

SCTelcom Partners With Calix Customer Success Services to Achieve 76 Percent Take Rate for CommandIQ®

CHALLENGE

SCTelcom is a regional telephone cooperative based in Medicine Lodge, Kansas, that offers fiber-based high-speed Internet and landline phone services to its 2,800 plus members and non-members. Catering to a mix of consumers and businesses in south central Kansas and north central Oklahoma, the co-op offers a variety of symmetrical Internet packages from 25 Mbps all the way up to 500 Mbps for its premium business package.

Facing competitive pressure from other broadband service providers (BSPs) as well as third-party consumer applications, SCTelcom was looking to create differentiation by giving members more control over their Wi-Fi experience. Already leveraging the Calix GigaSpire system for its managed Wi-Fi offer, the co-op wanted to add valuable new capabilities to the mix for its members with the Calix EDGE Suites, which include ProtectIQ for online security and ExperienceIQ for parental controls. Both applications would be managed by members using CommandIQ, the Calix Wi-Fi app. To ensure the success of these new offers, SCTelcom was looking for help to optimize all aspects of the service launch.

SOLUTION

To get the guidance and expertise it needed to effectively promote, sell, install and support its new parental controls and online security services, SCTelcom decided to take advantage of the Calix Revenue EDGE Customer Success Services. This premium-level success program is designed to help Revenue EDGE customers like SCTelcom address competition, accelerate time to market for new services, generate revenue, and increase subscriber lifetime value.

As part of the Revenue EDGE Customer Success Services, SCTelcom worked with a dedicated Calix Success Manager who helped it execute on all aspects of the co-op's go-to-market strategy. The Success Manager used a data-driven and best practices approach which incorporated market data, competitive information, continuous persona-based learning, and team enablement applied through a field-proven step-by-step process. This process ensured that the training, analytics and resources were adopted and leveraged by SCTelcom's customer support, marketing, and field installation teams.

The sctelcom logo consists of the word 'sctelcom' in a bold, lowercase, sans-serif font. The 'o' is stylized with an orange-to-white gradient.

COMPANY

SCTelcom

TYPE

Regional telephone cooperative

WEBSITE

sctelcom.net

LOCATION

Medicine Lodge, Kansas

SERVICES

High-speed Internet, Telephone

SUBSCRIBERS

2,800

RESULTS

The Calix Revenue EDGE Success Services have provided SCTelcom with numerous benefits throughout all phases of its service launch. During the planning process, the Success Manager conducted an in-depth competitive analysis, identifying which of SCTelcom's competitors had similar offers and what combination of pricing and features they were offering their subscribers. As a small organization, SCTelcom did not have the resources to conduct this kind of analysis on their own and the findings were critical for positioning and selling its service against the competition.

Upskilling the team members involved from marketing to field installation was another key area where the Revenue EDGE Success Services made a significant contribution to the confidence of the SCTelcom team with its launch. The Success Manager provided SCTelcom with education playlists geared towards the needs of each of the key roles within the organization, including customer service representatives, field service technical, marketing and NOC staff. These highly targeted playlists equipped staff with the confidence and the knowledge they needed to help sell, install and support Revenue EDGE Suites.

Throughout the project, the Success Manager acted as an important sounding board for the SCTelcom team with their emerging digital and social media channel marketing strategy, while providing valuable assistance with campaign execution, including analyzing results and shifting plans on the fly when necessary to optimize results. By tailoring their marketing efforts with the Success team, SCTelcom achieved an impressive initial take rate for its new security offering.

Overall, SCTelcom derived an enormous benefit from the Revenue EDGE Success Services, putting more control in the hands of its members, improving the Wi-Fi experience, generating new revenue and increasing member "stickiness" with impressive increases in CommandIQ usage by subscribers (76% on GigaSpire systems deployed.)

As SCTelcom's general manager Carla Shearer notes, "The Calix Success team on all fronts has held us accountable, has helped us achieve our goals. And like I say, they're the best employee we never hired."

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General Manager
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