

## CASE STUDY

# GVTC Increases Arlo Subscriptions by 16x in 11 Months With Innovative Marketing Strategy



### COMPANY

GVTC Communications

### Year Founded

1951

### COMPANY TYPE

Cooperative

### WEBSITE

<https://gvtc.com>

### LOCATION

New Braunfels, TX

### SERVICES

Internet, TV, smart security, phone

### SUBSCRIBERS

58,000 residents and businesses

## THE CHALLENGE


Since their founding in 1951, GVTC has leveraged cutting-edge technologies to improve life in communities across Central Texas. The cooperative connects nearly 58,000 subscribers to a portfolio of innovative communications services. Powered by the Calix Broadband Platform and SmartHome™ managed services, they offer reliable and secure managed Wi-Fi, home network security, advanced content filtering, multi-user management, and personalized content controls—all managed by their GVTC-branded mobile app. By delivering an exceptional home experience, GVTC has ranked as Netflix's #1 fiber internet provider and, more importantly, they have won the loyalty of their subscribers.

In 2022, GVTC observed that the broadband market was becoming increasingly commoditized. GVTC needed to expand their services beyond broadband to differentiate themselves from their competition and deliver more value to their customers. Based on their experience providing professionally monitored security services, GVTC identified an opportunity to offer their subscribers innovative new service packages that included security services.

## THE SOLUTION

In 2019, GVTC adopted the Calix Broadband Platform, the foundation of their Premium Wi-Fi service. Since then, they have enhanced subscribers' experience with a growing range of Calix SmartHome managed services by incorporating value-added services in their packages at no additional cost.

Every subscriber receives ProtectIQ® home network security and the GVTC WiFi App (their branded version of CommandIQ®) as part of their GVTC Premium WiFi package. For subscribers that want personalized content controls, GVTC also offers ExperienceIQ®. Extending their GVTC connectHome® service packages to include Arlo Secure fully managed connected cameras was a natural next step for GVTC.



GVTC has been a trusted partner in the community for over 70 years. We felt partnering with Calix on Arlo Secure was the next step needed to help protect our subscribers' homes. GVTC connectHome products bring more than complete smart security. It gives our subscribers a sense of comfort, safety, and peace of mind."

- Ritchie Sorrells, GVTC President and CEO

## RESULTS

# 4:1

Arlo connectHome  
outsold GVTC  
connectHome by 4:1

## THE RESULTS

GVTC scheduled their Arlo launch for Black Friday 2022, tapping into heightened consumer appetite for electronics and related services. Working with Calix Customer Success Services, GVTC took advantage of Smart Start for Managed Services for go-to-market planning, marketing and offer support, as well as front-line enablement.

Calix Revenue EDGE Arlo Secure Enablement Workshops gave GVTC teams critical hands-on technical training, demonstrations, and best practices for installation and support.

GVTC and their Customer Success team leveraged data-driven insights in Calix Engagement Cloud and Service Cloud to identify which subscribers would benefit most from Arlo and their new service packages. Integrations between Engagement Cloud and digital marketing platforms like HubSpot made it easy for GVTC to develop and execute campaigns to reach the right subscribers with the new offering.

Customizable, agency-quality marketing assets available in the Electronic Content Builder helped GVTC get into market faster than ever. Thanks to the combination of the Calix broadband platform and Customer Success, GVTC went from planning to launch in just eight weeks.

Response to the new service packages was phenomenal; GVTC exceeded their initial signup goals by 200 percent in the first week and grew their Arlo subscribers by 16x in 11 months. Additionally, GVTC's Arlo plans have outsold their traditional security product by 4:1. Subscribers are clearly delighted with the new offerings—providing Arlo is just one more way GVTC enhances the quality of life in their communities.

**Learn more about Arlo Secure—visit our solution page.**

# 16x

increase in Arlo

# 8 weeks

GVTC launched Arlo  
in only 8 weeks