

# MRTC Brings New Features to Subscribers in Record Time With The Calix Premier Success Service

## CHALLENGE

Founded in 1950, Mountain Rural Telephone Cooperative (MRTC) serves more than 11,000 rural broadband subscribers across a 1,048 square-mile service area in Northeast Kentucky. In addition to high-speed internet, MRTC provides landline phone, video, and home security, and offers a full suite of business services.

The co-op's fiber-to-the-home (FTTH) access network offers some of the fastest internet in the state. Subscribers can choose from five different symmetrical broadband packages starting at 50 Mbps and topping out at a blazing-fast 1 Gbps.

As a rural cooperative, MRTC makes the member experience its highest priority.

"We're a co-op. We're here to serve our members and provide them with the best service we possibly can," said Ricky Pennington, MRTC's director of strategy and business development.

The quality of the member experience is also a key differentiator for MRTC as it faces competitive threats from a variety of sources, including electric co-ops, cable MSOs, and satellite providers. Giving members high-value features and capabilities on top of their broadband connection increases customer satisfaction and creates "stickiness," with satisfied broadband subscribers less likely to leave for the competition.

MRTC was already offering a managed Wi-Fi service that included premium Wi-Fi equipment and support. But after some initial success the rate of adoption had plateaued. In addition, MRTC wanted to generate excitement among its subscribers and set itself apart from the competition by expanding the value and features it offered. Recognizing the benefits of optimizing existing offerings and wanting to reduce risk and costs in bringing new services to market, MRTC turned to Calix Customer Success for Marketing to help it achieve the twin objectives of optimizing its broadband offerings and launching new capabilities into market.



## COMPANY

Mountain Rural Telephone Cooperative

## BUSINESS TYPE

Rural Telephone Cooperative

## WEBSITE

[mrtc.com](http://mrtc.com)

## LOCATION

West Liberty, Kentucky

## SERVICES

High-speed internet, phone, video, home security, business services

## SUBSCRIBERS

11,144

## SOLUTION

MRTC first reviewed its broadband service offerings to see if its portfolio matched subscriber preferences. Feedback from subscribers on its current broadband tiers indicated there were some gaps and potential opportunities for adjusting pricing. Working with the Calix Customer Success Manager, MRTC performed extensive analysis on its subscriber base and developed a plan to decrease pricing on some of its tiers to make them more attractive to subscribers on lower speed plans that needed more bandwidth. The analysis paid off. After adjusting the prices, not only did the co-op see a significant increase in take rates for the higher speed services, it also saw a 12 percent improvement in Average Revenue Per User (ARPU) across the board over a six-month period.

MRTC's next project was to take a fresh look at its managed Wi-Fi offering and increase take rates by expanding the value provided to the subscribers. In working with the Customer Success Manager and discussing and analyzing strategies from across the industry, MRTC decided to roll out a new and improved managed Wi-Fi service called "WiFi Advantage".

### Putting Control in the Hands of Subscribers

The new service would provide subscribers with a Wi-Fi CERTIFIED 6™ residential gateway—the Calix GigaSpire BLAST. It would also include two value-add premium services based on Calix EDGE Suites: ProtectIQ™ for home network security protection; and ExperienceIQ™ for enhanced parental controls. What's more, MRTC would improve the subscriber brand experience with the CommandIQ® Premier Personalization Service, which would enable subscribers to control all aspects of their connected home experience from their mobile device.

"We wanted to put more control into our subscribers' hands," said Lisa Fannin, director of marketing and public relations for MRTC. "Mountain Rural Telephone is still there to back them up with great support, but we're making it easier for them to be able to manage their security. And everything is wrapped into one bundle."

### A Data-Driven Approach to Service Launch

The MRTC team worked closely with their Calix Success Manager to plan and execute on all aspects of the service launch. By leveraging data and insights from Calix Marketing Cloud, the Success Manager helped the MRTC team identify the types of subscribers that would be most likely to subscribe to the new managed Wi-Fi service, in particular to take advantage of the new security protections and parental controls. The targeted list included those who were currently on one of MRTC's higher service tiers, as well as heavy data users and those with a large number of connected devices.

### Targeted Digital Marketing With Facebook Ads Manager

With the target segment identified, MRTC looked to the Calix Success Manager for further guidance on the design of digital ads that would resonate with this group. Using marketing content samples from Calix as a starting point, the Success Manager helped MRTC design the graphics and write the copy for a new Facebook ad and landing page to promote the managed Wi-Fi service. While MRTC's Marketing team had run Facebook ads for many years, the Success Manager was instrumental in demonstrating how the Facebook Ads Manager enables marketers to use powerful analytics to test and refine their ads to get stronger click-through rates.

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Director of Marketing & Public Relations, MRTC

### About the Calix Premier Success Program

The Calix Premier Success program for Marketing was a driving force behind MRTC's exceptional performance. The program is delivered by Calix industry experts who provide guidance and consultation to Calix Marketing Cloud users like MRTC. Premier Success offers field-proven best practices, tools, insights, and creative approaches to help BSPs grow their businesses through improved subscriber acquisition rates, better customer retention, and exceptional campaign performance and efficiency. Key areas of focus for the program include business/marketing consulting, micro-segmentation analytics, marketing campaign guidance, and step-by-step guidance on new service launches.

### RESULTS

By taking advantage of the Calix Premier Success service and the guidance and marketing expertise provided by its dedicated Calix Success Manager, MRTC was able to successfully accelerate the launch of its enhanced managed Wi-Fi service offer, which provides subscribers with network security and parental controls all in one convenient bundle. Included is MRTC's personalized mobile app that enables them to easily manage their experience.

The Calix Customer Success Manager helped the MRTC team use analytics to create a highly targeted list of potential subscribers to the new service; develop, test, and optimize Facebook ads promoting the new service; and analyze the effectiveness of the campaign. "I'm really glad we had our Customer Success Manager on this project," said Fannin. "He showed us ways we could leverage the features of Facebook for digital marketing to realize its full potential, and also helped us make better use of social media for our campaigns."

Over the course of the ad campaign for the new service, MRTC achieved significant improvements in click-through rates and landing page views. They were able to quickly discern subscriber preferences for campaign messaging, and more importantly, the campaign was easy and inexpensive to run. The ROI was rapid with the campaign paying for itself in less than a month.

The new learnings from working with the Calix Customer Success team has given MRTC the tools and experience it needs to improve future social media marketing campaigns and continue to reach subscribers using a data-driven omni-channel marketing approach.

MRTC views the Success Manager as a trusted advisor and an extension of its organization that will continue to help the co-op provide a broadband experience to its subscribers that is second to none. "We really appreciate the help that Calix provided, taking us step by step through this process to get where we are today," said Pennington.

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