Calix

6 WAYS
TO CREATE AN INCREDIBLE SUBSCRIBER EXPERIENCE

1 SPEED
DO SUBSCRIBERS HAVE ALL THE SPEED THEY NEED?

In a Calix-commissioned survey of service providers, many respondents noted their subscribers were not asking for the fastest speeds—and that most subscribers (60 percent) opted for a "mid-tier" speed package.

2 SECURITY
REASSURING SUBSCRIBERS IN AN ERA OF CYBERCRIME

The rise in cybercrime has made security a key consideration for subscribers and they increasingly look to their provider to protect them from threats such as ransomware attacks and internet scams.

This can be achieved by deploying:
- Home network cybersecurity
- Parental controls and online safety tools
- Connected cameras for home protection

3 INTEGRATION
CONNECTING THE CONNECTED HOME

Subscribers are concerned with device compatibility, privacy and security, increasing device complexity, and coverage and connectivity issues.

Offering managed Wi-Fi allows you to provide optimal network performance as well as proactive network monitoring and trouble-shooting for a better subscriber experience.

4 FLEXIBILITY
TAKING WI-FI BEYOND THE FOUR WALLS OF THE HOME

Subscribers need to connect from various locations throughout the home, and into outdoor areas like their communities, which requires a Wi-Fi service that has the flexibility to support a wider coverage area while still delivering a safe and secure managed Wi-Fi experience.

This can be achieved by deploying:
- Multiple access points and mesh networking in high-density or obstructed areas
- Optimal frequency and bandwidth management to reduce interference
- Provision of public Wi-Fi networks for subscribers on the move
- Cloud-based management systems for remote monitoring, updates, and troubleshooting
- Remote network access (e.g. via a mobile app)

5 PRICE
STRATEGIES TO AVOID A RACE TO THE BOTTOM

Competing on price alone can quickly become a race to the bottom (e.g., no margin) in highly competitive markets where rivals are seeking to capture market share.

- Develop a range of pricing options based on speed tiers, data caps, and contract lengths
- Bundle broadband with other products or value-added services like phone, TV, or home security
- Leverage promotions, discounts, and referral programs to attract new customers and reward loyalty
- Offer equipment rentals to reduce the cost of subscribers purchasing customer premises equipment (CPE)
- Reduce upfront costs with low-cost or free installations
- Collaborate with local organizations to bundle broadband with other community services
- Use funding grants to subsidize retail pricing

6 RELIABILITY
SUBSCRIBERS NEED A NETWORK THEY CAN RELY ON

Prioritize projects that enhance network reliability and reduce downtime and disruption:
- Optimize Wi-Fi infrastructure
- Implement redundancy measures
- Monitor Quality of Service (QoS)
- Deploy network management tools
- Provide Subscriber Education:
  - Self-service apps
  - Troubleshooting tips

55%
OF SUBSCRIBERS AGREE CONNECTION RELIABILITY IS MORE IMPORTANT THAN SPEED

22
DEVICES ON AVERAGE CONNECTED TO SUBSCRIBER'S HOME WI-FI

82%
OF SUBSCRIBERS SAID THEY DON'T NEED MORE SPEED

Learn more about how wireless internet service providers can build subscriber trust and loyalty through exceptional Wi-Fi experiences.

Calix
Simplify. Innovate. Grow.

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