

Paul Bunyan Communications Partners with Calix Customer Success to Drive Mobile App Adoption 35 Percent Among Members

INTRODUCTION

Founded in 1952, Paul Bunyan Communications is a rapidly expanding cooperative serving Bemidji, Grand Rapids, and the surrounding areas in northern Minnesota. It provides broadband data, voice, and video services to more than 31,000 residential and business members throughout an area of 6,000+ square miles. Being a cooperative, Paul Bunyan's focused first on improving the value delivered to members. At the same time, providing broadband services to under served communities, while maintaining its all-fiber network for their members, was a highly important objective.

One way to deliver more value was to provide an easy, quick way to handle issues with minimal friction. The Calix CommandIQ® mobile app, branded GigaZone®, was the perfect foundational step, as it provided value for members and operational benefits for the Paul Bunyan team. Members are increasingly more eager to solve problems on their own, and the mobile app put this power right back in their hands. No longer did they have to call the support center to reset passwords. They could simply do it themselves—right from the app. For Paul Bunyan, this meant decreased call volume and faster problem resolution: two things that could also drive down operating costs.

Paul Bunyan has relied on the Calix solutions portfolio, including the Revenue EDGE™ platform, to provide value to its members and differentiate its offerings from those of its competitors. GigaSpire® BLAST systems—branded by the cooperative as the GigaZone® Blast—underpin Paul Bunyan's home integrated Wi-Fi offering. This premium managed Wi-Fi service delivers the region's first Wi-Fi 6 technology and includes managed services such as ProtectIQ® home network security and ExperienceIQ® online control capabilities. These managed services are available to subscribers via GigaZone®, Paul Bunyan's branded CommandIQ® mobile app increased value—but also would trim down the number of calls and truck rolls.



COMPANY

Paul Bunyan Communications

COMPANY TYPE

Cooperative

WEBSITE

<https://paulbunyan.net/>

LOCATION

Bemidji, Minnesota

SERVICES

Data, voice, video

SUBSCRIBERS

31,000 residents and businesses

CHALLENGE

Unleashing the Potential of the GigaZone® Mobile App: Overcoming Low Engagement at Paul Bunyan

Despite the benefits of the GigaZone® branded mobile app, the Paul Bunyan team struggled to get members to use it. With so many capabilities and benefits, the low engagement was disappointing to Paul Bunyan, who knew that it would not only bring increased value—but also would trim down the number of calls and truck rolls.

“We have this app. We’ve gone through the process of setting it up, but very few customers were hopping on this,” said Christie Turn, Customer Service Manager for Paul Bunyan. “It boiled down to the fact that we just weren’t talking about it. It was our best-kept secret.”

With staff experience ranging from two months to more than 20 years, Paul Bunyan needed to align the organization and help to build habits that would effectively put the mobile app at the center of the member experience.

SOLUTION

Boosting Mobile App Usage, Paul Bunyan Leveraged Calix’s Revenue EDGE Foundation Boot Camp

Paul Bunyan partnered with the Calix Customer Success team to come up with a program to increase usage of their personalized mobile app. To achieve this objective, they leveraged the Revenue EDGE Foundation Boot Camp, which is offered to all Calix managed services customers at no additional charge.

“I think what is key is really the consistent messaging and helping our staff have the same goals,” said Turn. “It’s so important for us all to understand why the app is important and what the benefits are, and then getting everybody on the same page and share this with the customer.”

The Revenue EDGE Foundations team worked with Turn to develop a three-point plan where Customer Service Representatives (CSRs) and field technicians were immersed in best practices and cross-organizational alignment exercises. This three-point plan also enabled the entire team with the tools and confidence to share the value of Paul Bunyan’s services with its members.

One: Drive Organizational Alignment

Organizational alignment was a foundational step in helping Paul Bunyan improve app usage with members. Enhancing communication and establishing a common goal across the different subscriber-facing and back-office teams was an important aspect to Turn as she worked through the program with Calix. Bringing everybody together at the outset was instrumental for everyone to understand and “buy in” to the goals and objectives from a business standpoint.

“For us, with that cooperative mindset that we have, it’s not so much about the expectation of selling and reaching quotas. It’s more about helping our members understand the value, the value of why it’s important and what they can gain from that,” said Turn. “So I think that’s a key component to help them understand and appreciate that.”

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Customer Service
Manager for
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Two: Establish Team Readiness

Calix then worked with Paul Bunyan to overcome the most common challenges to mobile app adoption. To do this effectively, Calix Services led the Paul Bunyan staff through the Revenue EDGE Foundation Boot Camp where they role-played different scenarios and learned how to promote the app, even in cases when members had an aversion to technology. For example, teams walked through scenarios where they could practice helping an older member set up the app on their iPad so when family or grandkids visited, they could use it immediately instead of calling customer support to find out the password.

The Revenue EDGE Foundation Boot Camp helped CSRs and Field Technicians understand how the mobile app was not only valuable for members—it helped their organization, too. Once the staff understood all the benefits, such as reducing the number of support calls, the next step was to get the app into their hands so that they could experience it for themselves.

“The more knowledge and understanding of the technology they had, the easier it became to communicate in terms our members could relate to,” said Turn.

A set of comprehensive playbooks helped CSRs ask members key questions.

- How many people live in the home?
- How many connected devices are normally used?
- Is there any network security?
- What is the network primarily used for, remote work or online schooling?

Answering these questions helped the CSRs gain a better idea of how to help improve the member experience with the mobile app.

Field technicians were also guided to look for additional opportunities to improve the member experience during the installation process. For example, if they spotted a gaming system, they could ask members if they'd like to set up time-of-day restrictions for greater control.

Three: Secret No Longer – Mobile App Subscriber Training

Once the CSRs and Field Technician teams were aligned with the same knowledge and confidence, they could educate subscribers at every possible touchpoint. There were so many opportunities: when members called about GigaZone® Blast Wi-Fi, when CSRs sent out email appointment reminders, when technicians walked through the front door. At each of these touchpoints, members were encouraged to download the app to get the most out of their services. And if—after all this—they still didn't have the app but called for support after installation, CSRs would take them step-by-step through downloading the app because it was the best way to troubleshoot.

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RESULTS

Accelerating Member Experience with Paul Bunyan's Managed Wi-Fi Service and Calix Solutions

With the right tools and training in place, Paul Bunyan accelerated time to value with a significant number of new signups for its managed Wi-Fi service over a two-month period. During that time, mobile app downloads increased by 35 percent, while adoption of ProtectIQ® and ExperienceIQ® grew by 308 percent and 266 percent respectively.

“When you have internal advocates who can talk about the service from their own experience, there’s so much more value,” said Turn. “It’s an easy sell when you truly believe in it yourself. I look forward to continuing to help them grow and learn and stay abreast of what’s happening.”

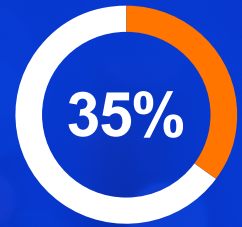
With more members embracing the mobile app experience, Paul Bunyan was able to tailor experiences that fostered brand loyalty and stand apart from the competition. Members who experience control and personalization over their online experiences are less likely to give up services, instead choosing to continue securing and optimizing their online experience from the palm of their hand.

Additionally, Paul Bunyan could better leverage Support Cloud from Calix. The performance visibility provided in Support Cloud helped the team diagnose and troubleshoot more efficiently—which also helped minimize truck rolls and maximize first call resolution. Combined with the self-service capabilities in the GigaZone® branded mobile app, Paul Bunyan saw a decrease in support calls and costs.

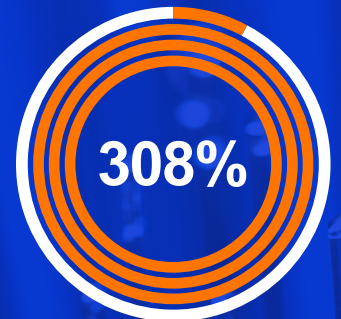
Paul Bunyan also created an internal customer advocacy group that looks for ways to create positive experiences proactively for members. For example, if a CSR identifies a low Wi-Fi score via Support Cloud, they can contact members to prevent the issue from escalating. The response has been positive from both members and staff. “They’re excited about supporting members to create better experiences,” said Turn. “They enjoy being part of it.”

The strong partnership fostered by the Revenue EDGE Foundation Success team and the Customer Success Manager enabled Paul Bunyan to make a giant leap to getting full use of their Calix solutions, providing a significant return on investment over the years. Deploying the Revenue EDGE has been a valuable experience for the entire team. With Calix Enablement Services, including boot camps, workshops, activation assets, collateral, tools and one-on-one consultations, Paul Bunyan can deliver elevated experiences and move even faster as a team. In the end, member experience is at the core of what Paul Bunyan does—and Calix helps highlight that every day.

“Our mindset is different. We are a cooperative. We aren’t pushing the sale. Our techs don’t have to reach quotas,” said Turn. “It’s about that member experience and what it is that will serve them well.”



CommandIQ® adoption



ProtectIQ® adoption



ExperienceIQ® adoption