

# CTC and Calix Customer Success Transform Operations and Achieve 68 Percent First Call Resolution

## CHALLENGE

Cambridge Telephone Company (CTC) has been providing reliable, high-quality telecommunications services to the residents and businesses of West Central Idaho since 1905. Today, the company offers residential subscribers a variety of fiber-based broadband plans from 20 Mbps all the way up to 1Gbps, along with Managed Wi-Fi, home and wireless phone services, and digital TV packages. On the business side, CTC complements its gigabit Internet services with hosted voice, SIP trunking, wireless Internet, and unified communications services.

While CTC sets a high bar on the quality and personal touch of its customer service – with Idahoans serving Idahoans – continuously improving the subscriber experience is a top priority. As the company continued to grow, a key challenge was a lack of visibility into the state of its access network and its managed systems in subscriber homes. This situation was making life increasingly challenging for CTC's technical support personnel, hampering efforts to troubleshoot and solve subscriber issues quickly. And while the company had made the decision to adopt the Calix Support Cloud and standardize on Calix premises systems for its managed Wi-Fi solution to address these challenges, it was looking for guidance on best practices for its Customer Support team and help with optimizing workflows to realize a more successful deployment of its Calix Cloud investment.

“We were not able to fully unlock the benefits of this powerful tool for our techs to see in the subscriber's network and gain valuable troubleshooting information for them to be able to resolve subscriber issues,” says Jerry Piper, vice-president of operations at CTC.

## SOLUTION

To address its operational challenges and ensure that it succeeded with its Calix Support Cloud deployment, CTC sought the assistance of Calix Customer Success Services. The actionable guidance, collaborative activities, coaching, and best practices provided in Premier Customer Success are designed to drive faster results and accelerate the achievement of business objectives.

The Customer Success program is led by a designated Customer Success Manager who brings field-proven tactics and expert consulting and can draw on the entire Customer Success and Services team to improve all facets of service provider customer support workflows, from trouble ticketing to call center to field installation activities. The Customer Success Manager also integrates the vast array of Success



### COMPANY

Cambridge Telephone Company

### WEBSITE

[ctcweb.net](http://ctcweb.net)

### LOCATION

Cambridge, Idaho

### SERVICES

Internet, voice, video, business services

### SUBSCRIBERS

15,500

For All resources like Calix Circles of Success, TAC TV, and virtual engagements to help customers gather ideas, best practices, user tips, and “challenges solved” from their peers to foster continuous improvement and innovation.

At the beginning of the project, CTC’s Calix Success Manager conducted a discovery meeting with the CTC team to get a clear understanding of the organization, its operating procedures, and the specific challenges they were looking to address with Calix Support Cloud. The Success Manager also worked jointly with the CTC leadership to suggest and establish key performance indicators (KPIs), such as first call resolution (FCR), that the CTC support team could use to track progress.

“Working with the Calix Success team, it became very obvious that we needed to shift our focus to meet the goal of a complete Calix network,” explains Piper. “Without a consistent customer equipment program, we could only get about 60 percent efficiency with the Calix Support Cloud.”

The Calix Success Manager concluded that this was a key challenge preventing CTC from getting complete visibility into the subscriber Quality of Service (QoS). To get the visibility level up from its current level of 40 percent, the Success Manager suggested to CTC that it needed to reign in the variety of premises deployment options, including bring-your-own-device options that were available to its managed Wi-Fi subscribers. The Customer Success Manager worked with the support team to develop a standard set of premises deployment

models leveraging the power of the GigaSpire system that would enable CTC to take full advantage of the extensive troubleshooting capabilities of Calix Support Cloud.

## RESULTS

Within four months of partnering with Calix Customer Success, CTC was able to eliminate the problems with third-party devices and replace existing residential gateways with GigaSpire systems, providing an exceptional Wi-Fi experience to subscribers and reaching the 100 percent visibility the support team was striving for.

The Customer Success Manager also helped drive CTC’s implementation of Calix Support Cloud, which enabled it to make the transition to a more data-driven approach to its operations and track and report on KPIs for the first time. For example, with the plan coordinated by the Calix Success team, CTC was able to establish a baseline FCR of 68 percent right out of the starting gate despite the impact of the Covid-19 pandemic and even with new customer support technicians contributing to the exceptional initial rates.

The improvement was due in large part to CTC’s partnership with Calix Customer Success and the program’s coaching, best practices and enablement provided by the Customer Success Manager. CTC has been able to substantially transform the way it conducts its operations. With the guidance of the Customer Success Manager, the company has overhauled all its internal training and achieved 100 percent usage of Calix Support

Cloud across all its Customer Support and Network Operations staff. In addition, 100 percent of new subscriber installations are now being done with Calix systems.

The guidance provided by the Calix Customer Success team has also made it possible for CTC to be more proactive in identifying issues before subscribers are even aware of them. The Customer Success Manager pulled in expertise to guide the CTC team on what was needed from Support Cloud by each participant to totally revamp their service activation and installation workflows. Demonstrating how to use the insights, analytics from capabilities like call outcome tracking, and the wealth of best practice knowledge enabled the CTC team to analyze trends and identify activities within their processes that were negatively impacting the KPIs and take corrective action to improve the outcomes. They were also able to identify and fix quality issues in the installation process related to premises system placement and service verification steps and reduce the callbacks on new installations. By pre-empting costly support calls, it frees up CTC staff to work on other high-priority initiatives and is helping CTC deliver the ultimate subscriber Wi-Fi experience.

As Piper notes, “the new relationship between CTC Internet technical support and the team at Calix has been instrumental to our successful deployment of a quality customer experience.”

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