



Backed by Engagement Cloud, CTC Grows ARPU by 16 Percent and Adds \$325,000 in Customer Lifetime Value

CHALLENGE

Deliver an Exceptional Subscriber Experience To Stay Ahead of Billion-Dollar Competitors

Cambridge Telephone Company (CTC) was established in 1905 to bring telephone phone service to Adams and Washington counties in western Idaho. From their start as a local phone company in Cambridge, CTC expanded to offer service as a CLEC. A third-generation, family-owned company, CTC now serves 10,000 subscribers, providing a wide range of advanced communications services for consumers and businesses.

Facing increasing competition, a top priority for CTC was to deliver an unparalleled experience that would deliver even greater value for subscribers. This experience—based on value-added managed services and backed by their local support—would differentiate CTC from the billion-dollar telecoms behemoths. Moreover, it would enable them to increase subscriber satisfaction and loyalty and stave off churn.

SOLUTION

Engagement Cloud Gives CTC the Insights Engine They Need To Grow Their Business

A Calix customer since 2020, CTC leverages the end-to-end Calix platform—the Intelligent Access EDGE™, Revenue EDGE™, and Calix Cloud—as the foundation for their fiber-based internet and managed Wi-Fi services. All new CTC Wi-Fi subscribers get GigaSpire® BLAST Wi-Fi 6 systems and the CTC Command Center app (their branded version of CommandIQ®). Subscribers that sign on for CTC's premium Advanced Wi-Fi offering also get SmartHome™ managed services, ProtectIQ® for home network security, and ExperienceIQ® for enhanced parental controls. CTC relies on Calix Support Cloud (Support Cloud) to manage the end-to-end subscriber experience, while Calix Engagement Cloud (Engagement Cloud) allows them to engage and build enduring relationships with subscribers. CTC also takes advantage of Calix Customer Success Services (Customer Success) to maximize their use of the Calix platform.



COMPANY

Cambridge Telephone Company, Inc. (CTC)

COMPANY TYPE

Internet service provider

WEBSITE

ctcweb.net

LOCATION

Cambridge, Idaho

SERVICES

Residential services including high-speed internet, advanced Wi-Fi, landline and wireless phone, and business services including business internet, hosted voice, unified communications, and SIP trunking

SUBSCRIBERS

10,000

Engagement Cloud Offers Unparalleled Insights Into Subscribers

According to Chad Albright, marketing director at CTC, Engagement Cloud has given them unprecedented visibility into their subscriber base. With the advanced data analytics capabilities of Engagement Cloud, he can now quickly determine the most popular package among new subscribers—an analysis that would have taken weeks previously. He can also see how subscribers are actually using their internet service, intelligence that is essential in ensuring subscribers are on the right plan.

CTC uses the unparalleled insights of Engagement Cloud to undertake campaigns to improve the subscriber experience. With just a few clicks, they can run email campaigns targeting subscribers on lower service tiers that are hitting downstream service limits to promote upgrades to internet packages that better meet their needs. CTC can use Engagement Cloud to identify subscribers that are not currently benefiting from ProtectIQ and ExperienceIQ and create offers to move up to the Advanced Wi-Fi service, which includes these services.

With Engagement Cloud and Support Cloud, CTC Gets Proactive To Ensure Satisfaction

Because a key objective for CTC has been to prevent subscriber churn, they are focused on keeping subscribers happy by providing the best service possible. The powerful combination of Engagement Cloud and Support Cloud allows CTC to take a proactive approach to ensuring subscriber satisfaction. For example, with Engagement Cloud, CTC is able to identify subscribers with a low Wi-Fi score. Armed with this data, CTC customer support representatives (CSRs) can preemptively contact subscribers to help them improve their Wi-Fi service. By addressing minor performance issues before they become a major problem, CTC reinforces their commitment to subscriber satisfaction and builds long-term loyalty.

Engagement Cloud and Market Activation Program Enable CTC To Do More With Less

With a two-person marketing team, CTC is always looking for innovative ways to maximize their marketing impact. That's exactly why Calix provides resources like the Calix Market Activation (Market Activation) program with the Electronic Content Builder (ECB) and Market Activation Video Editor (MAVE). The Market Activation program gives broadband service provider (BSP) marketers access to hundreds of customizable, agency-quality creative assets, helping them reduce go-to-market time and expense by more than 50 percent.

By using the ECB and MAVE, CTC has considerably cut the time they spend developing collateral such as postcards, signage, ads, videos, and more. With Engagement Cloud—which features integrations to leading digital platforms—and the assets in the Market Activation program, CTC can change out Facebook ads at a moment's notice. These ready-to-go assets have also enabled CTC to mail out more postcards, going from one per quarter previously to two per month, an increase of 500 percent.

Calix Solution

- GigaSpire BLAST Wi-Fi 6 systems
- Calix Engagement Cloud
- Calix Support Cloud
- CommandIQ mobile app
- ProtectIQ home network security
- ExperienceIQ advanced parental controls
- Calix Premier Customer Success Services

Integrations With Leading Digital Platforms Streamline and Simplify Campaigns

Engagement Cloud is integrated with best-in-class digital platforms such as Mailchimp and Facebook, making it easier than ever for CTC to execute targeted campaigns that get results. For example, CTC can send the customized audience segments they've created in Engagement Cloud to Mailchimp automatically, eliminating the need to manually export, copy and paste data between systems. This automation dramatically reduces the time and effort for CTC to launch personalized email campaigns into market.

RESULTS

Engagement Cloud Helps CTC Drive Adoption of Exciting Managed Services, Boost Average Revenue Per User, and Grow Customer Lifetime Value

Working with Calix Customer Success, CTC undertook a six-month campaign to upgrade subscribers to their 100 Mbps, 500 Mbps, and 1 Gbps service tiers, and increase adoption of the ProtectIQ and ExperienceIQ managed services. Using Engagement Cloud and the ECB, CTC targeted different subscriber segments with custom messages: promoting a better internet experience; highlighting the Advanced Wi-Fi service with a GigaSpire BLAST and ProtectIQ and ExperienceIQ; and providing information on the Affordable Connectivity Program, among others.

Their efforts yielded spectacular results. In just six months, CTC drove service-tier upgrades that increased average revenue per user (ARPU) by more than 16 percent and added more than \$325,000 of customer lifetime value (CLV). At the same time, they decreased downstream service limit hits by 53 percent and upstream service limit hits by 67 percent.

In addition to the service-tier upgrades, CTC increased uptake of ProtectIQ and ExperienceIQ by 174 percent in one year. Thanks to these services, CTC keeps an average of 1,200 viruses, intrusions, and other threats away from subscribers' homes each month. Building on this, CTC is investigating other SmartHome managed services including Bark online monitoring services.

This year, CTC continues to focus on delivering an exceptional subscriber experience. Partnering with Customer Success, CTC identified those subscribers on lower service tiers that were having a subpar experience. With Engagement Cloud, they created a segment of 500 subscribers filtered by service tier, service limit hits, and their attainable rate of service. They then developed customized emails for each subscriber, notifying them of their current service tier, the number of times they maximized their bandwidth in the previous 30 days, and the service plan that would best meet their needs.

CTC launched the email campaign in April, split into two groups of 250 subscribers. The response to the highly personalized emails was phenomenal, with click-through rates (CTR) of 10 and 15 percent for the two emails. These CTRs are more than 10 times the industry average of 2.2 percent, and three to six times higher than CTC's average campaign response. Even more impressive, CTC generated more than 60 upgrades from this campaign alone—a conversion rate of 12 percent.

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Chad Albright,
Marketing Director at CTC



“We’re competing with some of the biggest telecoms companies in the business, and we’re winning because we’re differentiating,” said Chad Albright, marketing director at CTC. “Calix gives us everything we need to ensure an exceptional subscriber experience. We have a growing portfolio of exciting managed services that subscribers love and value. The unmatched intelligence and insights of Engagement Cloud give us deeper understanding of our subscribers’ needs so we can address them proactively. And by pairing that with a nearly endless supply of creative assets in the Market Activation program, we can engage subscribers at every step of their journey, increasing satisfaction and building long-term loyalty.”

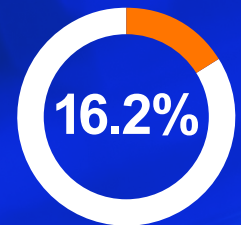
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Case Study



Increased adoption of ProtectIQ and ExperienceIQ

Added more than
\$325,000
in CLV



Increase in ARPU