



Case Study

CommandIQ®

How Silver Star Communications Delivers an Exceptional Subscriber Experience and Amazing Business Results



COMPANY

Silver Star Communications

COMPANY TYPE

Regional communications provider

WEBSITE

www.silverstar.com

LOCATION

Freedom, Wyoming

SERVICES

High-speed internet, television, voice, mobile phone, and business solutions products and services

SUBSCRIBERS

15,000+

→ The Challenge

Established in 1912, Silver Star Communications is the leading regional broadband service provider (BSP) covering western Wyoming and eastern Idaho. Today, Silver Star connects more than 15,000 subscribers in rural communities across the region to major cities in adjacent states over a company-owned fiber network spanning more than 1,800 miles.

Silver Star's mission is to enrich lives through exceptional customer experiences and innovative uses of technology. A Calix customer for more than a decade, Silver Star delivered the first 10G service in the state of Wyoming in 2018 with an XGS-PON network. To differentiate their service offerings, Silver Star adopted the comprehensive Revenue EDGE solution in 2019, rolling out the GigaSpire® BLAST family of Wi-Fi 6 certified systems to deliver blazing-fast performance and lay the foundation for a range of value-added, enhanced services.

Going into 2020, Silver Star was focused on continuing its planned 10-year/\$100 million fiber-optic network expansion and further enhancing the

subscriber experience, with a goal of deploying GigaSpire BLAST systems in 700 households. However, the regional BSP soon faced new challenges with the onset of the global health crisis.

As the world closed its doors and borders and everything went online—work, school, healthcare, entertainment, shopping, staying in touch with family and friends—subscribers relied more than ever on Silver Star broadband services to stay connected. At the same time, Silver Star sought innovative approaches to provide the high level of service that their subscribers had come to expect while managing pandemic-related issues, such as restrictions in access to premises for installation and repairs.



→ The Solution

Silver Star found its secret weapon in CommandIQ®, the subscriber-facing mobile app and an integral part of the Revenue EDGE solution. With the app, subscribers would have greater ability to self-serve and manage their connected home experience right from the palm of their hand—a key element of Silver Star’s new approach.

With just a few taps, subscribers can easily navigate the app to set up their home Wi-Fi network and systems. Once the self-installation process is complete, the app makes it simple for subscribers to set household profiles, add and prioritize connected devices, create additional wireless networks, establish parental controls, and more.

The app also gives subscribers the ability to reset their Wi-Fi SSID and password, find 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 Silver Star’s support team. 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.

Also key for Silver Star was how easily they could offer a range of value-added services through the app. To further differentiate their service offering, Silver Star bundled ProtectIQ™, an advanced network security service best accessed via CommandIQ app, with every GigaSpire BLAST system they rolled out to subscribers.

→ The Results

Silver Star launched CommandIQ in early 2020, branding it as the Silver Star Home Zone app and promoting it with every GigaSpire BLAST system. By the end of the year, 74 percent of their subscribers had adopted the Home Zone app.

The Home Zone app and Calix Support Cloud were integral in enabling Silver Star to deliver an exceptional level of service to their subscribers, even as the global pandemic placed greater demands on the service provider. Silver Star had to move to remote installations and troubleshooting, but they were able to get systems pre-provisioned and leverage the app to help subscribers navigate the process. For subscribers requiring more assistance, Silver Star happily committed the extra time to educate subscribers on their Wi-Fi service, ensuring that they knew how to use the Home Zone app and troubleshoot simple issues.

This strategy clearly paid off; despite having twice the number of inbound support calls as their subscriber base relied more heavily on their broadband service, Silver Star achieved a 74 percent first call resolution rate, an impressive feat that the BSP attributes to its Calix support capabilities. Additionally, they reduced truck rolls by 35 percent, lowering their truck roll rate from 40 percent to 26 percent.

They had great success bundling ProtectIQ within the app and as part of their Home Zone Premium Wi-Fi service, resulting

in an astounding 81 percent adoption rate. In less than a year, ProtectIQ had prevented more than 2,800 network intrusion attempts across over 1,200 subscriber installations, demonstrating the app’s value in protecting subscribers’ networks.

Although 2020 was a challenging year in so many ways, Silver Star reached new levels of success. Beyond the outstanding progress they made against many KPIs, they were also able to accelerate their 10-year fiber network expansion through the CARES Act; they now expect to complete their build five years early, in 2025. Instead of the planned 700 GigaSpire BLAST deployments, Silver Star rolled out the advanced Wi-Fi 6 systems to about 3,000 households during the year; drawing on their newfound experience in remote installs, they refined their procedures—and leveraged Calix Support Cloud and the Home Zone app—to facilitate a much faster build process. Looking forward, Silver Star counts among its priorities driving further adoption of the Home Zone app among subscribers and promoting other value-added services such as ExperienceIQ™ for enhanced parental controls.

