

## CASE STUDY

# PTCI Realizes 75% Upgrade Rate With New Go-To-Market Strategy



## THE CHALLENGE

### COMPANY

Panhandle Telephone Cooperative, Inc.

### Year Founded

1954

### COMPANY TYPE

Cooperative

### WEBSITE

<https://www.ptci.net/>

### LOCATION

Guymon, OK

### SERVICES

Residential and business services including internet, cellular, and phone

### SUBSCRIBERS

14,800+

Founded in 1954, Panhandle Telephone Cooperative, Inc. (PTCI) was established to bring telephone service to rural communities in Oklahoma. Over the past 70 years, PTCI has expanded through acquisition and organic growth while deploying the most advanced technologies, including fiber to the home. PTCI now provides a range of services, including internet, cellular, and landline telephone, to more than 14,800

However, PTCI realized their go-to-market (GTM) strategy wasn't keeping up with their business. They offered too many service plans and options, and subscribers struggled to determine which plan best matched their needs. This complexity also impacted PTCI's operations. Regulatory requirements meant PTCI had to report the number of subscribers on each plan. Maintaining so many plans—including custom service options or add-on services—was not scalable. PTCI needed to update their GTM to deliver exceptional experiences tailored to subscribers' increasingly connected lifestyles.

## THE SOLUTION

A Calix customer since 2007, PTCI has built their Ultimate WiFi Experience around the Calix Broadband Platform, including Calix Cloud® and the Ultimate Subscriber solution. As part of every WiFi package, PTCI provides SmartHome™ managed services including CommandIQ® (branded as the PTCI WiFi App), ProtectIQ® home network security, and ExperienceIQ® advanced network controls.

PTCI has relied heavily on Calix Engagement Cloud and the expertise of Calix Customer Success Services as they evolve their go-to-market (GTM) strategy. As a first step, PTCI worked with Customer Success to identify subscribers that were having a sub-optimal experience, or “silent sufferers.” Leveraging powerful, data-driven insights, Engagement Cloud revealed those subscribers consistently exceeding their bandwidth, experiencing a poor Wi-Fi signal, running speed tests, or actively looking for alternative providers.

“Our mission is to create unbeatable subscriber experiences. It goes beyond speed. Subscribers want us to solve problems, like keeping families safe online or ensuring productivity for remote workers. Calix gives us everything we need to tailor subscriber experiences, from insights in Engagement Cloud to in-demand SmartHome managed services, along with amazing market activation resources and expertise. Adopting a differentiated offering strategy will help us increase subscriber satisfaction, grow our business, and gain competitive advantage.”

- Elizabeth Brown, Marketing Manager, PTCI

The cooperative used the audience segmentation capabilities in Engagement Cloud to execute targeted marketing campaigns to right-size their lower tier plans. They took advantage of customizable agency-quality assets available through the Calix Market Activation Program and Engagement Cloud integrations with digital marketing platforms like Facebook and Mailchimp to reach subscribers with personalized messaging via the communications channels they prefer.

Alongside these marketing campaigns, PTCI worked to ensure every subscriber-facing team member can effectively sell the Ultimate WiFi Experience. They partnered with the Customer Success team to run Ultimate Subscriber boot camp sessions, reinforcing the value and benefits of the offering for subscribers.

## THE RESULTS

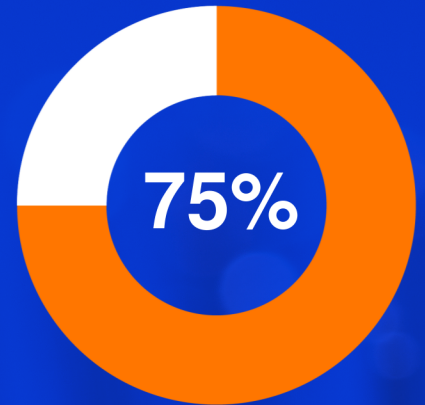
Working with Calix, PTCI successfully consolidated and simplified their product offerings. Through Engagement Cloud, PTCI easily determined which subscribers would benefit from higher tier plans and personalized campaign messaging to resonate with specific segments such as gamers and work-from-homeers. Through this approach, PTCI achieved an impressive 75 percent upgrade rate, ensuring most subscribers are on plans matching their usage patterns.

In addition to transitioning subscribers to more suitable plans, PTCI improved their experience by boosting usage of SmartHome managed services. PTCI increased adoption of CommandIQ by 233 percent, with one-third of subscribers using the self-service app. They also grew ProtectIQ and ExperienceIQ adoption by almost 1,400 percent, providing a safer online experience for subscribers. By the end of the year, ProtectIQ was blocking more than 22,000 threats per month.

Backed by the Calix Broadband Platform, PTCI is positioned to launch an entirely new, differentiated offering strategy, grounded in data and aligned to subscribers' unique needs. Engagement Cloud gives PTCI an in-depth view of subscribers' lifestyles, habits, and preferences so they can develop personalized offerings. These packages could include "Connected Family" (focusing on online safety), "Pro Gamer" (highlighting low latency/jitter), and "Everyday Essentials" (designed for affordability). Because Engagement Cloud also offers insights into prospects, PTCI can reach new audiences with tailor-made offers to address their pain points. And with a growing portfolio of SmartHome managed services, the opportunities to enhance or develop persona-based packages are nearly endless.

**Schedule a consultation today for more information on Calix Engagement Cloud**

## RESULTS



**upgrade rate on subscribers with outdated plans**

**233%**

**increased CommandIQ attach rate**

**1,400%**  
**adoption boost for ProtectIQ and ExperienceIQ**