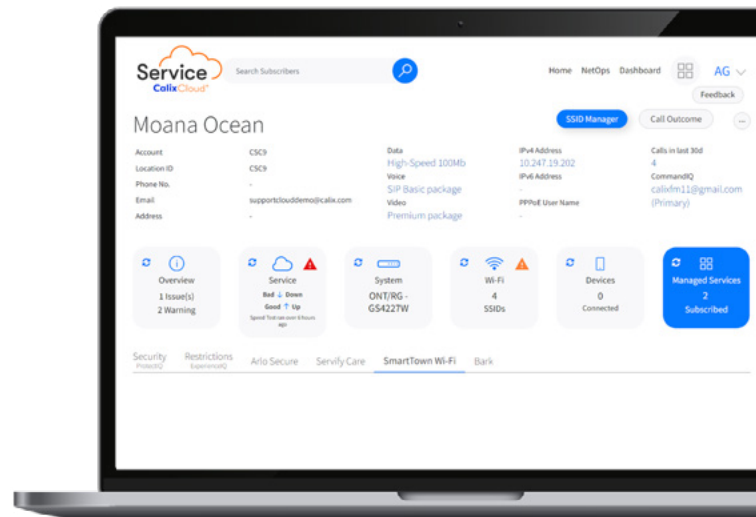


## INTRODUCING CALIX SERVICE CLOUD

Calix Service Cloud is a key component of the Calix Revenue EDGE solution, the world's only subscriber experience solution built exclusively for broadband service providers (BSPs). By empowering your customer support team with real-time intelligence for end-to-end visibility into the subscriber connected experience, Calix Service Cloud helps prevent subscriber issues, improve call times, and reduce unnecessary truck rolls.

### Calix Service Cloud enables you to:

- Proactively resolve subscriber issues leveraging automated diagnostics and recommendations before they turn into helpdesk tickets or escalations.
- Support all Calix SmartLife™ managed services using one system with ease and efficiency.
- Empower your frontline support with data driven insights from ONT-level\* visibility to the subscriber's connected devices and apps accelerating troubleshooting and improving subscriber satisfaction. (\*requires Calix Operations Cloud).
- Schedule, test and run performance testing from Calix Service Cloud using GigaSpire systems without additional capital investment or network disruption.
- Measure and track Key Performance Indicators via call outcome tracking to improve support effectiveness and improve subscriber experience.



## SIMPLIFY CUSTOMER CARE. IMPROVE OPERATIONAL EFFICIENCY.



### Visibility and Alerts

Enable your support team to immediately act on ONT-level issues such as network outages or system health, with deeper integration of Calix Operations Cloud and Service Cloud.



### Managed Services Support

Offer a differentiated subscriber experience with Calix SmartLife™ managed services using one, pre-integrated support solution across all services to scale with ease and efficiency.



### Integrated Analytics

Discover opportunities to proactively boost customer satisfaction with subscriber Quality of Experience (QoE) Score spanning 7-days to provide performance insights for actionable improvements.



### Intuitive Cockpit

Address your subscriber needs quickly with Call Outcome tracking and unprecedented visibility into subscriber experience across WAN, Wi-Fi, residential gateways, 100+ CPE devices, and apps.



### Foundation for Carrier Class Services

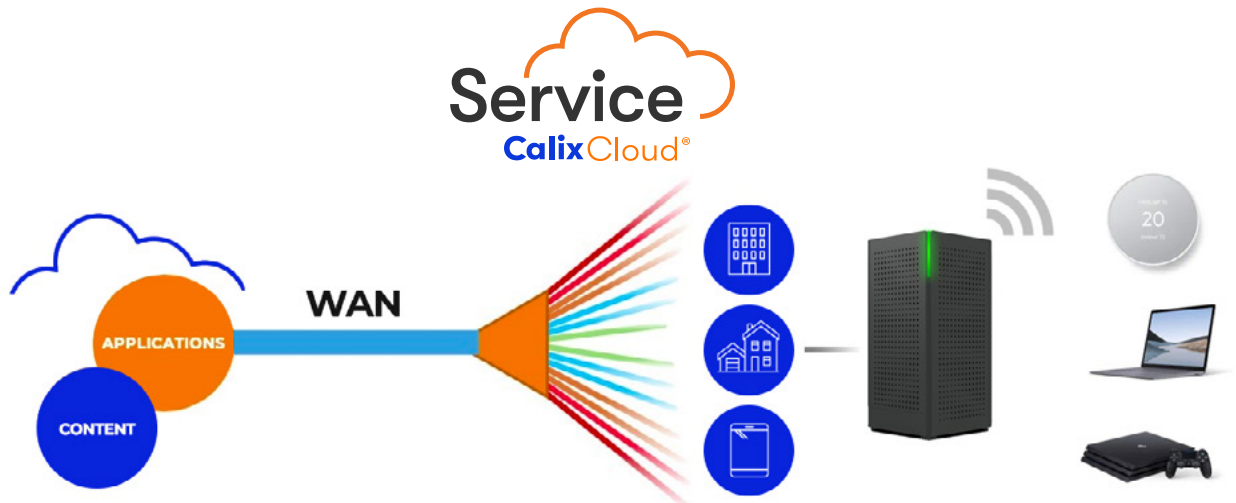
Set your business up for success with integrated access to intelligence from your operations and business systems, along with insights from other Calix solutions to deliver the ultimate care.



## GET END-TO-END VISIBILITY INTO SUBSCRIBER IN-HOME EXPERIENCE

As subscribers use more connected devices and increasingly sophisticated, bandwidth-hungry applications, home Wi-Fi networks are becoming more complex. And with a sudden rise in working and online learning from home, diagnosing problems over the phone using conventional methods is no longer effective. It's time-consuming, which is frustrating for subscribers, and inefficient and costly for you.

With Calix Service Cloud, your Tier 1 and technical support staff are empowered with real-time troubleshooting capabilities and easy access to intelligent analytics. Customer service representatives can quickly determine whether the problem is occurring in the WAN, the gateway, the Wi-Fi network, or one or more of the subscriber's devices via the end-to-end snapshot. With the source of the problem quickly identified, they can then determine the appropriate action to correct it. Furthermore, Service Cloud together with Managed Wi-Fi can take your subscriber experience to the next level with the ability to optimize all aspects of your subscriber's Wi-Fi experience from speed to performance and coverage. Combined, these services arm your customer service representatives with powerful tools to solve subscriber issues and deliver a differentiated experience.



## REDUCE TRUCK ROLLS AND ELIMINATE UNNECESSARY PRODUCT SWAPS

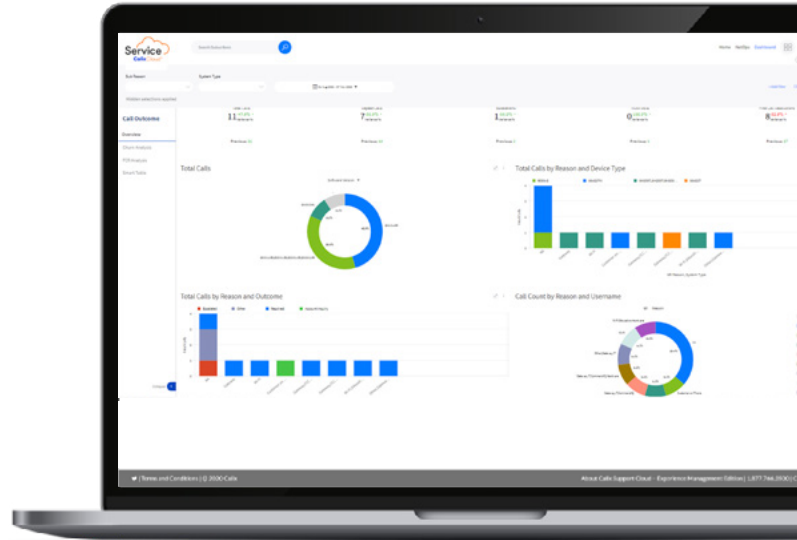
Truck rolls are expensive with each one typically costing \$200+. And even when you send out a truck roll, there's no guarantee that you will solve your subscriber's issue. Sometimes it results in equipment that is operating well being replaced when it doesn't need to be, and that means additional cost.

For subscriber concerns that are escalated to Tier 2 and 3 support staff, Calix Service Cloud provides advanced diagnostics, detailed analytics and workflows, which enable technical support staff with insights to address more complex issues remotely. This eliminates unnecessary truck rolls and product swaps and ensures that your field staff is only traveling when necessary.

## PROACTIVELY IDENTIFY AND RESOLVE SUBSCRIBER ISSUES

Wi-Fi is the primary connection choice for more than three quarters of your subscribers, so it's not surprising that Wi-Fi issues account for more than 50% of all helpdesk calls. These issues include connection problems, signal blockages, and poor performance due to interference from other electronic devices or nearby Wi-Fi networks. Too often, you only learn of these and other problems when your subscribers call the helpdesk.

The built-in analytics in Calix Service Cloud allow you to identify potential issues proactively before subscribers are even aware of them. In fact, now your support team can leverage subscriber QoE data spanning 7-days to gain actionable insights to device performance. By taking action on any issues immediately, they can get ahead of trouble calls and prevent churn. By pre-empting common Wi-Fi problems, you reduce the number of helpdesk calls you receive, which results in significant Opex reduction along with improved customer satisfaction.



## STREAMLINE YOUR PERFORMANCE TESTING

If you are required to conduct performance testing to achieve compliance with Federal Communications Commission (FCC) speed and latency requirements, Calix makes it simple, efficient and repeatable. Calix Service Cloud together with Calix GigaSpire BLAST Systems, leverages Speedtest® by Ookla® to offer service providers a simple and cost-effective solution to meet performance testing requirements to maintain your eligibility for funding.

You can schedule, test and run performance testing from Calix Service Cloud without additional capital investment or network disruption. What's more, no truck rolls or third-party involvement are required.

Calix also offers the Broadband Performance Testing Service, which is a Managed Service that gives service providers the implementation know-how and ongoing proactive testing and reporting processes they need to establish and operate their FCC-related testing framework. Components of the service include regular pre-tests, actionable reporting, and analysis to proactively address broadband performance issues that could impact compliance levels, as well as ongoing support for regulatory compliance reporting.

The screenshot displays the Calix Service Cloud NetOps dashboard. It features a search bar, navigation tabs, and a sidebar menu. The main content area shows a table of performance testing results.

Name	Number of Systems	Current State	Start Date	Number of Days	Action
W01	1	Completed	2021-09-13	7	
W02	1	Completed	2021-09-13	1	
W03	1	Completed	2021-09-21	7	
0221 DEMO FOR NETOPS	1	Completed	2021-09-22	7	



## MEASURE THE EFFECTIVENESS OF YOUR PEOPLE AND PROCESSES

Key performance indicators (KPI) are a must for measuring and monitoring how efficiently and cost-effectively your customer care organization is operating. By leveraging Calix Service Cloud and using its intelligent approach to diagnosing and correcting subscriber problems, you can significantly improve critical support KPIs, such as reducing Average Talk Time and increasing First Call Resolutions.

With built-in call outcome logging, you can easily record the details of each completed call along with the outcome. For example, you can indicate whether the call was resolved, escalated, or resulted in a truck roll or an account enquiry. You can specify whether the call was related to the WAN, the gateway, Wi-Fi, or a client device, as well as provide more details about the specific subscriber issue. By entering the outcome of every call, you get a complete performance picture for each end user, device, and customer.

This lets you be more efficient in managing CSRs and measuring their effectiveness, and ensures your people and processes are aligned for improving subscriber home Wi-Fi experience. Call outcome logging also enables you to monitor subscriber experience KPIs, such as repeat caller frequency and repeat caller call types, as well as proactively identify and initiate workflows for high-churn risk customers.





## OFFER AND SUPPORT NEW MANAGED SERVICES WITH EASE AND EFFICIENCY

Increasingly, BSPs of all sizes are transforming their value propositions by offering differentiated managed services, on top of their Wi-Fi offerings, that bring value to their communities and increase subscriber loyalty. Calix Service Cloud enables BSPs to easily launch and support a rapidly growing portfolio of Calix SmartLife™ managed services.

Calix Service Cloud's unprecedented visibility into the subscriber experience paired with guidance from the award-winning Calix Customer Success Services (Customer Success) enables broadband support teams to proactively contribute to the company's overall business transformation when offering managed services. In fact, BSPs across the continent are launching new managed services in a matter of weeks instead of months. Calix empowers BSP support teams to accelerate the launch of managed services while maintaining the same level of world-class support their subscribers expect by making it easier to:

- Plan, launch, support and grow managed services with help from award-winning Customer Success. This program accelerates a BSP's ability to successfully plan, launch support and grow new managed services with data-driven go-to-market plans, managed services launch preparation, and planning, cross-team readiness and alignment of end-to-end new service introduction, and ramp guidance.
- Manage new services with more visibility into the subscriber experience using Service Cloud. Support teams of any size can easily contribute to the ramp and success of managed services in the SmartLife portfolio with extensive views into account activation status and subscription details for efficient troubleshooting.
- Provide self-service support with Calix CommandIQ®. For greater convenience, the Calix CommandIQ mobile app gives subscribers control of their connected home experience, resulting in fewer help desk calls, and enables easy support access to managed services like the ability to view and track claims for Servify Care.

## LEARN HOW CALIX SERVICE CLOUD CAN HELP YOUR BUSINESS

Connect with Calix today to learn how Calix Service Cloud can help you find and fix subscriber problems proactively while simplifying and streamlining your support operations and costs.