

OTTC Partners with Calix Customer Success to Scale Business Transformation and Grow Revenue By 25 Percent

CHALLENGE

Facing increased competition, both in their original territory and new expansion markets including Buffalo and Rochester, OTTC needed to differentiate themselves from other fiber-based broadband providers. OTTC realized its target residential subscribers have taken on a new digital lifestyle of working, playing, and learning from home. Consumers were putting an equal, if not higher, emphasis on broadband availability and experience. While speed and cost used to be the way to differentiate—it wasn't anymore.

A top priority for OTTC has always been to deliver a world-class subscriber experience. Not resting on its laurels, OTTC began to anticipate the challenges of new demographics and competition against other broadband providers with similar speed tiers. A business transformation was required for rapid growth. To compete, they needed to take a fresh look at not only what services they offered, but also how they delivered those to their subscribers.

"I started going on installs with the techs to hear what conversations were happening with subscribers, said Ashley Gustafson, director of marketing and community engagement for OTTC. "We took a step back and asked ourselves if we were the subscriber, how would we want this? We didn't want them to perceive everything we provided was an add-on—and feel they were being nicked and dimed for every new feature. We decided, let's give them everything—the ultimate solution—because that gives them a better experience."

"We really wanted to make sure that the installation experience was not only good for the subscriber, but for the technician in the home and for the people troubleshooting issues in the network operations center (NOC)," said Ryan Wirth, director of technical services and NOC. Ryan's objectives when expanding into new markets focused on scale, cost, and subscriber experience. While concerned with quality and developing installation standards, he needed the tools and processes to balance maximizing technician and support center efficiency while improving the experience for both subscribers and technicians.



COMPANY

Ontario & Trumansburg Telephone Companies

COMPANY TYPE

Regional communications provider

WEBSITE

ottctel.com

LOCATION

Phelps, New York

SERVICES

Residential and business services including internet, voice, managed Wi-Fi, and hosted solutions

Subscribers

6,200

SOLUTION

The OTTC team quickly realized that to differentiate their offerings, they needed to address the challenges across multiple organizations. This required a cross-functional approach. With the help of [Premier Customer Success](#) from Calix, OTTC got to work on driving efficiencies in their go-to-market offers, service delivery processes, and support tools.

Driving Go-To-Market Efficiencies

In working with subscribers, the OTTC and Calix team realized a main source of broadband subscriber frustration was in selecting from “a la carte” features and broadband packages where you “bring your own device”—an approach used by their competition. They believed when both they and the competition were delivering a fiber broadband solution, leaning on speed and price would eventually become a race to the bottom. Their innovative approach required an evolution from service provider to experience provider.

To put subscriber experience first and differentiate themselves in the market, OTTC developed the Ultimate Wi-Fi solution. Based on the comprehensive Calix Revenue EDGE™ platform, it included GigaSpire® BLAST systems, their personalized version of the easy-to-use and intuitive CommandIQ® app, ProtectIQ® home network security, and ExperienceIQ® advanced parental controls. These were all included to ensure it was easy on the subscriber and they enjoyed a safer online experience.

In order to get buy-in with the package, Customer Success worked with OTTC to develop a business model to support the comprehensive offering. The Calix team also assisted Ashley as she coordinated input and addressed concerns across finance, marketing, billing, operations, and the executive team.

OTTC also took advantage of the vast array of resources, tools, and best practices available through the Calix Market Activation Program. With the Electronic Content Builder (ECB), OTTC has access to pre-built campaigns, customizable onboarding content and subscriber education materials, and creative assets such as social media posts, digital ads, direct mail, and more. Gustafson noted, “You can take the framework, make it your own, and then get the campaign moving actually ten times faster than when you’re trying to come up with it yourself—because the copy is done, the images are there. It literally brings it down to weeks instead of months because we can do it all within Calix.”

“The invaluable guidance from Calix Premier Customer Success together with the visibility in Support Cloud was instrumental in scaling OTTC’s rapid business transformation and annual revenue growth. Customer Success worked closely with our entire organization to increase efficiency and support the rollout of ProtectIQ and ExperienceIQ. The innovative Revenue EDGE platform has been pivotal to our expansion by making it easy to introduce new services that address unique market needs. We look forward to where the continued innovation from Calix will take our business next.”

Paul Griswold,
Senior Vice President
of Global Marketing
and General Manager
of New York, OTTC



Driving Customer Support and Field Installation Efficiencies

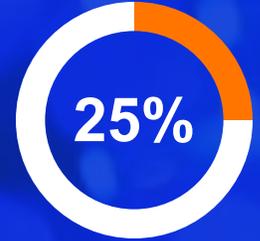
OTTC customer support also worked with the Premier Customer Success team to develop a unique execution strategy for their support organization. The OTTC team had aggressive subscriber installation objectives that were 185% over what they initially set. To scale to that level, OTTC needed to drive efficiencies and quality in their installs—and streamline resolution of subscriber issues. The Customer Success Manager helped them improve key business metrics leveraging the Calix Cloud, followed quickly by establishing installation standards and best practices for the technicians.

To effectively manage subscribers' home networks and ensure an outstanding experience, OTTC standardized on Calix Support Cloud (Support Cloud). Support Cloud empowers the entire customer support organization with complete visibility into subscribers' home networks, including systems, devices, and even applications. OTTC's Customer Success Manager worked with Ryan on analyzing trouble ticket data and Support Cloud insights. This uncovered areas to improve truck roll rates and first call resolution (FCR) objectives, helping OTTC reduce mean time to repair (MTTR) by 18 percent and truck roll rate by 66 percent.

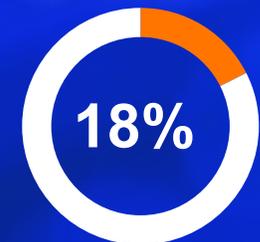
OTTC also established an employee trial process to get their staff familiar with the GigaSpire and its associated offerings. This not only helped their subscriber-facing team members get comfortable with the system, but it also gave them a way to test new software releases before upgrading their customer base. "The employee trial process pushes out new firmware to employees—before we push it out to the general population of subscribers. This way, if there are any unforeseen issues that we run into on our side, we can address those before we roll it out to everyone else," said Wirth.

OTTC standardized the installation workflows down to each step involved in installing and activating the service. They also identified precisely what to show and explain to subscribers during the onboarding process. "Some of the things we identified seemed really trivial to worry about, but it does make a difference and could shave an extra 40 minutes off the installation," Wirth indicated. "We really wanted to make sure that the experience was not only good for the customer—but also for the technician in the home and for those troubleshooting issues in the NOC. We were able to utilize Support Cloud and the CommandIQ app to help with that."

Ensuring every single employee was fully educated on the offerings was another key step in the process. This was enabled through the Revenue EDGE Foundation Boot Camp. This interactive live session stepped OTTC's subscriber-facing team members through best practices to position managed services and highlight the value of OTTC's offerings to subscribers. This helped their teams get comfortable with the offerings and explain the value to subscribers. Through these efforts, OTTC has achieved significant improvements across the entire business.



Annual Revenue Growth



Cut MTTR

THE RESULTS

Through their partnership with Calix—and particularly the close collaboration with Premier Customer Success—OTTC has been able to accelerate and scale its business transformation. With their growing range of managed services, OTTC is extending its legacy as a technology innovator—and creating a differentiated subscriber experience that stands out in increasingly competitive markets. Ryan Wirth summed it up: “The willingness and openness—and the way you listen to us and act on it—that’s probably the biggest, best thing we could ask for in a partnership with a company.”

Grew annual revenue by 25 percent thanks to managed services.

The Revenue EDGE platform makes it easy to introduce new services that address unique market needs. Simplified offerings include three speed tiers with all apps bundled, started in November 2021. By leading with security services, OTTC achieved 25 percent annual revenue growth.

Defended subscribers against 18,000 online threats and growing.

Since making ProtectIQ part of every service package, OTTC has blocked more than 18,000 threats including websites, viruses, and intrusions. In one month alone, ProtectIQ defended subscribers against 5,000 threats, up 40 percent on the previous month.

Cut the mean time to repair (MTTR) to 11.5 hours.

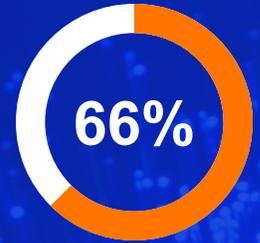
OTTC revamped their support operations, bringing their technical support in-house and building a network operations center (NOC). At the same time, OTTC began fully utilizing the capabilities of Support Cloud, which provides full visibility of subscribers’ networks and is integrated with their ticketing system. These changes have enabled OTTC to cut mean time to repair (MTTR) by 18 percent, and this year OTTC is resolving trouble tickets in 11.5 hours on average.

Slashed their truck roll rate by 66 percent.

OTTC can now easily narrow down a subscriber problem, whether it’s related to WAN service, Wi-Fi efficiency, or specific devices. Teams resolve issues remotely and slashed truck rolls by 66 percent in just four months, which cost upwards of \$300 per instance.

Achieved a Net Promoter Score (NPS) of +76.

To deliver an exceptional experience, OTTC looked at every aspect of their business to hit a higher NPS.



**Reduction in
Truck Rolls**

+76

Net Promoter Score