Customer Success Services

Improve your go-to-market speed, subscriber take rates, customer support and operational efficiency and overall team effectiveness. Calix Customer Success Services are there to help you achieve and exceed your goals, help you establish your digital storefront, and grow your team expertise. Calix Customer Success programs for Marketing, Customer Support and Operations can take your business to new levels of performance with reduced operational costs, more data driven and effective campaigns, proactive workflows, and excited subscribers.

CALIX CUSTOMER SUCCESS PROGRAMS

Calix Customer Success Programs consists of Success for All and Premier Success for Marketing, Customer Support, Operations, and Revenue EDGE. The Premier Success engagements are delivered by a designated Customer Success Manager, an industry expert with access to the resources and knowledge base of the entire Calix organization. The Customer Success Manager consults and guides your team with field proven best practices so your organization can better leverage the tools and insights provided by the Calix Cloud and help you continue to meet and exceed your changing business objectives.

THE FOUNDATION: SUCCESS FOR ALL

Success for All is the foundation on which all Customer Success programs are built. This set of core offerings is available to all Calix customers and comprises a comprehensive collection of resources, access to experts, and live peer-to-peer sessions. It is designed and continuously maintained to help you achieve faster adoption and improved value with your Calix Cloud, Access, and Premises investment.

Calix Community - a vibrant online forum with over 4,400 members with thousands of existing knowledge base articles and over 350 new articles being added every quarter.

Virtual Engagement Sessions - over 20 virtual engagement sessions each week consisting of Circles of Success, office hours with marketing and support cloud experts and regular success webinars.

TAC TV - self-help videos created by technical experts on popular technical, configuration, and troubleshooting topics.

The Champions Program - Earn badges, points and prizes for participating and contributing in the Calix Community. Help yourself while helping others and have fun at the same time.

ACHIEVE YOUR BUSINESS AND TECHNICAL OBJECTIVES FASTER WITH PREMIER CUSTOMER SUCCESS

Would you like to get to market more quickly? Do you want to improve efficiency and efficacy of your go-to-market campaigns? Do you want to better equip your customer support and field installation teams to sell, install and maintain your managed Wi-Fi offering, EDGE Suites, Services and Systems? Premier Success helps make that possible.

Premier Success features are designed to help you meet and exceed your business objectives and help you focus on constantly improving and growing your business. You don't have to do it yourself. With Premier Customer Success, you have the guidance, consulting and collaboration of a dedicated trusted partner, the Calix Customer Success Manager. The Calix Success Manager is the tip of the spear for access to a wealth of industry best practices and business consulting because they bring with them access to the resources of the entire Customer Success team.

The Customer Success Manager is an extension of your team. They work closely with your leadership to identify and set business goals. They then work with the front line marketing, operations, or customer support teams to provide actionable guidance on meeting those objectives whether it's with campaign and creative processes, operational workflows, or your end-to-end support and service delivery procedures.

Onboarding and Adoption, and Release Readiness

The program kicks off with onboarding customized for your team and your business. Includes knowledge transfer and upskilling to start integrating the Calix Cloud into your processes and workflows.

Business Alignment and New Service Launch

Jointly establish a success plan and timeline based on your go-to-market and business objectives with clear cut goals and actionable steps to achieve and exceed your desired outcomes.

Skills Orientation and Customer Advocacy

Your designated Customer Success Manager is your Calix advocate. They continuously coach your team and curate the vast array of Success for All resources for continuous improvement and innovation.

Establish, Track, and Achieve Business Outcomes

Best practice guidance and consulting with KPI analysis and reporting. We not only help you map out your success, but keep you on track and recalibrate along the way so you stay on the path.

Regular engagements provide indispensable, on going value by identifying, reporting, and assessing progress towards key business objectives to ensure you're maximizing your Calix Cloud investment and meeting your goals.

48%

Reduced Truck Rolls

Working with Calix Customer Success and the insights from Calix Support Cloud, Dobson Fiber was able to cut truck rolls almost in half after three months

31%

Increased ARPU

Leveraging Customer Success and Calix Marketing Cloud enabled WCTel to increase year over year ARPU by 31

30%

Reduction in OPEX

Range Companies experienced a 30 reduction in OPEX with the help of Customer Success and Calix Support

Smart Start for Managed Services

Calix Premier Success ensures your ability to plan, launch, support and grow Managed Services like Bark, Servify Care, and Arlo Secure with confidence. Align and enable your teams with a cross organizational step-by-step blueprint to successfully introduce new services in your market. A Customer Success Manager guides you in a six-month comprehensive engagement with data-driven go-to-market planning, support and installation enablement, and actionable insights and resources to fast track your time-to-revenue for the selected Managed Service. In addition to providing go-to-market strategy planning and business modeling, Calix Customer Success leads your teams through the end-to-end new service introduction process.

Marketing and Sales Assist Activities
- Pre-launch check list
- Employee trial plan
- Soft launch and full launch marketing campaign planner
- Post launch engagement planning

Business Operations Assist Activities
- Subscriber agreements and contracts
- Billing
- Internal process documentation
- Inventory, order management

Operations and Customer Support Assist
- Cloud enablement for provisioning, supporting, and troubleshooting Managed Service
- Installation process development and best practices
- Managing and monitoring case escalation
- Return Merchandise Authorization (RMA) process
- Hardware engineering, installation, management, and support best practices (applicable per Managed Service)

Team readiness is further ensured through a Managed Services Boot Camp that covers service positioning along with job role-based upsell and cross-sell tips.
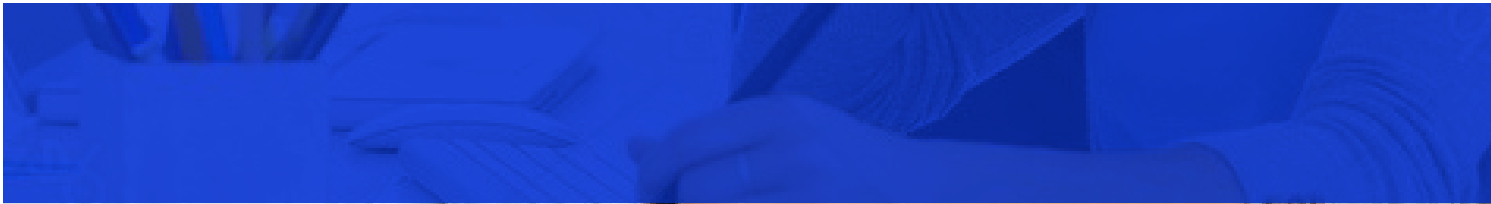
Premier Success for Customer Support

Calix Premier Success is for Customer Support teams that want accelerated, sustainable and ongoing improvements to their technical and business outcomes. The Calix Success Program can positively impact the workflows and objectives of your Customer Support organization by helping you strategically, tactically, and rapidly align your people, processes and systems through expert consulting, knowledge transfer and best practices gained from working with hundreds communications service providers. Key areas of focus for Success for Customer Support include the following

Calix Support Cloud User Orientation
Navigation, use cases, and workflows

Help Desk Best Practice Assessment and Insights
Review, analyze and optimize ticketing data

Success Planning and Goal Setting
KPIs Attainment and Adoption

Advanced Troubleshooting Orientation
Enablement for Advanced CSC users

KPI Attainment and Adoption
Progress monitoring and reporting

Revenue EDGE Support Orientation
CommandIQ® and EXOS systems enablement

Call Engagement and Quality Assurance
Establishing engagement rules and performance scoring

CSC Dashboard Insights Integration
Measure and manage CSR performance, identify churn risk, and device performance

Technical and NetOps Orientation
NetOps workflow and technical enablement

Soft Skills Orientation
Custom soft skills enablement

Premier Success for Marketing

Calix Premier Success for Marketing is for teams that want to master their craft and learn from industry experts. The Customer Success program helps marketers better leverage subscriber and service analytics into their messaging, campaigns, and creative content.

The Calix Premier Success program for Marketing is delivered by industry experts who provide guidance and consultation to your team with field proven best practices, tools, insights, and creative approaches. The Customer Success team can help you grow your business through improved subscriber acquisition rates, better customer retention, and guidance on integrating channel marketing tools such as Facebook, Mailchimp, and HubSpot for exceptional campaign performance and efficiency. Key areas of focus for the program include the following:

Calix Marketing Cloud User Orientation
Navigation, use cases, and reporting

Release Readiness and channel integration
New release content overview and guidance on integration of marketing channel resources

Success Plans and Goal Setting
KPIs aligned to business objectives

Micro-Segmentation Analytics
Step-by-step guidelines for the most effective targeting

Benchmarking
Performance evaluation across peers

Marketing Campaign Guidance
Campaign best practices on go-to-market targets, segmentation, channels and tactics

Track Time-to-Value
Progress monitoring, reporting and ROI analysis

New Service Launch
Competitive review, step-by-step guidance and best practices

Best Practice Change Management
Guidance for continuous improvement

On Demand Assets
Resources available when and where needed

Business and Marketing Consulting
Strategy, packaging, pricing, positioning

Premier Success for Operations

Calix Premier Success for Operations is an integral the implementation and ongoing use of Operations Cloud. This program benefits Operations teams that want to achieve a faster return on investment, accelerated adoption, improved workflow integration, and continuous achievement of objectives with Calix Operations Cloud.

Premier Success for Operations is delivered by a designated Customer Success Manager. It includes all the key success program features to help customers better leverage the tools and insights provided by Operations Cloud. The Success Manager will help your team improve network performance, establish health and predictive maintenance processes, leverage alarm analytics, and streamline workflows to ensure high levels of network and service availability. Key areas of focus for the program include the following:
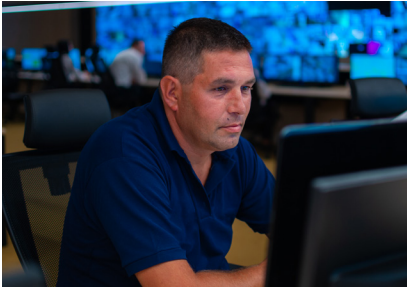
Operations Cloud User Enablement
Navigation, use cases, and reporting

Success Plans and Goal Setting
KPIs aligned to technical and business objectives

Benchmarking and Monitoring
Performance evaluation across peers, monitor and report on progress

Best Practices Change Management
Guidance and continuous improvement on business processes

Release Readiness
New release content overview and guidance

Alarm Analytics Workflows
Best practices on development of real-time and preventative maintenance workflows involving alarm analytics

Capacity Management
Guidance and workflow development on capacity analysis and bandwidth planning

System configuration and subscriber activation
Development, optimization, and reporting on system and subscriber activation via APIs

Revenue EDGE Premier Customer Success Helps You Introduce New Services Fast

Accelerating the adoption of EDGE Suites and Services with your subscribers doesn't have to be overwhelming. A data-driven and best practices approach which incorporates market data, competitive information, continuous persona-based learning, and team enablement is applied through a field proven step-by-step process led by a Calix Success Manager to help you reach your business objectives faster.

Revenue EDGE Premier Customer Success is built on top of Marketing Cloud and Support Cloud Customer Success Services. The program expands the benefits provided by a Customer Success Manager and the best part is, Revenue EDGE Premier Customer Success is provided at no additional charge to Revenue EDGE ramp customers that have already invested in Premier Customer Success for both Marketing Cloud and Support Cloud!

The extension of your Team you always wish you had

The Revenue EDGE Customer Success Manager coordinates activities across Marketing and Support Cloud Customer Success teams to help you build a collaborative environment to launch and grow EDGE Suites, Services and Systems for Revenue EDGE ramp customers. Key features of the program include the following:

Market Insights
- Competitive analysis
- Growth and revenue modeling for EDGE Suites, Systems, Services

Data-driven Go-To-Market Plan
- Personalized go-to-market plan and campaign strategy
- Best practices on data-driven campaign tactics and reporting
- Campaign playbooks and best practices library

Accelerate Team Readiness
- Job role-based learning assets and resources to help sell, install and support Revenue EDGE

Cross functional alignment and execution
- Personalized Revenue EDGE leadership workshop
- EDGE Suites and Services job role-based playbooks for cross selling and up-selling
- Cloud enablement, provisioning and support
- EDGE Suites and Services incentive programs and change management process

TRANSFORMING EVERY FACET OF YOUR BUSINESS

Every day, the Calix Customer Success program is impacting hundreds of BSPs with valuable operational best practices and expertise. We make your Calix Cloud data actionable and provide you the guidance to get more proactive, simplify your business, lower costs, and improve your ROI while helping you excite your subscribers and acquire new ones.

To find out more how Calix Premier Customer Success can help you, contact your Calix Account Executive.