

CloudWyze's Dedication to Customer Success Earns an NPS of 87 Just 12 Months Into Residential Broadband Network Expansion Program

CHALLENGE

Tackling Digital Inequality To Ensure Every Resident Has Access to Reliable Broadband Services

Most people take access to high-speed broadband for granted. Unfortunately, many Americans in rural communities still find themselves deprived of basic connectivity, let alone additional, life-enhancing broadband services. A commercial IT provider since 2012, and now a full service broadband service provider, North Carolina-based CloudWyze secured private funding and a public grant that enabled them to expand into the residential market in 2019. With a mission to close the digital divide by delivering fast, reliable internet to every resident in Nash County and surrounding areas, CloudWyze embarked on an ambitious broadband build.

When exploring vendors for their fiber-to-the-home (FTTH) expansion project, CloudWyze sought a partner that aligned with their customer-first values to provide the best possible subscriber experience. As a new entrant to the FTTH market, CloudWyze needed support across all functional teams across the organization—technical expertise, proactive supply chain management, customer support training, and go-to-market campaigns—for their long-term success.



COMPANY
CloudWyze

BUSINESS TYPE
Internet and managed IT service provider

LOCATION
Wilmington, North Carolina

WEBSITE
www.cloudwyze.com

SERVICES
Residential broadband services, business internet, phone, cloud services, IT managed services and network security



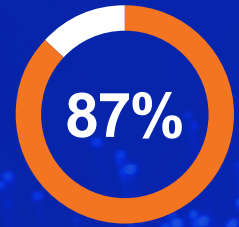
SOLUTION

CloudWyze Harnesses the Power of Calix Cloud To Expand Their Network With a Focus on Customer Success

In Calix, CloudWyze found not just a vendor but a trusted partner. Their expansion program began in late 2022 with a mission to accelerate access to broadband connectivity while delivering an exceptional customer experience. Engaging with local community groups, schools, and businesses, CloudWyze started by raising awareness, educating residents on the benefits of their service over incumbent providers. Following this consultation phase, CloudWyze started construction, moving swiftly to bring households online.

The new network leverages the Calix broadband platform—including Intelligent Access EDGE™, Revenue EDGE™, and Calix Cloud—for a fast, reliable, and secure subscriber experience. A trusted supplier of end-to-end solutions, Calix worked closely with CloudWyze engineering teams to design the ideal network and procure the right equipment. Challenged by a strained supply chain post-COVID, CloudWyze relied on expertise from Calix Customer Success Services (Customer Success) to manage multiple industry equipment manufacturers, helping accelerate execution. With their network in place, Calix Service Cloud (Service Cloud) and Calix Operations Cloud (Operations Cloud) give CloudWyze complete visibility across the network for remote troubleshooting and proactive customer support.

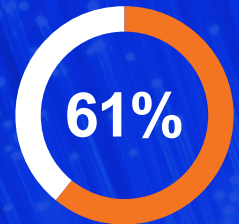
Every subscriber receives GigaSpire® BLAST systems along with Calix SmartHome™ managed services including ProtectIQ® home network security and CommandIQ® for self-service. CloudWyze drives subscriber acquisition efforts with the combination of Calix Engagement Cloud (Engagement Cloud) and customizable assets from the Electronic Content Builder (ECB). With ongoing support and training from Customer Success, CloudWyze continues to scale their business with confidence.



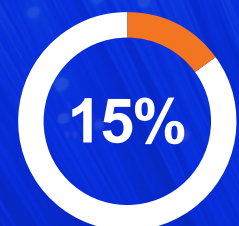
Average Net Promoter Score



Churn rate



Reduction in installation times



Reduction in truck rolls

RESULTS

CloudWyze Harnesses the Power of Calix Cloud To Expand Their Network With a Focus on Customer Success

Just one year into their FTTH program, CloudWyze is already realizing the benefits of the Calix broadband platform. Service Cloud and Operations Cloud give CloudWyze a real-time view of the entire network, making it easier to diagnose and fix problems without disrupting subscribers. Deploying GigaSpire BLAST systems has reduced the need for site visits as software upgrades can be performed remotely. By leveraging the Calix platform, CloudWyze has been able to reduce installation times by 61 percent while cutting truck rolls by 15 percent over the last two quarters—both of which contribute to higher subscriber satisfaction.

For the first time, CloudWyze subscribers have connectivity they can depend on. The self-service capabilities of the CommandIQ app empower subscribers, helping CloudWyze reduce support calls while giving subscribers more control over their broadband experience.

CloudWyze has made great strides in improving subscribers' lives across the five counties they currently serve in rural North Carolina. With an average Net Promoter ScoreSM (NPS[®]) of 87, a miniscule churn rate of less than 0.5 percent, positive reviews on social media, and growing referrals from friends and family, CloudWyze has started a broadband revolution. Taking full advantage of the Calix broadband platform and Customer Success resources to continually exceed customer expectations, they are building a business that will positively impact the communities they serve for generations to come.

ARE YOU READY TO START YOUR OWN BROADBAND REVOLUTION?

Ready to deliver exceptional customer support? [Schedule a demo](#) with a Calix Cloud Solution Specialist to learn how you can gain end-to-end visibility into your network—and streamline troubleshooting just like CloudWyze.

“In Calix we found a partner who shares our focus on customer success. We’re building a network that makes subscribers happy and empowers them to engage with their broadband experience. Calix helps us do that. Their tools and resources have been invaluable in ensuring we stay on track as we cut our teeth on this new fiber project. With Calix by our side, we’re achieving our goal—and the proof is in our NPS score.”

Shaun Olsen,
CEO,
CloudWyze

