

## CASE STUDY

# Tombigbee Fiber Realizes 91% Net Promoter Score By Leaning In To Calix SmartLife Managed Services



### COMPANY

Tombigbee Fiber

### Year Founded

1933

### COMPANY TYPE

Cooperative

### WEBSITE

<https://www.tombigbeefiber.com>

### LOCATION

Tupelo, Mississippi

### SERVICES

Residential and business services, including high-speed internet and voice

### SUBSCRIBERS

24,000 residents and businesses

## THE CHALLENGE

**Tombigbee Fiber (Tombigbee) was established in 2019 by the Tombigbee Electric Power Association (TEPA), a member-owned cooperative that brought electricity to rural areas of northern Mississippi in 1933. Building on this legacy of making essential services accessible to their subscribers, Tombigbee spearheaded efforts to create and pass the Mississippi Broadband Enabling Act—expanding broadband access throughout rural areas of the state.**

Leveraging the capabilities and efficiencies of the Calix Broadband Platform, Tombigbee connected thousands of households across northern Mississippi with a major fiber-to-the-home (FTTH) initiative. To maximize this investment and enhance the vitality of the communities they serve, Tombigbee set out to provide more than just connectivity. They wanted to give subscribers an exceptional experience that would enrich their lives, provide unbeatable customer service, and create long-term value for their communities.

## THE SOLUTION

Tombigbee selected Calix SmartLife™ managed services—including SmartHome™, SmartTown®, and SmartBiz™—to transform their communities. This robust ecosystem of managed services enables Tombigbee to offer differentiated experiences that provide greater value to subscribers.

With SmartLife, the cooperative can grow their business by addressing multiple market segments on the Calix Broadband Platform, bringing everything under one roof and simplifying operations.

A case in point is the SmartHome portfolio. Tombigbee includes ProtectIQ® home network security and ExperienceIQ® advanced network controls with every residential offer, empowering subscribers to manage, enhance, and secure their connected lifestyle. They even extend that safe connected experience with SmartTown.

Tombigbee Fiber builds on the TEPA legacy of improving members' lives by prioritizing their needs and offering enriched services that will help them prosper and grow. Calix helps us to deepen relationships with the communities we serve, bringing innovation and value to everything we do. SmartLife managed services gives our subscribers the tools they need—and deserve—to enhance, operate, and secure their connected lifestyle.”

- Scott Hendrix, Chief Operating Officer

SmartTown provides community Wi-Fi across the Tombigbee footprint, giving subscribers, first responders, and visitors connection across local parks and community spaces and at approximately 23,000 residences.

Most recently, Tombigbee launched SmartBiz to help small and medium businesses (SMBs) thrive. Business owners benefit from networking, security, and productivity tools that they can manage via the CommandWorx™ mobile app. For a seamless subscriber experience, Tombigbee relies on the insights, analytics, and automation delivered by Calix Cloud® to empower their marketing, customer service, and operations teams. This enables them to anticipate subscribers' needs, quickly resolve problems, and improve satisfaction. To accelerate the rollout of each innovative new service, Tombigbee has tapped Calix Success for go-to-market planning, industry-leading marketing assets, and staff training.

## THE RESULTS

Tombigbee has elevated the standard of broadband experiences in northern Mississippi with SmartLife and the Calix Platform. The co-op prioritizes the subscriber experience by providing residential subscribers with tools to stay safe and secure online.

Tombigbee is setting the standard for other broadband service providers (BSPs). As the first to deploy SmartTown across their entire network footprint, Tombigbee now offers connectivity at all high school sport fields in the regions they serve. Since launching SmartTown, Tombigbee has served more than 500,000 connections across 14 SmartTown locations.

SmartTown also provides critical connectivity for 68 first responder organizations to extend lifesaving emergency services to everyone in the area. Tombigbee has now connected parks, downtown areas, and other community spaces across 14 towns. The co-op is now planning to install systems in 43 volunteer fire departments in the next phase of SmartTown deployment.

SmartBiz is similarly set to transform how small businesses operate, serving as the catalyst for economic vitality and revenue growth. Tombigbee SMB customers can take advantage of the flexible solution, selecting features that best fit their needs.

Tombigbee has earned an impressive Net Promoter Score™ (NPS®) of 91 and has dramatically simplified their business with one platform to serve multiple broadband markets. Thanks to the Calix Broadband Platform and SmartLife managed services, Tombigbee became cash-flow positive in just two years—enabling them to reinvest to fuel more growth, enhance services, and

**Learn how Tombigbee Fiber is taking the subscriber experience to new heights with Calix.**

## RESULTS

# 91

Net Promoter Score\*

# 68

first responder  
organizations connected  
to SmartTown

# 250k

Wi-Fi SmartTown  
connections at local  
high school football  
games

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