

ALLO Communications Puts Calix Support Cloud at the Heart of its Support Strategy to Deliver an Exceptional Subscriber Experience While Optimizing Support Operations

DELIVERING ON THE ALLO VALUE OF BEING “HASSLE-FREE”

Headquartered in Imperial, Nebraska, ALLO Communications provides a range of communications and entertainment services, including broadband internet, phone, and television, to residents and businesses in nearly two dozen communities across Nebraska and Colorado. Founded in 2003, ALLO has built a world-class fiber network, employing a team of engineers, operators, and technical experts to develop ever more creative ways for customers to utilize the cutting-edge infrastructure. ALLO attributes its growth and success over the past decade to its reputation for winning customer service, technical capabilities, experienced, knowledgeable personnel, and superior products.

ALLO is dedicated to delivering a drastically different experience for its subscribers, with exceptional support at the very heart of its mission. In fact, one of ALLO's four company values is to be hassle-free. Against a backdrop of continued rapid growth, combined with subscribers' greater reliance on broadband connectivity due to the global pandemic, ALLO sought new ways to optimize its customer support operations while delivering a consistently exceptional subscriber experience.



COMPANY

ALLO Communications

BUSINESS TYPE

Broadband Service Provider

LOCATION

Imperial, Nebraska

SERVICES

Fiber telephone, long distance, broadband, internet, and television for residents and businesses

WEBSITE

allicommunications.com

EMPOWERING THE ALLO CUSTOMER SUPPORT TEAM, GIVING SUBSCRIBERS CONTROL

A long-standing Calix customer deploying an end-to-end Revenue EDGE solution, ALLO has put the powerful combination of Calix Support Cloud and the CommandIQ® mobile app at the heart of its customer support strategy. Purpose-built for broadband service providers (BSPs), Support Cloud empowers users across the entire customer support organization with data-driven intelligence to remediate issues quickly and proactively, while CommandIQ gives subscribers control of their network, right in the palm of their hand.

Support Cloud offers an intuitive, customizable “cockpit” view that gives the ALLO support team unprecedented visibility into their subscribers’ home networks, systems, devices, and applications. Reporting dashboards featuring data visualization tools, widgets, and graphs enable ALLO’s support organization to proactively act on data-driven insights and incorporate them in their daily workflows and processes. Integration with key systems helps decrease resolution time and escalations through automated identification of issues impacting subscriber experience and their severity, along with recommended actions. And the mobile-friendly UI gives the ALLO field tech team easy access to the powerful capabilities of Support Cloud on mobile devices, where and when they need it.

ALLO offers ALLO IQ (their branded version of CommandIQ) to provide subscribers a range of self-service capabilities. Subscribers can easily manage their home Wi-Fi experience—powered by ALLO Blast Wi-Fi 6 systems—with just a few clicks, including resetting their Wi-Fi SSID and password, creating guest networks, establishing Wi-Fi restrictions, and testing bandwidth. ALLO IQ also gives subscribers self-help resources to get quick answers to their questions and solve most network-related issues impacting their Wi-Fi experience, helping to reduce the number of calls to the ALLO support desk. CommandIQ is fully integrated with Calix Support Cloud, giving BSP support teams even greater visibility into subscriber networks and enabling them to diagnose and resolve issues remotely.

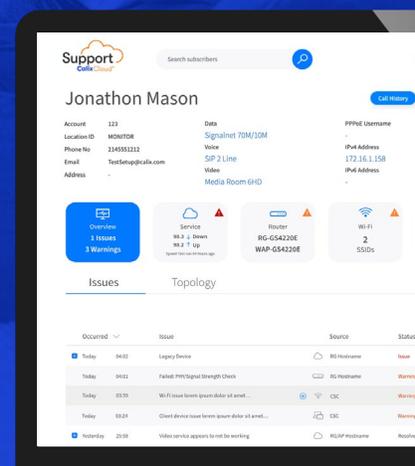


Leveraging the capabilities of CommandIQ, ALLO offers value-added EDGE Suites to further enhance their subscribers’ experience. ProtectIQ™ provides network security for protecting the whole home from cybercrime, while ExperienceIQ™ delivers advanced parental controls to block harmful content and prioritize bandwidth usage by application or device.

ALLO has also established a strong partnership with Calix Premier Customer Success Services, enabling the ALLO support team to accelerate their time-to-value. Providing expertise, insights, and resources on everything from solution orientation to building success plans and goal setting, Customer Success Services has become an integral part of ALLO’s support proposition.

“Calix Support Cloud and CommandIQ give us visibility into our subscribers’ networks and usage that we wouldn’t have previously imagined possible. And it’s had a significant impact on our company, in time, financial savings, and human resources.”

Nick Colton,
Director of
Technical
Support and IT
at ALLO



DRIVING MASSIVE IMPROVEMENT ACROSS CRITICAL SUPPORT KPIS

Through the combination of Support Cloud and the ALLO IQ app, ALLO has gained unprecedented visibility into their subscribers' networks and usage, enabling the BSP to save time, reduce costs, and optimize their human resources. ALLO has cut down on trouble tickets that earlier would have translated into truck rolls—every five percent reduction in truck rolls frees up field techs to complete seven additional installs per day. The company has been able to slash call times by approximately 30 seconds per call, and they've increased their ticket close ratio, with Tier 1 customer support representatives (CSRs) closing out 60 percent of trouble tickets, meaning they don't have to escalate to another team or send a truck out.

Through the intuitive and streamlined UX/UI, ALLO team members can get to any option in Support Cloud within three clicks, giving them nearly immediate access to the information they need to quickly diagnose and resolve problems. Additionally, Support Cloud's ability to cache information when agents move between screens allows ALLO to further reduce the time spent on the phone with subscribers by 60–90 seconds per call.

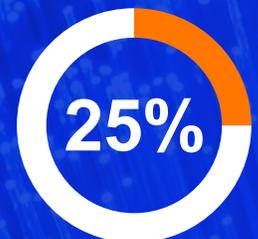
By arming subscribers with the self-help capabilities in ALLO IQ, ALLO has seen a positive impact on inbound support calls—subscribers that take the ALLO Blast and ALLO IQ together call in with trouble 20 percent less than those that have only the ALLO Blast. ALLO also estimates that if all subscribers used ALLO IQ, the company would be able to free up a full-time Tier One support agent to focus on proactive support. These are just two of the many reasons the company is focused on driving adoption of ALLO IQ among all their ALLO Blast subscribers.

With the increased visibility enabled by Support Cloud, ALLO can now identify potential issues and address them before they become a problem, increasing subscriber satisfaction and reducing churn. For instance, ALLO CSRs have access to data such as how frequently a subscriber may have breached their service tier, giving them the opportunity to offer an upgrade or help the subscriber adjust their behaviors so they can avoid the issue in the future.

ALLO's dedication to providing an exceptional experience to subscribers is ingrained in their culture; they're not just delivering a service, they're helping to connect communities. The company's commitment to amazing customer support—backed by solutions such as Calix Support Cloud and CommandIQ—is one of the many factors driving perpetually stellar levels of subscriber satisfaction. ALLO has been able to achieve phenomenal Net Promoter Scores (NPS) of +70 or higher for the last six months—when you compare that to industry average scores that hover around zero, it's clear that ALLO's approach to customer support is paying off.



Increase in NPS score



Increase in Tier 1 Close Rate



Reduction in trouble calls from subscriber self-service with CommandIQ (ALLO IQ)