

Jade Communications Stands Out in Their Competitive Colorado Market by Simplifying Network Operations, Launching Exciting Managed Services, and Delivering World-Class Customer Support

CHALLENGE

Developing a Holistic Approach to Delivering Exceptional Subscriber Experiences

Jade Communications (Jade) was founded in 1990, owned and operated by the same family that brought modern telephony to the San Luis Valley, Colorado, over a century ago. Their mission is to bring together innovative technologies, world-class connectivity, and excellent customer service to delight subscribers and benefit the local communities they serve. Having successfully deployed a new high-speed fiber network to supplement their previous wireless internet service provider (WISP) model, Jade now serves nearly 6,000 subscribers across 30 rural communities in Southern Colorado.

Despite their investment in a super-fast, cutting-edge network, competition and commoditization posed a dual threat. Jade found themselves in a crowded market, competing with an increasing number of broadband service providers (BSPs) all of whom offered gigabit fiber, same-day installations, and identical speed tier packages. Churn rates were going up, the subscriber experience felt mediocre, and their brand presence was being compromised as subscribers began adding third-party routers to the home network.

To meet their ambitious growth plans, Jade knew they needed to differentiate themselves from their rivals. To win, they would have to go beyond speeds and fees. Jade needed to develop a holistic approach to deliver exceptional subscriber experiences, combining innovation, creativity, and outstanding customer support that could add value to their brand and build subscriber loyalty.



COMPANY

Jade Communications

COMPANY TYPE

Rural Communications
Service Provider

SERVICES

High-speed internet, residential
and business voice, security

WEBSITE

www.gojade.org

LOCATION

Alamosa, Colorado

SUBSCRIBERS

5,600

SOLUTION

Delivering Alamosa County's Best Internet With End-to-End Calix Solution

Partners since 2017, Calix has played a central role in Jade's transformation strategy. Jade has deployed the end-to-end Calix solution, including the Intelligent Access EDGE™, Revenue EDGE™, and Calix Cloud®. Jade turned to the combination of the Intelligent Access EDGE and E7-2 Intelligent Modular Systems to help them simplify their access network, rapidly turn up subscribers, and accelerate service provisioning. The software-based systems have allowed them to turn up their own OLTs and activate ONTs remotely in seconds, increasing efficiency and reducing costs.

On the customer premises side, Jade relies on the comprehensive Revenue EDGE—including the GigaSpire BLAST® family of systems—to deliver not only unrivalled Wi-Fi performance but also a growing portfolio of managed services. Living their mission of making their communities better places to live, Jade includes ProtectIQ® home network security as part of every managed Wi-Fi package to ensure safety online and peace of mind for everyone. Every package also includes the Jade Wi-Fi app (their branded version of CommandIQ®) to let subscribers easily control their online experience right from the palm of their hand. Subscribers can further customize their experience with optional services like ExperienceIQ® for advanced home network management, as well as Jade Security, their connected camera security offering based on Arlo Secure.

Calix Support Cloud (Support Cloud) gives Jade customer service representatives (CSRs) and field technicians the end-to-end visibility to make subscriber support and network maintenance seamless. They can see the entire subscriber network from the WAN to residential gateways, Wi-Fi, managed services, connected devices, and even apps, all within a single subscriber support system. With access to real-time and historical data and insights, Support Cloud helps CSRs quickly diagnose and resolve problems, often proactively. And with details on managed services—such as account activation status and subscription details—Support Cloud enables tier one troubleshooting of value-add services such as ProtectIQ and ExperienceIQ, among others.

“We've worked to simplify our network over the past five years, and this has made us dramatically more efficient,” said Josh Wehe, director of operations at Jade. “We enable our Wi-Fi wizards (our CSRs) with Calix Support Cloud for complete visibility into the subscriber experience from the ONT health to the residential gateway, Wi-Fi, and connected devices. In 2020, we moved to standardize on the GigaSpire systems across all residential customers to make the experience and support extremely simple. When there's simplicity, there's increased efficiency, which improves profitability.”

Support Cloud is also fully integrated with the Jade Wi-Fi app (based on CommandIQ). The intuitive, easy-to-use app gives subscribers the self-service capabilities they need to perform basic tasks and troubleshooting. They can reset their Wi-Fi SSID and password, check connectivity and run speed tests, and find self-help resources to get quick answers to questions. These capabilities help reduce the number of calls to the support help desk and increase subscriber satisfaction.

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Every step of the way, Jade has worked in partnership with Calix Premier Customer Success, part of Calix Customer Success Services. Premier Customer Success has been a game changer for the Jade support team, providing expertise, training, and business insights to optimize their call center operations. Additionally, Premier Customer Success has been instrumental in helping Jade plan, launch, support, and grow managed services with data-driven go-to-market plans, as well as support and installation enablement.

RESULTS

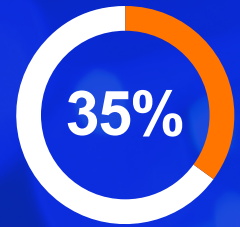
Backed by Support Cloud and CommandIQ, Jade Reduces Truck Rolls by 40 Percent

Innovation is in Jade's DNA and, having embraced the end-to-end Calix solution as an early adopter, they are now reaping the rewards. In fact, they've been voted Alamosa County's best internet for three years (and counting). Jade's world-class customer support has been a major contributor to their leadership position. And by fully embracing tools including Support Cloud and CommandIQ, along with expert resources like Premier Customer Success, Jade is extending their customer service and support advantage.

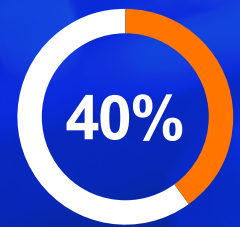
A major shift in Jade's support strategy came just after they launched their Jade Wi-Fi app. They soon realized that new processes they put in place to train subscribers on the app took extra time with their installation and repair (I&R) techs, resulting in one fewer install each day. They converted this oversight into an opportunity by introducing an entirely new customer-facing position—the Wi-Fi Wizard—to complete the subscriber install over the phone, show them the benefits of the app, and make sure they are maximizing their broadband service. Now the I&R techs are freed up to do more installs—they've increased installs per day by 60% percent—and Jade subscribers get an extra level of service.

With Support Cloud, Wi-Fi Wizards can take a more proactive approach to customer support. For instance, they can see if there's been a reboot of the Wi-Fi system and they can call the subscriber to make sure everything is working properly. If there was an issue, they can address it immediately, minimizing impact to the subscriber. Jade has found that subscribers truly appreciate this extra level of service—it's one reason why Jade enjoys a Net Promoter ScoreSM (NPS®)* of 55 compared to industry average scores between 15 and 30.

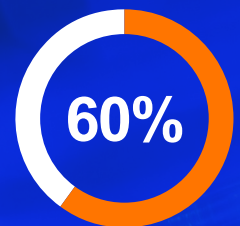
By using the data and insights in Support Cloud, Jade continues to evolve their support operations. After analyzing call data with the Premier Customer Success team, they learned that the majority of calls coming into the support desk were actually for billing-related issues. To alleviate this issue, Jade developed an online portal so that subscribers could easily view and pay their bills. Jade also focused on increasing subscriber adoption of the Jade Wi-Fi app so subscribers could take advantage of the self-serve capabilities. With the app, they can perform simple tasks like reset their password or check connectivity—issues that previously would have resulted in a call to the help desk. Jade now has 68 percent subscriber adoption of their Jade Wi-Fi app, underscoring demand for self-service.



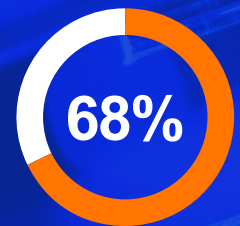
Reduction in inbound support calls



Decrease in preventable truck rolls



Increase in number of installs and repairs



Increase in CommandIQ adoption rate

* Net Promoter®, NPS®, NPS Prism®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter ScoreSM and Net Promoter SystemSM are service marks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld.



Case Study

“Customer support is all about using the data across all the Calix Clouds—Marketing Cloud, Support Cloud, and Operations Cloud—because if we get an alert, I want to be as efficient as possible and solve proactively,” commented Wehe. “We’re in the business of delighting subscribers—it’s not about selling speed, it’s about creating trust.”

Through all these measures, Jade has reduced the number of inbound support calls by 35%, while also cutting preventable truck rolls by 40 percent.

“What matters is how much value we’re giving customers for their subscription. We leverage the Revenue EDGE Managed Services from Calix to help drive this value—for instance, we give customers ProtectIQ as part of their bundle because we believe in security for all,” said Wehe. “Calix Customer Success has been critical to successfully onboarding our managed services and together with Support Cloud, we’re realizing greater efficiency with 40 percent fewer truck rolls. We’re also seeing increased customer satisfaction—100 percent of our Jade Security subscribers said they would recommend the service to friends and family in our NPS survey.”

In partnering with Calix, Jade has achieved their aim of transforming into a next-generation BSP that builds trust and improves lives. Their thoughtful approach to managed services and outstanding customer support have ensured Jade stands out in their extremely competitive broadband market—not based on speed alone, but on the quality of the entire Jade Wi-Fi experience.

“One of our core values at Jade is community is everything. We make significant investments into infrastructure, into our community—we understand that if we enable them to win, we win as well. That’s how customer support works at Jade,” concluded Wehe.

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