

The background of the cover is a blue-tinted photograph of two people, a man and a woman, smiling and looking at each other. The man is on the left, and the woman is on the right. The image is overlaid with a semi-transparent blue filter and faint white icons of various devices and network symbols.

Making the Move to Proactive, Value-Enhancing Subscriber Support

**Four Ways To Strengthen Your Support Operations
and Build Subscriber Satisfaction**

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Chapters

- 1. Introduction: Support Challenges Driving Change**
- 2. Build a Scalable Support Foundation With the Right Systems, Tools, and Capabilities**
- 3. Harness the Power of Data for Greater Efficiency and Actionable Insights**
- 4. Give Subscribers the Support They Want**
- 5. Enable Managed Services for an Exceptional Subscriber Experience**
- 6. Summary**

Customers referenced: Dobson Fiber, Mid-Rivers Communications, Forked Deer Connect, ALLO Communications, Ontario & Trumansburg Telephone Companies (OTTC).

INTRODUCTION: SUPPORT CHALLENGES DRIVING CHANGE

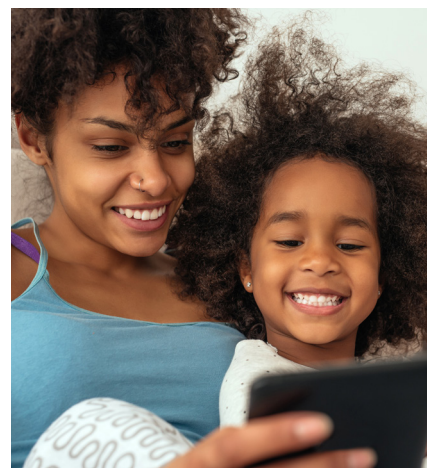
The pressure to deliver an exceptional experience has never been greater for broadband service provider (BSP) support teams, with sky-high subscriber expectations on top of the growing complexity of the connected home. High-speed, always-on connectivity is a given. Subscribers want personalized and convenient digital experiences suited to their lifestyles. And they want customer support to match, with support channels that make it convenient, easy, and seamless to resolve any issues.

At the same time, home networks are more connected—and complex—than ever before. According to Parks Associates, the average U.S. household now has 16 connected devices—up from 13 one year ago. This growing complexity adds to support challenges. Parks Associates also found that 51 percent of smart home device owners had experienced a recent problem with one or more of their devices, with most issues related to wireless connectivity.

For BSP support organizations, these challenges are often compounded by disconnected data. They lack complete visibility of the subscriber experience because critical data is siloed in disparate systems or accessible only by specific teams or roles. And the investment needed to leverage data analytics and insights may seem out of reach for some BSPs.

Service providers must examine their support strategy and operations to keep pace with evolving subscriber expectations and ensure a “white glove” experience that can differentiate the subscriber experience. In this eBook, we’ll show you how to make the transition to a proactive, value-enhancing support model through these four steps:

- Implement systems and tools to get end-to-end visibility of the subscriber experience.
- Harness robust data and insights to quickly identify and resolve subscriber issues—or prevent them altogether.
- Introduce new channels and self-service capabilities to make subscriber support simple, convenient, and seamless.
- Enable onboarding and support for a growing array of fully managed services that increase subscriber satisfaction, grow revenue, and reduce churn.



By aligning the organization behind these measures, support teams can break the cycle of operating in reactive, “firefighting” mode. The results?

- Increased subscriber satisfaction and loyalty, reflected in higher Net Promoter Scores (NPS).
- Greater efficiency and productivity for lower operating expenses (OPEX).
- Higher revenue and customer lifetime value through new managed services.
- Empowered, happier support teams with low staff churn.

BUILD A SCALABLE SUPPORT FOUNDATION WITH THE RIGHT SYSTEMS, TOOLS, AND CAPABILITIES

Broadband service has become an integral part of our everyday lives. In a 2021 survey, 76 percent of Americans said internet service is as important as electricity or water. While subscribers expect their broadband always to be up and running, this now extends into lifestyle digital services taking connectivity to a personal level. And when problems do occur, they want them to be resolved quickly, with minimal disruption and inconvenience.

These subscriber expectations present a growing challenge, particularly for smaller BSPs. Many customer support organizations lack real-time, end-to-end visibility into their subscribers’ home Wi-Fi networks, meaning customer service representatives (CSRs) often must escalate problems to their technical colleagues to resolve them. If issues aren’t fixed remotely, field technicians travel to subscriber homes—leading to longer resolution times and a decreased quality of experience. For BSPs, it translates to higher support costs and dissatisfied subscribers.

It’s therefore critical to build a strong support foundation with the systems, tools, and capabilities to manage the subscriber experience end to end. Advanced, cloud-based subscriber experience management systems—like Calix Support Cloud (Support Cloud)—are essential to connect disparate data and enable coordination across support roles, ensuring everyone has a full view of the subscriber experience.



“Visibility is critical to helping our subscribers manage their home networks remotely—a capability that is paramount given the cost and time required to roll trucks across our large service area. Not only has Calix Support Cloud delivered insights that have cut our truck rolls, but the solution has also come with the Customer Success Services team, which was instrumental in achieving that reduction and helping us build the foundation of an unmatched subscriber experience.”

Ron Wilson
Director, Network Operations
Dobson Fiber

Gain End-to-End Visibility To Cut Support Calls, Truck Rolls, and Talk Time

Support teams need a system that can provide a high-level view and drill down into the status and health relevant to the subscriber's experience. They need visibility of the WAN, residential gateways, Wi-Fi, connected devices, and even apps. On the backend, support platforms need to integrate with existing operations support systems/business support systems and critical software systems like ticketing.

Support Cloud presents a consolidated view of the subscriber connected experience by automating information exchange between multiple, siloed systems. In addition to managing all aspects of a subscriber's experience, support teams need immediate access to relevant information in a single location. They don't want to "swivel chair" between several disparate systems to diagnose and solve a subscriber's issue. With everything they need in a single pane of glass, CSRs can dramatically cut the length of inbound support calls. These time savings translate directly to lower operating costs, higher subscriber satisfaction, and greater customer support productivity.

Equip the Entire Team To Deliver an Exceptional Subscriber Experience

Every customer-facing support employee should have visibility into the subscriber experience. When a subscriber calls, support personnel are better prepared to resolve their problem. Extending tools like Support Cloud across the entire service and support organization is vital—including customer service, Tier 1 to Tier 3 support, field techs, and third-party call center support.

For example, **Mid-Rivers Communications** empowered their entire customer service and support teams, and the results were incredible. After merging their billing and customer support organizations, they made Support Cloud available to everyone. With this increased visibility, Mid-Rivers accelerated their time to resolution—resolving 90 percent of troubles within 24 hours. They also cut truck rolls by 15 percent.



Mobilize Your Field Techs for Subscriber Success

Field techs play a pivotal role in your subscriber experience; they can be the first point of subscriber contact and the face of your brand. Ensure they have access to subscriber information whether in the office or on the road. The mobile version of Support Cloud using a tablet empowers field technicians with everything they need to streamline the installation process. They can confirm that everything is "green," address any issues on the spot, and ensure that subscribers are 100 percent satisfied. Post-install, with immediate access to Support Cloud no matter where they are, field techs have complete visibility of subscriber networks—allowing them to diagnose and resolve problems quickly and avoid repeat truck rolls.

HARNESS THE POWER OF DATA FOR GREATER EFFICIENCY AND ACTIONABLE INSIGHTS

With the right systems and tools in place, you can take advantage of powerful data in your network to improve how you respond to subscriber issues and take proactive steps to enhance their experience. Reporting dashboards featuring data visualization tools, widgets, and graphs enable support teams to easily analyze data and quickly act on insights integrated into their daily workflows and processes. CSRs can automatically find, prioritize, and recommend possible fixes—drastically reducing resolution time while also enabling upsell opportunities.

Instantaneously Assess Subscribers' Satisfaction

The industry-first **Subscriber Quality of Experience (QoE)** Score in Support Cloud gives support teams a holistic view of subscriber Wi-Fi and WAN health, presented in a single metric. On a scale of 1 to 5, the Subscriber QoE Score measures whole-home Wi-Fi efficiency, individual client efficiency, WAN service, and WAN continuity. Along with real-time data, CSRs have a seven-day historical view of all data to help them diagnose and resolve intermittent issues or those reported after the fact. Support teams can also build a picture of network health over time. This historical analysis allows CSRs to spot network problems and address them before they ever impact the subscriber.

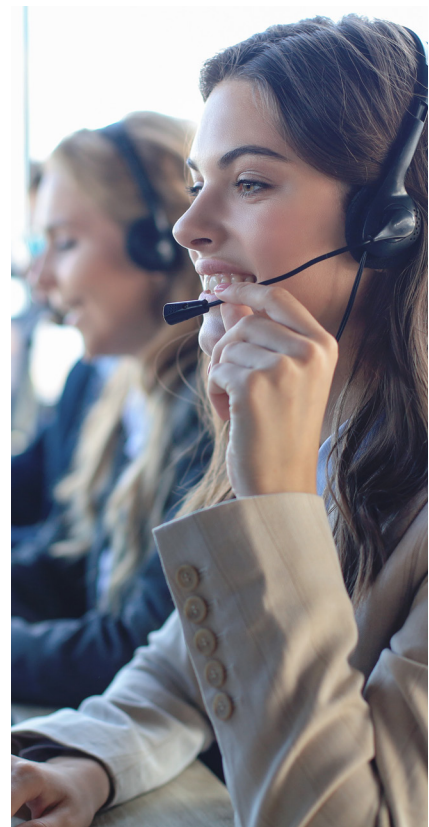
Leverage Integrated Analytics To Optimize Support Improvements

Subscribers find few things more frustrating than answering the same questions repeatedly. Research shows that 70 percent of customers expect support teams to collaborate so they don't have to repeat themselves. You can reduce this frustration by using data and insights directly in Support Cloud. For example, Support Cloud tells you how many times a subscriber called and how those calls were resolved—dramatically streamlining every interaction.

You can also use call outcome logging to monitor subscriber experience key performance indicators (KPIs) such as repeat caller frequency and repeat call types. You can indicate if the call was resolved, escalated, or resulted in a truck roll or an account inquiry. You can specify whether the call was related to the WAN, the gateway, Wi-Fi, or a client device. The result is a complete performance picture for each home, end user, and device. With this insight, you can become more efficient in managing CSRs and measuring their effectiveness—allowing you to align your people and processes to improve subscribers' connected experiences.

“Support Cloud enabled us to grow a regional reputation for world-class, managed Wi-Fi paired with equally valuable customer support. This level of support would not be possible without the end-to-end view of the subscriber experience Support Cloud offers, which instills confidence in our CSRs as they continue to resolve complex issues faster. With seven-day historical data in the Subscriber QoE Score, we will be able to more quickly identify and resolve issues—leading to at least 27 percent shorter call handling times—taking subscriber satisfaction to the next level.”

Brian Vaughn,
vice president of operations for
Forked Deer Connect, LLC.



GIVE SUBSCRIBERS THE SUPPORT THEY WANT

When dealing with customer service and support, subscribers want a fast, seamless experience with minimal effort. However, depending on your subscribers' demographic profile and technical aptitude, this can look very different. While some people still prefer telephone support, subscribers are increasingly looking for an omnichannel support approach that can be personalized. An industry survey shares that 66 percent of customers say their subscribers would prefer to use a mobile app to communicate. Broader customer support research shows that 81 percent of consumers expect brands to engage with them over private messaging channels and 62 percent of consumers would prefer to use a customer service bot rather than wait for human agents to answer their requests.

They also want a seamless experience enabled by support data that eliminates the need to start over when switching channels. "Anytime, anywhere" support allows subscribers to get answers quickly using the most comfortable channels—from self-service help centers to social and chatbots. Beyond increasing subscriber satisfaction, it can help relieve the workload for busy support teams and save on operating costs.

Provide Robust Self-Service Options To Achieve 70+ NPS and Reduce Support Costs

Most subscribers want self-service capabilities and mobile apps for the convenience and control to manage their experience. As such, this should be part of every BSP's offering, especially for proactive support. Subscribers can check connectivity and speed, change their SSID and Wi-Fi password, and set network and parental controls, among other basic tasks—without ever placing a call to the support desk.

An option to deliver this self-service experience is the customizable Calix CommandIQ® mobile app. Integration with Support Cloud gives CSRs visibility into what the subscriber sees in CommandIQ connecting the support experience with the ability to extend troubleshooting or gain deeper network insights in Support Cloud. BSPs using this powerful combination reduce support calls, truck rolls, and support costs while increasing subscriber satisfaction. When ALLO Communications deployed the ALLOIQ app (their branded version of CommandIQ), they increased their trouble ticket close rate to 60 percent, reduced truck rolls by 30 percent, and achieved an NPS of 74, which helped support their business growth with a range of value-added managed services.

Get Data-Driven With KPIs

In a technical support center environment, KPIs provide a roadmap to creating an operational strategy you can execute against. KPIs also provide critical data that can be used to monitor your performance in alignment with goals to support your subscribers more efficiently and cost-effectively.

Support organizations track different KPIs, but a handful are essential for determining how efficiently and cost-effectively you deal with your subscribers' challenges. Top KPIs to monitor include truck rolls, first call resolution (FCR), escalation to Tier 2 support, average talk time or handle time, and NPS or customer satisfaction (CSAT).

Using KPIs to improve how you support your subscribers

can significantly impact your business—helping you increase support center efficiency, improve subscriber experience, and build brand loyalty. It can also reduce OPEX, subscriber churn, and call center attrition.



ENABLE MANAGED SERVICES FOR AN EXCEPTIONAL SUBSCRIBER EXPERIENCE

Long gone are the days when a BSP could win simply by offering the fastest speeds and/or the lowest prices. Today most subscribers have options for broadband—in some markets, there could be six or more service providers fighting for their business. It's all about delivering an exceptional subscriber experience, and that becomes differentiated with managed services.

Thousands of Calix BSP customers are already providing greater value to their subscribers and their communities, with Revenue EDGE™ managed services like ProtectIQ® home network security, ExperienceIQ® advanced parental controls, Arlo Secure connected cameras, and Servify Care device protection, all managed by Support Cloud and CommandIQ.

Support Cloud is critical to ensuring the successful subscriber experience management of these managed services. With Support Cloud, support teams of any size have complete visibility into account activation status and subscription details for faster Tier 1 troubleshooting of managed services along with escalation paths for advanced technical issues. Further, when paired with Calix Premier Customer Success and Support Services, this powerful combination provides a complete solution that makes it frictionless for teams to support new services from onboarding to deployment and continuous support.

Successfully delivering this exceptional experience with a proactive approach leads to improvement across the broadband business: higher ARPU and revenue, increased satisfaction and loyalty, lower churn, higher customer lifetime value (CLV), and greater value to communities.

Give Subscribers Control Right in the Palm of Their Hand

With **CommandIQ**, intuitive design provides simple self-service capabilities and easy-to-follow navigation and messaging so subscribers can manage their connected home. Built-in support material—displayed through information icons on various screens within the app—guides subscribers and addresses questions to help them set their optimal experience. You benefit from fewer support calls and high subscriber satisfaction.



Backed by Support Cloud, OTTC Drives 25 Percent Revenue Growth With Managed Services

Support Cloud is helping broadband providers launch Revenue EDGE services on top of their Wi-Fi offerings in weeks instead of months. **Ontario & Trumansburg Telephone Companies (OTTC)** achieved 25 percent annual revenue growth after introducing ProtectIQ and ExperienceIQ to its subscribers across upstate New York. The BSP leveraged the end-to-end visibility in Support Cloud paired with guidance from Calix Premier Customer Success Services to prepare its support team for launch. This winning combination enabled the 100-year-old BSP to successfully expand into competitive fiber markets near Rochester and Buffalo by delivering differentiated value.

SUMMARY

To grow subscriber loyalty, BSPs must go above and beyond providing reactive, “basic” support. They need to deliver “value-enhancing” support—ensuring the subscriber’s issue is resolved and that they are more satisfied and optimistic after the experience.

The key to this value-enhancing support is becoming more proactive, identifying potential problems before they impact subscribers, and finding new ways to improve their experience. Support Cloud makes this a reality, with the rich data and actionable insights BSPs need to provide proactive support.

Proactive support teams can make subscribers’ lives easier and build lasting relationships through a combination of support technology and service delivery. The benefits are numerous:

- Increased subscriber satisfaction and loyalty
- Greater efficiency and productivity
- Lower OPEX
- Higher revenue and CLV
- Empowered support teams with low turnover

To experience how Support Cloud can enable your team for proactive support, please [click here and sign up for a demo.](#)

