



Calix Business Insights Services

Actionable insights, generated from key business data, is the jet fuel for Broadband Service Providers (BSPs) eager to improve the subscriber experience and make better business decisions. What's holding back many BSPs from realizing the game changing benefits to their business? It comes down to two things:

- The data needed is fragmented and in silos
- They lack the resources to perform the statistical analysis and visualization that could lead to breakthrough results and better decision making.

Make the quantum leap to running your business using a data-inspired approach with Calix Business Insights Services. With the Calix team, you can overcome the resource, data collection, and analytic hurdles that keep you from truly harnessing actionable insights in your data.

UNLEASH THE POWER OF BUSINESS INSIGHTS

The Business Insights team of analysts help BSPs - *using their own business data and their Calix Cloud insights* - achieve a deeper understanding of the story behind the numbers and trends that can lead them to actionable strategies that will grow and improve their business.

BENEFITS OF BUSINESS INSIGHTS

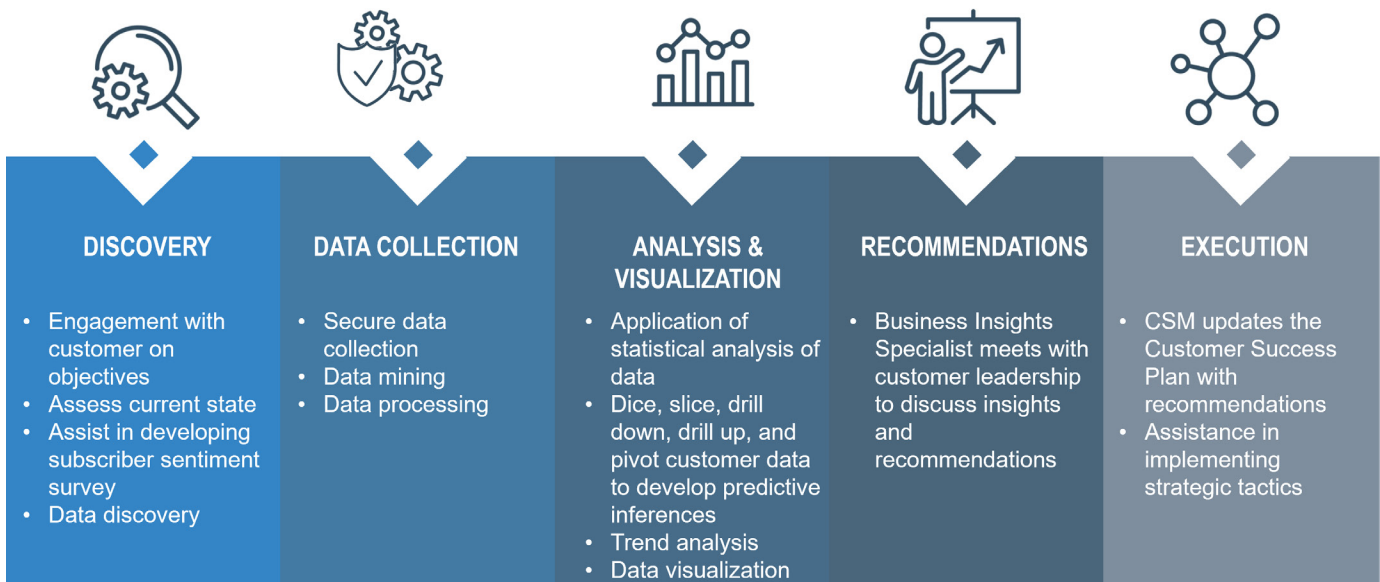
The benefits are clear for BSPs when it comes to leveraging a data-driven approach. They are able to improve several facets of their enterprise including go-to-market, business and technical operations, and customer support. By uncovering predictive trends and actionable insights they can reduce churn, improve subscriber loyalty, get better ROI on subscriber targeting and acquisition, and increase operational efficiencies while lowering support costs.

CALIX BUSINESS INSIGHTS SERVICES - YOUR TEAM OF PERSONAL DATA STRATEGY GUIDES

What if you had an entire team of data analysts that understood your exact business needs and could help pull together actionable insights from disparate data sources? You could uncover what's driving your business and how to improve results, all from a quantitative point of view. Business Insights Analysts and Customer Success Specialists partner with your team and guide you through a step-by-step approach to develop actionable, data-inspired strategies.

Data Discovery and Collection

A Business Intelligence Analyst works with your team on a well-defined service engagement that covers specific areas impacting your business that you want to understand, improve or optimize. They will work with you to identify and gather data from both structured and unstructured sources within your operating environment. They are experts at securely extracting and handling data and conform to stringent data confidentiality requirements so you have the peace of mind your data is secure.



Data Analysis and Visualization

The Business Intelligence Analyst brings the disparate data sources together to uncover trends in the numbers and uncover hidden relationships driving your current results. Statistical analysis and data mining techniques are applied that slice, dice, and pivot the data along with qualitative survey results that provide unique perspectives, predictive inferences, and a comprehensive picture of what's going on in your business.

The team then brings your data to life visually pulling together geographic information from your Calix Marketing Cloud or your billing system as well as available demographic information to support location-based action plans. This enables you to identify and isolate visually community-specific micro-segments that might require more specialized follow-ups or attention.

Recommendations and Execution

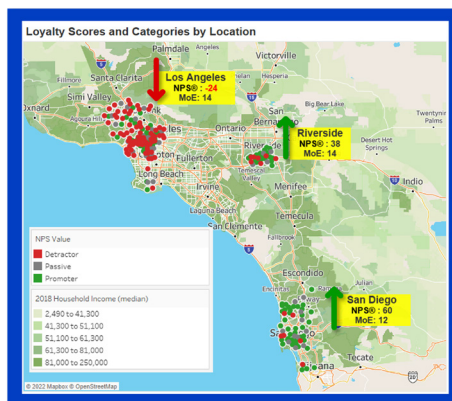
Backed by the analysis report, Business Insights Specialists leverage their domain and cross-industry expertise to generate actionable recommendations including strategic and tactical approaches that solve your business challenges. They'll identify ways to better target potential subscribers, tactics that improve support center metrics, campaigns, messaging, and suggest incentive programs that drive behavior change and improved performance.

To help drive execution of your strategy for Calix Premier Success customers, your Customer Success Manager will take the data-inspired recommendations from the Business Insights team and integrate them into your success plan to keep you on track and successfully execute and implement the findings.

BUSINESS INSIGHTS ENGAGEMENT CATALOG

Calix Business Insights Services is building a collection of discrete targeted engagements to help you focus and prioritize on areas of your business you want to improve. Bespoke engagements are also available that can address your unique data analytics needs. Each Business Insights engagement includes:

- Data planning, identification, and acquisition
- Data analysis, visualization, recommendations, and action plans



“Our NPS® engagement with Business Insights Services translated our NPS results into insights that are helping us better understand the perceptions and experiences of our subscribers. Through impactful imagery that simplified and narrated advanced analytics, they identified key trends in our subscribers’ experiences that were not present in our other marketing tools. These takeaways are now helping us re-examine the way we do things.”

Jordan Wehe, Marketing Director at Jade Communications



- Follow-up consultations on analysis, recommendations, and tactics
- Customer Success action plan integration into Success Plan and execution support

Subscriber Loyalty Analysis

The Business Insights Services team helps you implement a Net Promoter Score® or NPS® program or take your existing program to the next level. A Business Insights Analyst goes beyond the numbers in your subscriber survey scores to unlock deep insights and identify actionable strategies to increase loyalty, reduce churn, and excite your subscribers. Included in the engagement is hands-on assistance to establish your NPS program if you're not already performing surveys regularly with your subscribers.

Subscriber Acquisition Analysis

Network expansions into new areas are capital intensive. You want to make sure that your fiber build out investment will payoff with loyal subscribers and high ARPU. Business Insights Services can help take the guess work out of the process by identifying the subscriber profiles that optimize your return on investment.

LET BUSINESS INSIGHTS SERVICES HELP DRIVE YOUR DATA-FOCUSED TRANSFORMATION

Business Insights Services provides you the expertise and resources to solve issues that have been frustrating your teams and holding back your business from its full potential. With Business Insights Services as your data strategy partner, you can make better, data-driven decisions and actionable plans that address the root cause of issues slowing your business and impacting your subscribers.

Set up a complimentary consult with a Business Insights Specialist for tips on improving your business performance through data analytics. [Fill out this short form to get started.](#)

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