



# How You Can Scale for Growth and Deliver an Exceptional Subscriber Experience

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# INTRODUCTION

Subscribers want services that match their connected lifestyle. This demand is propelled by increasing fiber buildouts coupled with access to an array of connected devices. Broadband service providers (BSPs) must keep pace with the demand for more curated services to deliver a personalized, connected experience.

With growth comes complexity. Subscribers expect 100 percent reliability in their connectivity, strong Wi-Fi in every room, efficient customer service, and new managed services like home network security—all on top of high-speed connectivity. Considering this combination, BSPs may feel daunted as they look to grow.

As new services ramp with customer acquisition, the need to simplify subscriber support and operations becomes clear. A cloud strategy can avail access to purpose-built applications designed to simplify growing complexities and transform the subscriber experience.

This eBook outlines why a cloud-based approach is critical for enabling BSPs' growth with a differentiated subscriber experience and the pivotal role of customer support. It also shares the key features you should look for when evaluating different solutions.



# WHY BSPS NEED A NEW APPROACH TO THE SUBSCRIBER EXPERIENCE

Research shows that 64 percent of customers want companies to respond faster to their evolving needs<sup>1</sup>. Additional research shows that quality of experience (QoE) is among the top five attributes subscribers value from their BSP. Most BSPs are not meeting these expectations.

Rather, support teams increasingly face the challenge of the home network becoming the broadband bottleneck, with 60 percent of all broadband service calls being Wi-Fi related, 10–15 percent of issues requiring multiple calls for resolution, and 20–30 percent of routers needlessly returned. As a result, the inability to resolve a subscriber’s Wi-Fi issue can drop the BSP’s Net Promoter Score® (NPS) by up to 40 points<sup>2</sup>.

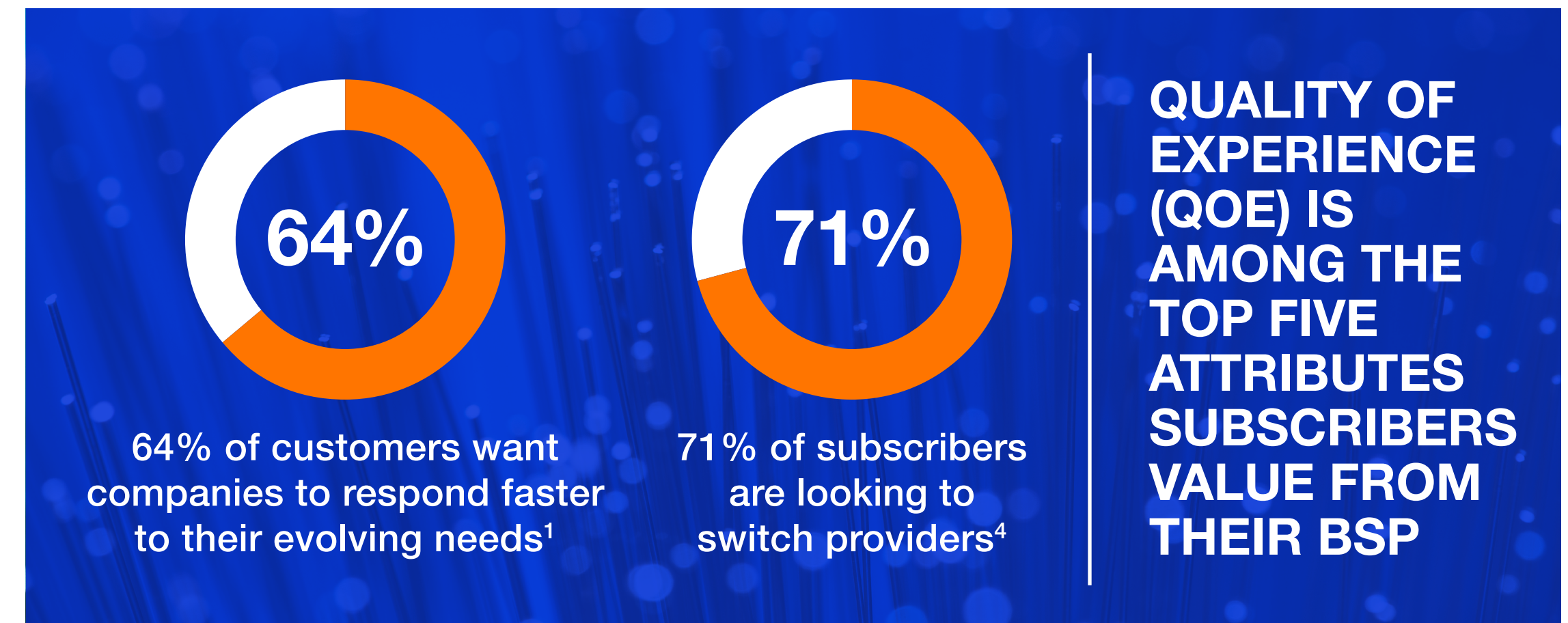
Furthermore, many BSP support teams struggle to meet subscriber expectations because the information they need to do their jobs and deliver a seamless experience is held in multiple disparate systems—some of which they might not have access to. “Swivel chairing” between these systems wastes valuable time and slows time to resolution.

For BSPs that continue to operate at status quo, risk is high. Internet service providers are ranked lowest in customer satisfaction among 45 different industries, with satisfaction levels continuing to decline year after year<sup>3</sup>. A whopping 71 percent of subscribers are looking to switch providers<sup>4</sup>. Given these statistics, it’s no surprise that internet service providers have some of the lowest NPS of any industry<sup>4</sup> and an average churn rate of 22 percent<sup>5</sup>.

## Exceeding Expectations With a New Approach

Customer support teams must have actionable insights from all areas of the subscriber experience to address issues quickly and efficiently. And these insights must be accessible from one convenient location. Anything less causes longer issue resolution, unnecessary truck rolls, reduced CSR productivity, and ultimately low subscriber satisfaction.

Traditional on-premises subscriber support solutions can’t scale to provide the comprehensive insights required to meet subscriber expectations. Equipping CSRs with the end-to-end intelligence they need to deliver an exceptional experience in every interaction requires a cloud-based approach to customer support.



# WHY EXCEPTIONAL SUBSCRIBER SUPPORT REQUIRES THE CLOUD

Cloud-based applications continue to expand as they help BSPs improve scalability, agility, automation, and the need to deliver an amazing subscriber experience. To power these applications, the cloud can connect data from disparate systems to create a 360 degree view of the subscriber experience.

Calix Cloud®, as an example, aggregates subscriber insights, network intelligence, and platform performance to provide application specific views for support, network operations, and marketing personas. In turn, this approach helps BSPs simplify their businesses across acquisition, deployment, and support functions while delivering a differentiated subscriber experience.

Specific to customer support, the cloud is a game changer to how people and processes are enabled, with a holistic approach that provides a true end-to-end view of the subscriber experience. Unlike on-premises support solutions, cloud-based solutions can seamlessly integrate data from hardware, operations systems, business support platforms, and critical backend systems like ticketing within one intuitive interface.

Support teams can access the critical 360-degree insights, network intelligence, and performance data needed to deliver an exceptional subscriber experience. For example:

- ✓ Customer support teams can improve subscriber satisfaction by using advanced real-time diagnostics and analytics to troubleshoot problems remotely and expedite issue resolution.

- ✓ CSRs can take advantage of subscriber QoE data to proactively address problems before they negatively impact service.
- ✓ Support teams can, through metrics such as repeat caller frequency, identify subscribers at high risk for churn and automatically initiate workflows to address the situation.



## Scalability Supports New Business Demands

BSP support teams can quickly scale cloud-based solutions to meet new business demands. Supporting new managed services and market segments doesn't mean investing in and learning expensive new systems. Adopting a cloud-based approach makes it easier for BSPs to seamlessly integrate data from multiple systems into the support platform. This gives CSRs additional analytics and insights that substantially enhance the subscriber experience.

## Automated Diagnostics Drive Higher Subscriber Satisfaction

Support teams also benefit from cloud-based solutions with advanced features and functionality such as automated diagnostics. Some cloud-based applications, such as Calix Support Cloud (Support Cloud), which is part of Calix Cloud, will automatically run diagnostics on subscriber experience data, identify issues, and even provide actionable recommendations for addressing them. This automation helps CSRs substantially reduce troubleshooting time. It also leads to better first call resolution rates, higher CSR productivity, and greater subscriber satisfaction.



**THE CLOUD IS A GAME CHANGER TO HOW PEOPLE AND PROCESSES ARE ENABLED, WITH A HOLISTIC APPROACH THAT PROVIDES A TRUE END-TO-END VIEW OF THE SUBSCRIBER EXPERIENCE.**



## Chapter 3

# HOW THE CLOUD SUPPORTS A DIFFERENTIATED SUBSCRIBER EXPERIENCE

BSPs using cloud-based subscriber support solutions have the real-time intelligence they need to deliver a seamless, differentiated subscriber experience that supports today's connected lifestyle. All insights—from the WAN to the gateway, Wi-Fi, all connected devices, and apps—are accessible from a single pane of glass. Support teams can leverage cloud-based solutions to:

### **Dramatically Expedite Issue Resolution**

Thanks to real-time information, support teams can more rapidly identify the source of technical problems and determine the appropriate next steps for resolving them. This means they have shorter, more productive interactions that are focused on solving problems instead of playing “20 questions” with frustrated subscribers.

### **Reduce Costs and Churn**

With end-to-end visibility, CSRs can pinpoint the root cause of a subscriber's issue. In many cases they can also address issues remotely, which reduces escalations and unnecessary truck rolls. By boosting first call resolution, support teams improve efficiency, reduce costs, and free up resources for other value-generating activities. And, of course, fewer and faster support calls means happier subscribers—increasing first call resolutions by just 1 percent lowers subscriber churn by 5 percent<sup>6</sup>.





## Provide More Proactive Support

CSRs can take a more proactive approach to servicing subscribers by identifying and resolving issues before they turn into helpdesk tickets. For example, they can use actionable insights to spot and address connection problems, signal blockages, and other issues before subscribers themselves can notice.

## Improve Call Center Productivity

As previously mentioned, when CSRs have all the subscriber data they need in one convenient platform, talk times are shorter and first call resolution rates are higher. Support teams don't waste valuable time learning how to use multiple systems, or swivel chairing between systems to diagnose and resolve issues. The result? CSRs serve more subscribers faster and devote more time to proactive support.

## Identify Upgrade Opportunities

Support teams can easily spot opportunities to generate incremental revenue with cloud-based solutions that provide visibility into the entire subscriber experience. For instance, they can see if a technical issue is caused by an old router, modem, or other device and prompt subscribers to upgrade their equipment. They can also see if subscribers are repeatedly hitting service limits and recommend higher-bandwidth plans that better match their lifestyles.

**BSPs CAN NOW HAVE REAL-TIME INTELLIGENCE  
TO DELIVER A SEAMLESS, DIFFERENTIATED  
SUBSCRIBER EXPERIENCE THAT SUPPORTS  
TODAY'S CONNECTED LIFESTYLE**



## Chapter 4

# DELIVERING AN EXCEPTIONAL SUBSCRIBER EXPERIENCE

Customer support teams need cloud-based solutions designed expressly for BSPs to deliver a genuinely exceptional subscriber experience. Here are key features to consider when evaluating your options:

### A True End-to-End View of the Subscriber Experience

Support teams can't deliver a truly differentiated subscriber experience unless they have a solution that can aggregate data from every area of the home network. This includes the WAN, gateway, Wi-Fi, all connected devices, and even apps. Everything must be accessible from a single screen. Anything less results in an inferior experience for both subscribers and support teams.

### Automated Troubleshooting

Look for a solution that will drastically reduce issue resolution time by automatically running diagnostics, identifying problems, and providing recommendations for fixing them. This empowers CSRs to resolve issues remotely—reducing unnecessary truck rolls and increasing subscriber satisfaction.





## Actionable Insights

Support teams need cloud-based subscriber support solutions that use aggregated analytics to deliver actionable insights. These insights help them optimize the subscriber experience, reduce costs, and drive incremental revenue. Here's how support teams are successfully using actionable insights to increase first call resolution rates, reduce truck rolls, and more:



Family-owned and operated Dobson Fiber slashed truck rolls by 50 percent by leveraging trouble ticket data. They also cut repeat trouble tickets and reduced operating expenses (OPEX)—all while building lasting subscriber relationships.



Wyoming-based Silver Star Communications quickly diagnoses and resolves subscriber issues using real-time intelligence. This has helped them increase their first call resolution rate to 83 percent and reduce truck rolls by 41 percent.



Rapidly expanding ALLO Communications uses subscriber experience data to improve call center metrics and subscriber satisfaction. They increased their ticket close ratio to 60 percent, cut average call time by 30 seconds, and achieved an NPS of +71 for technical support.



Arkansas-based WAVE Rural Connect is leveraging actionable insights to achieve a first call resolution rate of 78 percent. They are also using internet speed test data and Wi-Fi analytics to successfully upgrade subscribers to higher service tiers.

## The Ability To Support New Managed Services

More and more service providers are adding new managed service offerings to stand out from the competition and meet the unique requirements of new markets. You want a cloud-based support solution that allows you to manage and scale these new services without having to deploy additional systems. Having a single, familiar support system that can flexibly address new services and markets means you don't have to train CSRs on new systems. It also means you maximize efficiency because all information is accessible in one location.

## Subscriber QoE Score

Look for a cloud-based subscriber support solution that allows CSRs to proactively improve satisfaction using a QoE Score. This is a single metric that gives support teams a holistic understanding of subscriber Wi-Fi and WAN health. The QoE Score provides real-time insight into the subscriber experience as well as historical data. This enables support teams to identify and address network issues before they impact subscribers.

## Self-Service Options

Today's subscribers expect BSPs to provide self-service options so they can manage their experience at their convenience. To meet these expectations—and reduce support calls—select a subscriber solution that offers self-service capabilities via a mobile app or online portal. Subscribers should be able to check internet speed, change their Wi-Fi passwords, set parental controls, and perform other basic tasks without ever having to call the support desk.

## Ease and Speed of Implementation

When you're evaluating subscriber support systems, it's important to understand more than just the capital investment required. You also need to know how long implementation is likely to take, and what IT or other resources you will need to provide. Selecting a solution that can be implemented rapidly and with minimal BSP resources will ensure the fastest return on investment.



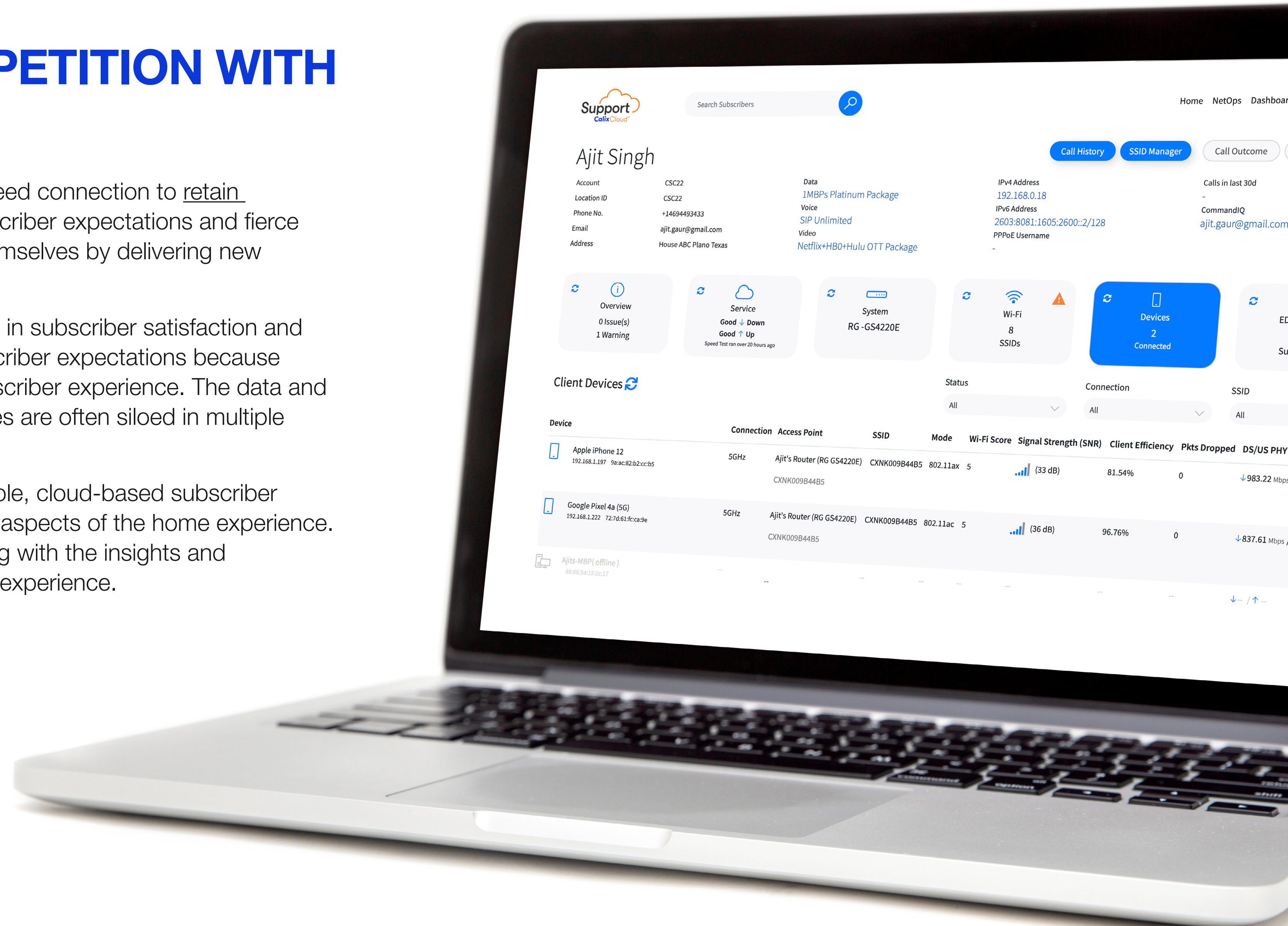
## Chapter 5

# OUTPERFORM THE COMPETITION WITH CALIX SUPPORT CLOUD

Today, service providers need much more than a high-speed connection to retain subscribers and achieve respectable NPS. Sky-high subscriber expectations and fierce competition mean service providers must differentiate themselves by delivering new managed services and seamless, efficient support.

Customer support teams play an incredibly important role in subscriber satisfaction and retention. However, CSRs typically struggle to meet subscriber expectations because they have an incomplete and fragmented view of the subscriber experience. The data and analytics they need to effectively identify and resolve issues are often siloed in multiple systems they may not even be able to access.

Support teams can overcome these obstacles with scalable, cloud-based subscriber support solutions that provide end-to-end visibility into all aspects of the home experience. Solutions such as Support Cloud deliver this visibility along with the insights and intelligence required to provide an exceptional subscriber experience.



Support Cloud uniquely aggregates data across every area of the subscriber network, from the WAN to the gateway, Wi-Fi, all connected devices, and even down to apps. BSPs can use Support Cloud to:

- Simplify support operations. CSRs can use one intuitive solution for new managed services without increasing workloads or learning new platforms.
- Increase first call resolutions. Support teams can improve first call resolution rates by up to 64 percent<sup>7</sup> with automated diagnostics that identify network issues and recommendations for fixing them.
- Provide proactive support. CSRs can use actionable insights to proactively identify and remotely address problems before they turn into helpdesk tickets or escalations.

Support teams can use Support Cloud as a standalone solution or take advantage of even greater subscriber insights by using it alongside other Calix Cloud applications. For example, CSRs using Support Cloud with integration to Calix Operations Cloud can expand their visibility into the subscriber experience with optical network terminal (ONT)-level data showing network health and alerts—enabling CSRs to more efficiently manage and troubleshoot. They can also take advantage of powerful insights in Calix Marketing Cloud to identify subscribers at risk for churn. They can boost retention rates by reaching out to these subscribers proactively to improve their experience.

Service providers that use cloud-based solutions across their entire organization have a huge competitive advantage. Integrating those solutions with Support Cloud exponentially increases the insights available to CSRs—and perfectly positions them to deliver an exceptional subscriber experience that is hard to beat.

***To discover how Support Cloud can help you deliver an exceptional subscriber experience, [sign up for a demo.](#)***

**SIGN UP NOW**

*“We’ve been really focused on the customer experience. You’re always adjusting as you grow, and it’s important to stay on the leading edge of the customer experience—to know about a problem at somebody’s house before they do, if at all possible. Calix has the tools that can help us do that. There’s so much more to unlock, and we look forward to taking advantage of our investment, building in even more proactivity, and meeting our goal of being the best provider in our area.”*

**Mark Prather**

President of Fiber and Technology at Centranet



- 1 [Accenture, "The human paradox: From customer centricity to life centricity"](#)
- 2 [Omdia, "Monetizing the Telco Connected Home Opportunity — 2021"](#)
- 3 [CNET, "Yikes, Americans Really Despise Their Internet Service Providers"](#)
- 4 [FinancesOnline, "70 Compelling Customer Loyalty Statistics: 2023 Vital Facts & Data Analysis"](#)
- 5 [Smartlook, "Essentials of Customer Churn and Retention"](#)
- 6 [SQM, FCR Reimagined White Paper](#)
- 7 [Calix, VTC's Proactive Customer Support Drives Down Trouble Calls by 22% in Just 30 Days](#)

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