

FTC Gains Impressive Results With Lower Truck Rolls With Help From Calix Success Services

CHALLENGE

Founded in 1952, Farmers Telecommunications Cooperative (FTC) is the largest member-owned telecommunications cooperative in the state of Alabama. Serving thousands of homes and businesses in the rural areas and small towns across DeKalb, Marshall, and Jackson counties, FTC provides some of the fastest broadband speeds in the country, topping out at 1Gbps in many areas.

Throughout its history, FTC has been dedicated to continuously improving the quality of its services for its members, and that has meant being early adopters of cutting-edge technologies, such as the passive optical network that first brought gigabit services to the community in 2015 and Calix GigaSpires, which are deployed in each member home and business.

Given its commitment to the member experience, FTC also invested in Calix Support Cloud to give customer support representatives (CSRs) access to the intelligence and real-time visibility they needed to troubleshoot and solve member issues quickly. With guidance, coaching, and best practices from Calix Customer Success, FTC successfully integrated Calix Support Cloud into its operations and achieved impressive improvements during the first year, including dramatically reduced truck roll rates and a 55 percent decrease in technical support talk minutes. But the team wondered if it had hit a plateau and questioned whether it was even possible to improve on these results.

SOLUTION

With each truck roll costing \$150 on average, FTC recognized that every fraction of a percent of improvement in its truck roll rates is meaningful in terms of cost reduction. It realized that Calix Customer Success was the best partner to help it drive that rate even lower, further reduce costs, and provide members with an experience that was second to none.

Calix Customer Success services are designed to ensure that broadband service providers (BSPs) like FTC get the support, guidance, and expertise they need to clearly define their success goals and continuously align their people, processes, and systems to meet them.



COMPANY

Farmers Telecommunications Cooperative

WEBSITE

farmerstel.com

TYPE

Member-owned cooperative

LOCATION

Rainsville, Alabama

SERVICES

Internet, voice, business services

SUBSCRIBERS

17,000

By working with a dedicated Customer Success Manager, BSPs can establish a growth trajectory, set usage benchmarks, and monitor outcomes, and keep their technology investments aligned with their desired outcomes by taking a proactive and strategic approach to creating a path to success. As well, by participating in Calix Circles of Success, BSPs can share ideas, best practices, challenges, and user tips with peers to foster continuous improvement and innovation.

The Calix Success Manager coached FTC's CSRs and engaged with them in one-on-one consulting sessions and analyzed their workflows to identify and document areas for improvement. The Calix Success Manager then implemented modifications to their processes and how they leveraged the analytical data from Calix Support Cloud with best practices developed over the course of hundreds of engagements with other BSPs.

The Customer Success Manager combined these processes and tool usage improvements with a curated selection of Success Virtual Engagements, enablement webinars, Calix Circles of Success – interactive

peer conversations with other Calix customers – and finally, targeted Calix Support Cloud courses on advanced troubleshooting and GigaSpire insights.

The FTC team and the Calix Success Manager collaborated on the changes that made the best sense for FTC's operating environment and started to apply the changes to make incremental improvements to their operations.

RESULTS

As a result of its ongoing partnership with Calix Customer Success, and its unwavering commitment to continuous improvement, FTC has achieved its goal of driving further reductions in truck rolls month after month. Now averaging in the single digit percentages every month, the co-op achieved a one-month truck roll rate of less than 4 percent – a new record.

What makes this accomplishment even more impressive is that the team achieved it during the months of October and November 2020, when many of its members were still adjusting to the new challenges of working and learning from home and

were more dependent than ever on FTC to provide them with a high-quality broadband connection and responsive customer care.

While the numbers themselves are impressive, what's even more impressive is what they mean about the quality of the member experience that FTC is providing. If members aren't calling in to customer care to report problems, and they don't have to schedule a time for a technician to come to their home or business, that means they're getting a high-quality service that works the way they expect it to.

Overall, from its experience partnering with Calix Customer Success, FTC has seen first-hand the benefits of Calix Success services, not just for helping deliver on a single project, but as an extremely valuable resource for achieving progress and accelerating results over a sustained period.

You can find out more about Calix Customer Success Services by going to the [Calix website](#).