Calix

SCTelcom Leverages Calix SmartLife Solutions To Wow Subscribers and Realize 84 Net Promoter Score

sctelcom

COMPANY

SCTelcom™

Year Founded

1953

COMPANY TYPE

Cooperative

WEBSITE

https://www.sctelcom.net/

LOCATION

Medicine Lodge, KS

SERVICES

High-speed internet; managed Wi-Fi for residents, small businesses, and community; voice; hosted pBX

SUBSCRIBERS

74,000+ residents and businesses

THE CHALLENGE

Founded as a co-operative in 1953, SCTelcom™ serves rural communities across South Central Kansas and North Central Oklahoma. With a 100 percent fiber-to-the-home network, SCTelcom prides themselves on investing in their communities. Their goal is to deliver innovative, competitive solutions that positively impact daily lives and support local economic growth.

Despite strong residential connectivity across the SCTelcom footprint, community members continued to experience connectivity gaps due to limited cellular coverage. Not only were emergency first responders concerned about lagging communications, but many residents also felt isolated, with little to no connection with their children beyond school campuses. As a community-oriented service provider, SCTelcom set out to provide seamless connectivity whether at home, at work, or around town.

After successfully integrating managed Wi-Fi services into value-based residential offerings, SCTelcom devised a strategy to extend their secure, reliable broadband experience to every aspect of rural life.

THE SOLUTION

SCTelcom's Calix SmartLife™ strategy uses the Calix Broadband Platform to deliver new broadband experiences for all. First, they migrated existing residential gateways to next-generation GigaSpire® systems that support the expanding portfolio of SmartLife services. This upgrade enabled them to create Connected Home packages featuring Calix SmartHome™, which allowed SCTelcom to build value-based offerings with personalized options such as "Enhanced Parental Controls."

SCTelcom moved forward with SmartTown® community-wide Wi-Fi without building a separate community network thanks to their robust residential broadband infrastructure. The historically underserved town of Attica was the first to trial the new service. After consulting with police, educators, and local leaders, SCTelcom introduced SmartTown via a fun online scavenger hunt aimed at students.

"We needed a broadband platform that could deliver broadband experiences that revolutionized access for our underserved communities. The growing range of innovative services we now offer to residents, businesses, and entire towns has already transformed daily lives and solidified our local leadership position. By prioritizing residents' needs, then engaging on the amazing benefits, we have won hearts and minds—a key differentiator in the face of Tier 1 competitors."

-Carla Shearer, chief executive officer and general manager at SCTelcom

The launch captured widespread attention. Now, community Wi-Fi access is included in residential offerings—reinforcing the cooperative's commitment to better living.

SCTelcom recently extended their high-value managed services to small businesses, many of which can't afford their own dedicated IT support. Calix SmartBiz™ addresses the common pain points of security and compliance and helps local businesses achieve productivity benefits that fuel growth. With Smart Start for Managed Services, SCTelecom is taking advantage of expert guidance and resources throughout their SmartLife journey. From pre-launch bootcamps for internal alignment to optimizing go-to-market strategies to sharing best practices and measuring Net Promoter ScoreSM (NPS®)*, Calix Success is there every step of the way.

THE RESULTS

SCTelcom's commitment to bringing new connected experiences to rural life is paying dividends.

Ninety percent of new subscribers are signing up for their SmartHome-based residential offerings. In just five months, SCTelcom increased adoption of their current packages by 12 percent, boosting average revenue per user (ARPU) by 3 percent. With help from the Calix Broadband Platform, SCTelcom reduced trouble tickets by 30 percent and cut unnecessary truck rolls by 50 percent.

The roaming capabilities of SmartTown have connected dozens of public spaces and local neighborhoods with free-of-charge Wi-Fi. Attica went from zero to 75 percent coverage, transforming town life. SCTelcom partners with Calix Success for every new service launch. Even with a one-person marketing team, the cooperative can create agency-quality marketing assets with the Electronic Content Builder, supporting top-performing campaigns. SCTelcom drove steady adoption of SmartBiz among their 450 subscribers during a recent digital campaign. They leveraged Engagement Cloud for valuable data and insights while communicating the value of security and productivity for the small business community.

SCTelcom is delivering exponential value for their community—as demonstrated by an NPS* of +84. SmartLife helped SCTelcom empower every subscriber—wherever they roamed in the community—and catalyzed small business growth. The SCTelcom legacy will be felt for generations to come.

Schedule a consult today and learn more about how SmartLife can deliver unparalleled experiences to your subscribers.

RESULTS

75%
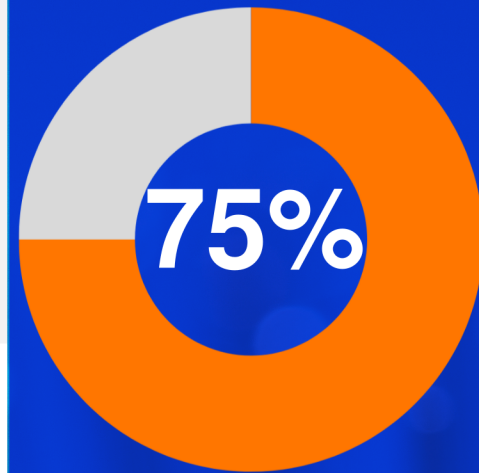
community Wi-Fi coverage with SmartTown

3%

ARPU increase in five months

84

NPS score