



Real-Time Insights, Accelerated Service Adoption and a Powerful Subscriber Experience

CHALLENGE

Cumberland Electric Membership Company (CEMC) has been delivering cutting edge technology to its members for over eighty years. It made its biggest investment to date to when it brought voice, internet and streaming services to the residents and businesses in its five county footprint in northern middle Tennessee through its wholly owned subsidiary Cumberland Connect.

The leadership at Cumberland Connect knew that in order to meet the aggressive milestones of its multi-year project of delivering fiber-based, high-speed broadband it would need to strategically partner with companies who had experience in helping service providers accelerate time to market.

SOLUTION

Cumberland Connect selected the best-in-class Calix AXOS Intelligent Access EDGE and Cloud solutions for its network infrastructure. The Cumberland team knew the Calix platforms and systems could help simplify things, but to help them with their buildout, get their network operations workflows proactive, and ramp their services take rate, it would be important to partner with a team of experts that have helped other broadband providers do this successfully before.



COMPANY

Cumberland Connect



WEBSITE

cumberlandconnect.org



LOCATION

Clarksville, TN



SERVICES

High-speed Internet, phone, residential video



SUBSCRIBERS

12,000+





“Why would we want to reinvent the wheel? Wouldn’t we want to draw on a partner that has worked with other customers and leverage those relationships and those experiences? We are trying to do something that has been done many times before. And we want to do it in a way that everyone else has found to be successful,” noted Mike Neverdusky Network Operations Manager at CEMC.

Cumberland Connect enlisted the help of Calix Services to accelerate its network deployment, improve its network monitoring capabilities, and speed up its take rate of services with its subscribers.

DEPLOYMENT BEST PRACTICES HELP ACCELERATE BUILD OUTS

Calix Deployment Services were leveraged to help with the design and turn up of its AXOS E7-2 infrastructure along with setting up AXOS SMx network management platform. One aspect of the design work provided by Calix Services was helping Cumberland Connect with best practices in the proper setup of their network and walking their operations team through the workflows so they could learn how to be self sufficient.



LEAN MARKETING DEPARTMENT BOLSTERED BY CUSTOMER SUCCESS TEAM

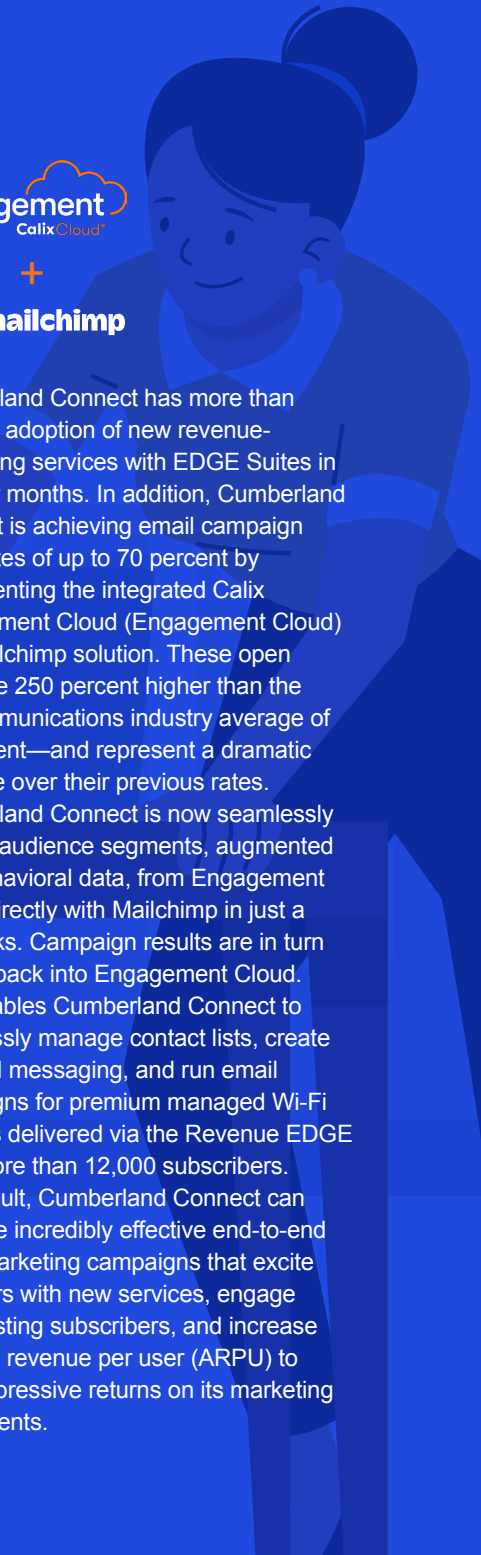
Subscriber uptake on services is paramount for new broadband providers, and marketing plays a key role in accelerating services adoption. Kaitlyn Bonds, Creative Director at Cumberland Connect, turned to Calix’s Engagement Cloud Success Manager to help them navigate their campaigns and outreach to the different serving areas and different demographics that make up their membership base. Kaitlyn shared, “Our marketing department started out lean with one person. Being able to leverage Circles of Success and our Customer Success Manager who had several decades of marketing experience helped make campaign ideas actionable.”

THE KEY TO FAST RESOLUTION WITH ANALYTICS

Cumberland Connect selected the Remote Monitoring Service (a service now offered as part of Calix Operations Cloud) for its intelligent incident notifications and alarm analytics features to help improve problem resolution. Remote Monitoring Services (RMS) has been particularly beneficial for the co-op during power outages and storms, by giving the Operations team the specific real-time alarm information it needs to ensure members get back online as quickly as possible.



Cumberland Connect has more than doubled adoption of new revenue-generating services with EDGE Suites in just four months. In addition, Cumberland Connect is achieving email campaign open rates of up to 70 percent by implementing the integrated Calix Engagement Cloud (Engagement Cloud) and Mailchimp solution. These open rates are 250 percent higher than the telecommunications industry average of 20 percent—and represent a dramatic increase over their previous rates. Cumberland Connect is now seamlessly sharing audience segments, augmented with behavioral data, from Engagement Cloud directly with Mailchimp in just a few clicks. Campaign results are in turn shared back into Engagement Cloud. This enables Cumberland Connect to seamlessly manage contact lists, create targeted messaging, and run email campaigns for premium managed Wi-Fi services delivered via the Revenue EDGE to its more than 12,000 subscribers. As a result, Cumberland Connect can generate incredibly effective end-to-end email marketing campaigns that excite members with new services, engage with existing subscribers, and increase average revenue per user (ARPU) to yield impressive returns on its marketing investments.





130
New Subscribers
every week



200
Installations per
week on average



12,000+
Subscribers
and growing



70%
Increased email
open rates



Doubled adoption
of new revenue-generating
services in 4 months

When a service outage occurs, RMS correlates all the alarms related to ONT outages and sends a notification. By analyzing the frequency, time and order the alarms occur, RMS can send notifications that help determine if the outage is due to power loss or fiber cut. By including other contextual information such as subscriber location and equipment affected, the notifications empower technicians with better insights to help identify the location of problems reducing the time it takes to get subscribers working again.

Mike Neverdusky explained, “A key challenge for electric co-ops like ours is getting fiber crews moving at the same speed as our electrical crews. Using the RMS alerts that we received in one instance we were able to pinpoint the fiber damage more accurately. We did not have to waste time sending our crews out blindly searching a two-to-

three-mile area. With RMS, we were able to isolate the problem to a couple spans and found the problem in a few minutes.”

If Cumberland Connect had to go through this process manually, it would be extremely time-consuming and labor intensive. As Mike noted, “With RMS, the information I need is just handed to me. Here you go, this is what is happening on your network. It’s immediate correlation, and immediate visibility.”

BETTER RESULTS IN UNPRECEDENTED TIMES

By leveraging the Customer Success Manager and advanced monitoring tools of Calix Services, Cumberland Connect was able to ramp up its operations quickly, manage problems more efficiently, identify target

members, and begin rolling out its new broadband offering in a matter of weeks.

Cumberland Connect began turning up more than 130 new subscribers every week. Demand for the new high-speed services continued to grow and Cumberland recently surpassed 10,000 subscribers. Mike summarized his thoughts on Calix Services with the following, “In the beginning of the project, there’s just tons of things that have to get done. And if you think you can do them all yourself, you are in for a rude awakening. Calix has been in the business awhile” Both Kaitlyn and Mike agreed, “Calix has been an amazing partner during these unprecedented times.”



Are you looking to build a broadband network in your municipality? We want to help! Contact us to schedule a free consultation, and we'll provide you with support as you identify partners, select technology, and build a better future for your community.