Calix

Dobson Reduces Truck rolls by 50% with Guidance from Calix Customer Success

CHALLENGE

Dobson Fiber is a family-owned and operated telecommunications and data transport company based in Oklahoma City that delivers business and residential broadband services to more than 8,000 subscribers in Oklahoma, Arkansas, and North Texas. The company also offers a variety of wholesale services to its carrier customers, including cellular backhaul and a range of data transport services.

With over 4,500 fiber route miles across its extensive service area, windshield time is high and truck rolls are costly. As a result, Dobson is always looking for ways to not only reduce truck rolls, but to improve operational efficiency across the board, which will contribute to streamlined workflows, cost reductions, and a superior experience for subscribers.

The company recognized that making these improvements would require a comprehensive understanding of all aspects of its current operations and workflows, so it decided the best way forward was to conduct an in-depth analysis of its customer care workflows with the help from a partner with proven data analytics expertise, one that could provide coaching and guidance and help implement industry best practices for a data-driven operations.

SOLUTION

Dobson is addressing these operational challenges by partnering with Calix Customer Success. Calix Customer Success Services are designed to ensure that broadband service providers (BSPs) like Dobson get the most out of their Calix Cloud investments. By proactively partnering with BSPs to define their success goals and continuously aligning their people, processes, and systems to meet them, Calix Customer Success Services help them achieve their business objectives faster.

Calix Customer Success utilized its field-proven approach to help Dobson Fiber's Customer Support team improve key operational metrics important to their business. A dedicated Customer Success Manager initiated the engagement by first getting the NOC team familiar and comfortable with the actionable information and troubleshooting capabilities of Calix Support Cloud. The other component was helping Dobson Fiber identify and establish goals and then track them using key performance

COMPANY
Dobson Fiber

WEBSITE
dobson.net

LOCATION
Oklahoma City, Oklahoma

SERVICES
Internet, voice,
business services

SUBSCRIBERS
8,000

indicators so the leadership team could see the progress towards their objective of improving operational efficiency, lowering costs, and exciting subscribers.

BSPs can establish a growth trajectory, set usage benchmarks, and monitor outcomes, and by taking a proactive and strategic approach to creating a path to success, they can keep their technology investments aligned with their desired outcomes. As well, by participating in Circles of Success, BSPs can share ideas, best practices, challenges, and user tips with peers to foster continuous improvement and innovation.

Best practices for Calix Support Cloud Implementation

Although Dobson had purchased Calix Support Cloud to improve its ability to provide proactive care for its subscribers, the company had not yet completed the implementation when it began to work with Calix Customer Success. Dobson's dedicated Calix Success Manager provided Dobson's Technical Support Analysts (TSAs) with access to online webinars and training to prepare them to work with the system and provided Dobson with best practices for completing its Calix Support Cloud implementation.

Enabling Actionable Trouble Ticket Analytics

The Calix Customer Success Manager also worked with Dobson to build a solid foundation for enabling actionable trouble ticket analytics. This involved several steps, including reviewing Dobson's trouble ticket history, identifying available data sources, performing data analysis, identifying gaps in data collection, and uncovering opportunities to improve operational efficiency.

Based on extensive experience gained from working with numerous BSPs, the

Calix Success Manager recommended that each department – from installation to field operations and billing to customer service – be consulted and brought into the conversation early on.

"We wanted to make it better for everybody," explains Ron Wilson, director of operations for Dobson. "The last thing you want is to make changes that negatively impact somebody on the other side of the circle. All the wheels have to be ticking in unison to work right."

The data discovery phase involved digging into the company's wealth of trouble ticket data across all departments. Working closely with the Calix Success Manager, the Dobson team found more than 100 cause codes that could be applied to any trouble ticket, which made it difficult to derive any meaningful insights from the data.

"We found a plethora of cause codes that didn't mean anything," says Wilson. "It was just numbers. The first thing we did was get that ironed out so the data we collected could be interpreted into meaningful action."

With guidance from the Calix Success Manager, Dobson then simplified its coding system so that there were no more than eight or ten codes in each category. The reduced list not only makes it simpler for CSRs to select the right code when a subscriber calls Customer Care. It also provides more meaningful metrics that lead to actionable insights for the Dobson team.

RESULTS

Almost immediately after beginning its collaboration with the Calix Customer Success Manager and adopting the Calix Support Cloud, Dobson saw rapid payoffs. Within the first month, the company experienced a 30 percent

drop in truck rolls and a 40 percent reduction in repeat reports. Within four months, Dobson cut truck rolls in half, from 76 to 38 per month, which led to a significant reduction in OPEX.

"This was big for us," said Ron Wilson, Director of Operations Centre for Dobson Fiber. "We have a largely rural subscriber base where it can take over an hour to get to a subscriber's house. Truck rolls cost us at least $100 an hour, so it's a significant expense."

The data analysis also enabled Dobson to identify a high number of repeat reports from subscribers, something which typically results in increased costs. To reduce the frequency of these reports and be more proactive in addressing subscriber challenges, Dobson began treating every call with a subscriber as an opportunity to run through their connection from start to finish using the capabilities provided in Calix Support Cloud. This has resulted in a 30 percent reduction in repeat trouble tickets.

"We can identify problems that the customer doesn't even know they have. It takes a bit longer, but it reduces the number of tickets we get. In the long run, that's a good trade-off."

Overall, by working with Calix Customer Success on its data analytics and Calix Support Cloud implementation, Dobson was able to develop a deeper understanding of its operations, simplify its approach to customer care, and leverage data to drive dramatic improvements in the subscriber experience.

For more information on Calix Customer Success visit our website.