

South Central Communications and Calix Services Partnership on New Service Launch Raises Team Confidence and Subscriber Satisfaction

OVERCOMING THE CHALLENGES OF LAUNCHING A NEW SERVICE

How does the premier provider of high speed Internet in Southern Utah align multiple organizations, stay ahead of their competition, and successfully launch the foundation of a game changing subscriber experience? They turn to a trusted partner to gain the advantage.

South Central Communications continuously strives to be on the leading edge in offering advanced services to its subscribers. As they were nearing the launch date of its Ultimate Wi-Fi broadband, based on the ultra-fast Calix GigaSpire BLAST system, there was a critical need to get cross functional alignment and training for its large staff of customer service representatives (CSRs), marketing, and field technicians which were pivotal to the success of the new experience for its subscribers.

Getting the team trained fast and cost effectively was the goal. Taking technicians and CSRs away from their jobs for a long period of time was not an option. However, Kerry Alvey, chief operating officer at South Central Communications, knew that getting the teams properly trained for their specific role in the launch and ongoing service delivery was critical to the success of the project and the perception of the subscribers.

“South Central Communications has always valued training very highly. It makes our employees feel valued, and in the end, it creates a better subscriber experience because we’re providing better service, higher quality, and less downtime,” said Alvey.

To help them rapidly ramp their team knowledge and accelerate their launch execution, Alvey reached out to his Calix Customer Success Manager and the Calix Education Services team for answers.

SOLUTION

South Central had three important criteria when it came to team readiness for the launch:

- Ensure the right training is conducted quickly to meet the aggressive deadlines while minimizing the impact on the teams.
- Establish a curriculum that targets the specific knowledge requirements each organization needed for the launch.
- Track the progress of the various team members to ensure they master the skills to promote, sell, install, and support the new system.



COMPANY

South Central Communications

BUSINESS TYPE

Broadband Service Provider

LOCATION

Escalante, Utah

NETWORK

Fiber to the Home

SERVICES

Residential and Business Internet, Video, and Voice

CALIX SOLUTIONS

- Intelligent Access EDGE
- GigaFamily systems
- EDGE Suites
- Calix Support Cloud
- Calix Marketing Cloud
- Calix Education and Customer Success Services



Case Study

South Central Communications' leadership team turned to their Calix Customer Success Manager and Calix Education Services to help its subscriber facing team members in field operations, customer support, engineering, and marketing to ramp fast.

To address the unique learning needs of these teams South Central Communications leadership invested in the Revenue EDGE eLearning Enterprise Subscription. For one low annual subscription price, all South Central Communications team members gained unlimited access to select Calix training courses and resources that would help them get prepared in advance of the deadline they set for rolling out the new service.

Prior to kicking off the training, the Calix Success Manager and training professionals from Education Services established the learning plans for the different job roles and included in addition to the eLearning courses, targeted videos, job aids, knowledge base articles on best practices, product guides, installation guides, and workflow outlines to address the diverse learning needs of each specific organization.

"I really liked that the training was laid out step-by-step for each group. It took the guesswork out of which courses the team members in each organization needed to take," said Alvey.

RESULTS

In total, 64 field technicians, marketing, engineering, and customer support team members completed 140 courses and downloaded and studied over 840 videos, product guides and job aids. The curated, job-role-focused learning plans enabled South Central Communications to complete the program for the majority of its team members in under eight weeks.

Helping to manage, coordinate, and track the extensive number of course assets the learners needed to complete was made manageable by the administrative reports available in the Calix University learner portal.

"The administrative tools in the learner portal gave us the ability to see which employees had completed the training and which hadn't. We also installed the service in all of the employee's houses that were being trained at the time. So, they not only could take the training, but they could work with it firsthand. And that helped build their confidence," Alvey added.

South Central Communications has been aggressively turning up new subscribers since the initial training push and launch and is bringing the Wi-Fi 6-enabled experience to its new and existing subscribers at the rate of over 100 homes and businesses per week. This translated into a 332 percent jump in the number of GigaSpire successfully deployed by the company's service delivery teams!

Alvey also noted the beneficial impact the flexible training options continue to have on the problem solving acumen and confidence of his service delivery and support teams. "I absolutely think it had an impact. It's given all of the employees the foundation they need to be able to support our advanced services. I think for me the biggest thing that we've seen is the willingness of our CSRs and technicians to talk to subscribers because they understand the service and technology and feel confident that they'll know the answer when a subscriber asks about the service. It's definitely helped with that."

FUTURE

Deploying the GigaSpire BLAST system has provided South Central Communications the critical foundation to deliver advanced, value-added services for their subscribers and better address competitive threats. Their Ultimate Wi-Fi package, which includes the ProtectIQ™ network security and ExperienceIQ™ parental controls apps is easily delivered over the subscriber's GigaSpire BLAST, positioning them well for the future.

Find out how Calix training solutions can accelerate your team readiness and expertise by going to the [Calix Education Services web page](#).

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