



NextLight Prioritizes Customer Support to Boost Subscriber Satisfaction to 98 Percent and Stay Ahead of the Competition

CHALLENGE

Scaling Customer Support Capabilities to Ensure an Exceptional Subscriber Experience

NextLight was established in 2014 by Longmont Power & Communications to provide fiber-optic internet services to residents and businesses in Longmont, Colorado. Three years later—thanks to NextLight—Longmont was declared Colorado’s first “Gig City” and can now access 2.5 Gig and 10 Gig internet services from NextLight. As such, Longmont became the first community in the state to offer symmetrical gigabit speeds citywide and without data caps or contracts. During 2018, NextLight was rated the fastest internet service provider in the United States by PCMag, and has consistently ranked among the nation’s fastest networks ever since. In fact, NextLight was recognition again by PC Magazine as the second fastest ISP in the nation for June 2022.

NextLight enjoys an impressive take rate for their services, with 60 percent (and growing) in a rapidly developing city. And their subscribers love them, as evidenced by strong customer retention and advocacy over the past several years. However, NextLight faced increased competition from Tier 1 telecommunications players and cable companies. The broadband industry is booming, with unprecedented federal, state, and local funding available, along with private investment. They needed to build on their speed advantage to deliver an exceptional subscriber experience no other provider could match.

Customer service and support play a pivotal role in the overall subscriber experience. With a lean support team, a priority for NextLight was scaling their ability to quickly diagnose and resolve subscriber issues. Additionally, they wanted to transition to a more proactive support approach, which would help them reduce or prevent trouble calls and unnecessary truck rolls.

To achieve these goals, NextLight needed to optimize their subscriber experience management systems and increase subscriber use of self-serve capabilities. They also needed to ensure that all staff were well versed in the benefits of their offering and could effectively communicate the value to subscribers.



COMPANY

NextLight

COMPANY TYPE

Community-owned broadband internet service provider

WEBSITE

mynextlight.com

LOCATION

Longmont, Colorado

SERVICES

Residential and business services including internet, managed Wi-Fi, voice, and TV

SUBSCRIBERS

25,000+ subscribers



SOLUTION

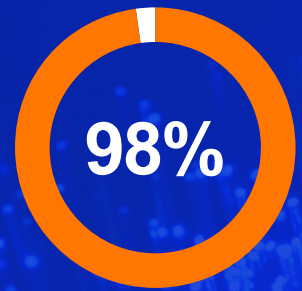
Building and Supporting Colorado's First Gig City With Calix Revenue Edge

A Calix customer since their founding in 2014, NextLight has deployed an end-to-end Calix network. On the subscriber side, they are taking advantage of the comprehensive Revenue EDGE™ platform. Their NextLight Wi-Fi offering includes GigaSpire® BLAST Wi-Fi 6 systems, the CommandIQ® subscriber-facing mobile app (branded by NextLight as NextLight WiFi), and ProtectIQ® for home network security. NextLight is also adding ExperienceIQ® advanced parental controls to their managed services portfolio. Underpinning their operations, the service provider relies on the Calix Cloud platform, including Calix Support Cloud (Support Cloud) and Calix Operations Cloud (Operations Cloud).

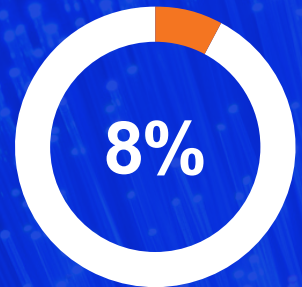
Support Cloud gives the real-time and historical data and insights support teams need to diagnose and resolve issues remotely. Support teams, from the customer support representatives (CSRs) and technical support representatives (TSRs) to field technicians, have an end-to-end view of subscribers' networks—down to the apps they're using—so they can have more informed and intelligent interactions. They can determine whether a problem is occurring in the WAN, the gateway, the Wi-Fi network, or one or more of the subscriber's devices. For NextLight, their TSRs can efficiently troubleshoot and take action to resolve subscriber issues, ideally without having to escalate or dispatch field technicians thereby reducing truck rolls. Even better, Support Cloud enables NextLight to proactively identify and address potential problems before subscribers are impacted.

Support Cloud is fully integrated with the NextLight WiFi app (based on CommandIQ). CommandIQ gives subscribers the convenience of self-service and control of their connected home experience right from the palm of their hand. The app makes it easy for subscribers to manage their networks and 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.

Calix Customer Success Services are integral to the Calix solution. They are designed to help service providers get the most out of their Calix investments. As a Premier Customer Success customer, NextLight collaborates with dedicated success managers. These managers leverage Calix expertise, resources, tools, and guidance to help them achieve—and exceed—their business objectives. Working together, they define NextLight's goals for customer support (as well as marketing and operations) and align their people, processes, and systems to meet them.



Customer Satisfaction Rating



Decrease in Support Calls

RESULTS

With Calix, NextLight Achieves 98 Percent Customer Satisfaction and Reduces Support Calls by 8 Percent

With their Calix-powered network and value-added managed services, NextLight is positioned to address new market opportunities and contend with increased competition. Since their founding, NextLight has played a critical role in narrowing the digital divide in Longmont, making affordable high-speed connectivity available to the entire community. Citizens rely on NextLight for a wide range of activities, from distance learning, telemedicine, and remote work to gaming and streaming television. NextLight also supports Longmont's economic growth—providing essential connectivity to the city's enterprises, small businesses, and a rising number of entrepreneurs building home-based businesses.

Higher app adoption and self-serve capabilities have increased subscriber satisfaction and relieved the pressure on resource-constrained support teams. Therefore, a top priority for NextLight was to operationalize an end-to-end process driving subscriber use of the NextLight WiFi mobile app. Every customer-facing employee ensures subscribers are aware of the app, where to download it, and how to install and use. Calix Customer Success held “boot camps” with NextLight, which were designed to train CSRs, TSRs, and install and repair (I&R) technicians on the capabilities and benefits of the entire Revenue EDGE platform, including the mobile app. Best practices included:

- Encouraging subscribers to download the app before the installation appointment
- Ensuring I&R techs demonstrated two to three features of the app
- Providing subscribers with easy-to-follow materials

Now all customer-facing staff have a strong understanding of the app and feel comfortable promoting it to subscribers. NextLight leadership is now actively tracking and reporting progress in increasing app adoption. As a result of these efforts, the service provider is well on their way to achieving their full-year app adoption rate of 40 percent.

The Customer Success team has helped NextLight take full advantage of the robust capabilities in Support Cloud so they can diagnose and resolve subscriber issues proactively. They provide orientation on all aspects of Support Cloud. Intuitive dashboards provide unprecedented visibility into subscriber experience across WAN, Wi-Fi, third-party devices, connected clients, and apps. They have also drilled into Support Cloud's advanced diagnostics, predictive analytics, and automated workflows. These tools give technical support staff the insights to address more complex issues efficiently. By more effectively utilizing Support Cloud, NextLight has been able to improve support KPIs such as an 8 percent reduction in support calls, lower call handling times, and 98 percent customer satisfaction.

“In less than 10 years, we've established NextLight as a leader, not only here in Colorado, but nationwide. We've built one of the highest performing networks in the country, beating out some of the biggest service providers and consumer brands,” said Valerie Dodd, executive director of NextLight. “But what's more important is the value we're bringing to our community. We're bridging the digital divide, helping our citizens to work, learn, play, and stay connected to the world. We're enabling businesses to flourish and enhance our city's economic vitality. None of this would be possible without our strong partnership with Calix, and we look forward to creating even greater success together.”

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