Rapidly Up and Running After the Storm: GigaBeam Networks Achieves 88% Service Restoration Rate in 2 Weeks With Real-Time Visibility from Calix Operations Cloud

The Challenge

GigaBeam Networks faced a significant challenge in bringing high-speed broadband to rural Southern West Virginia and Southwestern Virginia, areas with limited infrastructure and connectivity. Their mission was to bridge the digital divide in these underserved communities, but they encountered frequent barriers such as severe weather events, complex terrain, and low awareness of advanced internet features like Wi-Fi calling. Additionally, the team had to navigate limited resources and a workforce with varied technical backgrounds. Customer adoption of broadband services and engagement with additional products like parental control tools was slower than anticipated, largely due to a lack of familiarity with digital solutions. GigaBeam aimed not only to improve connectivity but to educate and build trust with local residents, enhancing overall quality of life in the area while overcoming these persistent operational and marketing obstacles.

The Solution

GigaBeam Networks leveraged the comprehensive suite of solutions from Calix—including Operations Cloud, Service Cloud, and Engagement Cloud—to enhance network reliability, customer engagement, and internal efficiency. During severe weather, Operations Cloud provided real-time visibility into network status, allowing the team to prioritize repairs and quickly restore connectivity, with 88% of customers back online shortly after a major storm. Service Cloud empowered customer service representatives to resolve level-one issues effectively, enabling technical staff to focus on complex repairs and infrastructure improvements.

On the marketing front, Engagement Cloud's Electronic Content Builder (ECB) allowed Marketing Director Michele White to create highly personalized campaigns tailored to the community's unique culture. By merging ECB with designs in Canva, Michele produced relatable content that resonated with their Appalachian audience. These campaigns fostered direct connections with prospects, increasing their familiarity with GigaBeam's services before customer representatives made contact.

Moreover, the intuitive interfaces of Calix's tools facilitated rapid onboarding for team members from diverse backgrounds, ensuring swift adaptation to new technology. This integration of reliable infrastructure support, targeted marketing, and efficient customer service enabled GigaBeam to meet their goals of providing not only connectivity but also an enriched customer experience for rural residents.

GigaBeam Networks

COMPANY
GigaBeam

BUSINESS TYPE
Service provider using FWA and fiber

LOCATION
Headquartered in Bluefield, West Virginia.
(serving areas in West Virginia and Virginia)

SERVICES
Internet with managed Wi-Fi, Command**IQ**®, Experience**IQ**®, Protect**IQ**®, Arlo Secure, and Bark

WEBSITE
www.gigabeam.net

The Results

The implementation of Calix solutions resulted in a 70 percent increase in social media engagement for GigaBeam Networks, underscoring the impact of their personalized marketing efforts. Real-time visibility provided by Operations Cloud allowed the GigaBeam team to manage network issues proactively, achieving a rapid service restoration rate of 88% within two weeks after severe weather disruptions. This efficiency in operational support, combined with the capabilities of Service Cloud, led to a significant boost in customer satisfaction by enabling quick, first-tier issue resolution, ultimately enhancing the customer experience.

Michele White's efforts with the ECB in Engagement Cloud successfully bridged the familiarity gap, preparing prospects for seamless service discussions with GigaBeam representatives. Customer trust and adoption grew as GigaBeam expanded its reach in the community through educational events and promotions of added-value products like parental control tools. The ease of use of solutions from Calix also enabled swift onboarding for new team members, regardless of their technical background, fostering a more cohesive and effective workforce.

The outcome was a stronger, more connected rural community, where residents gained access to reliable high-speed internet, new digital resources, and the knowledge to leverage these tools in their daily lives, strengthening GigaBeam's mission to bridge the digital divide in rural Appalachia.

> *"Calix and its tools have been transformative for our team and community. From the Operations Cloud's efficiency during severe weather to the personalized marketing capabilities of Engagement Cloud, we've been able to address our customers' needs proactively and educate them on the benefits of broadband. Calix has empowered us to make a meaningful difference in our region, connecting neighbors and creating opportunities for the future."*
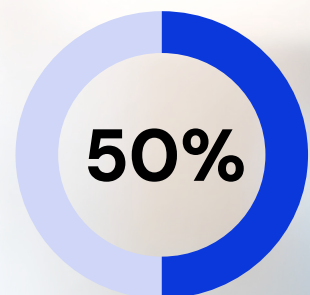
Michele White, Marketing Director, GigaBeam Networks

70%

Increase in social media engagement

88%
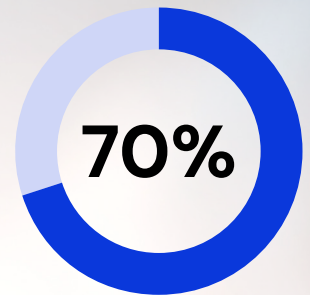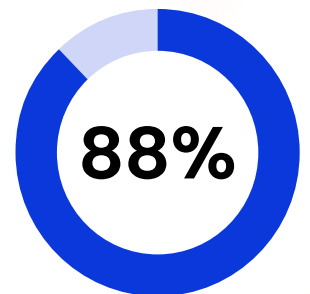
Service restoration rate within two weeks post-storm

50%

Faster onboarding time for new staff