



CASE STUDY

Using Calix Consulting Services to Gain Subscriber Insights and Grow Revenue

COMPANY

Nemont Telephone Cooperative

BUSINESS TYPE

Rural ILEC

LOCATION

Scobey, MT

NETWORK

14,000 square mile service territory

SERVICES

High-speed Internet, Video, Voice, Business, and Cellular services

CALIX SOLUTIONS

B6, C7, Compass software, E-Series, 700GE ONTs, GigaCenters



THE CHALLENGE

Nemont Telephone Cooperative is a telecommunications service provider serving over 14,000 square miles of Northeastern Montana, Northwestern North Dakota, South Central Montana, and Northern Wyoming. It provides multiple services to residential and business subscribers including voice, video, data, and cellular services.

Nemont is committed to connecting subscribers to the world through innovative broadband services and to that end, has been deploying gigabit services on their fiber network. The Nemont team was very interested in gaining insights from their network and subscriber data to better understand areas of opportunity to increase revenue, improve and manage subscriber experience, and prioritize capital spending. Their overall objectives were to:

- Identify residential and business subscribers for upgrades to increase ARPU
- Identify subscribers who were likely having a poor broadband experience and therefore at risk of churn
- Make decisions about where to invest in capacity to ensure subscriber demands were being met based on current and potential future demand

THE SOLUTION

The Nemont network is built on the Calix Unified Access portfolio of solutions, including the 844G GigaCenter and E7-2 Ethernet Service Access Platform. In order to address these specific business goals, Nemont engaged Calix Consulting Services.

The Calix Consulting Service works with customers to analyze data from Calix products as well as third-party applications to provide customers with tailored analysis, reports, and action plans to address the challenges identified. With Nemont's objectives in mind, the Calix Consulting Services team set to work.

Nemont has deployed the Calix Compass Flow Analyze software which determines subscribers' broadband utilization across the network and provides insight into real-time and historic traffic across the network. Data from Flow Analyze was collected and analyzed over a four-week period. Using the data, the team was able to determine which applications subscribers were using to drive bandwidth usage. In addition to data obtained from Calix Compass applications, the team collected critical information from Nemont's provisioning & billing records and other operational data sources.

The network data was then correlated with subscriber data. Usage related to over-the-top video (OTTV) usage, online gaming, and momentary "demand spikes" of high utilization were combined with per-subscriber information such as physical location and current service tier.

"As a result of working with the Calix team, we were able to get a good view of our subscriber dynamics and identify high-priority upgrade targets. With the target list, we were able to quickly launch a marketing campaign to provide these subscribers with a much better user experience. The campaign was very successful and resulted in more than 60 percent of the targets upgrading to a higher service level."

– George Mishalow, Director of Business Development at Nemont

THE RESULTS

The analysis provided Nemont with valuable information on their subscribers and usage. Nemont was able to obtain the exact data needed to meet their objectives:

- Target lists of subscribers for service upgrades based on application usage patterns
- Specifically target lists of subscribers that could be easily upgrade due to their presence on the fiber versus DSL footprint
- Subscribers representing a high risk of churn based on a poor broadband experience
- Network locations that could be prioritized for upgrades based on subscriber demand

The findings were presented to the marketing and operations teams at Nemont who were very pleased with the output. After reviewing the analysis, the team decided to launch a special promotional campaign to reach high-target subscribers in fiber-served areas.

THE FUTURE

Nemont plans to utilize the data from the analysis to proactively monitor the changing demands of subscribers to grow revenue and manage churn while also aligning network planning to subscriber demand.

FOR MORE INFORMATION

Please contact ConsultingServices@calix.com or your local Calix Sales representative to initiate an analytics program.

