How Data-Driven Marketing Improves Customer Experience

Simplify, Excite and Grow

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Calix
Agenda

- Our perspective
- Data-Driven Marketing in Action
  - A Day in the Life
- Case Studies
- Next Steps | Q&A
Three Customer Challenges:

- **Simplify** their business models
- **Excite** their subscribers leveraging real-time data and insights
- **Grow** their subscriber acquisition, loyalty, and revenue
Calix provides the cloud, software platforms, systems and services required for service providers to simplify their businesses, excite their subscribers, and grow their value.
Our customers

- **Visionaries**: First to embrace challenges in automation, intelligent edge, smart home and subscriber analytics

- **Innovators**: Fast to adopt new technologies and business practices to achieve strategic objectives

- **Diverse**: From cooperatives to global incumbents – ILECs, Cable operators, municipalities, electric coops, WISPs and more
Unlock the data trapped in your network

The key to understanding your subscribers

...is to understand their behavior, as displayed in the network data you’re already capturing.
Imagine this scenario...

Sue Miller

42 Wallaby Way
Anytown, USA

s.miller@email.com

25/3

8/5/2018
Meet Sue Miller!
Sue Miller has slow Wi-Fi, so she calls Customer Support…
MEET

HANNAH DAVIS

Former Customer Service Rep
Hannah cannot solve Sue’s problems which is frustrating…
Hannah sends Daniel on a truck roll when she cannot solve Sue’s problem...
Meanwhile, meet...

WILLIAM CLAY
Former Product Salesman
William sells “fast internet” but...

...he has no idea who Sue Miller is because...
Marketing is trying to sell “ice to Inuits” and....

Fiber? Out here?
...Gran and Gramps...
The problem...

No data and no insights!
This is some of the subscriber data you need:

- Current service plans
- Speed tests run
- Competitor website visits
- Usage limit hits
- Number of devices in home
- Applications in the home
- Bandwidth consumed
- Most popular apps
- Best time of day to advertise on Facebook
Insights learned from the subscriber data

Identify subscribers by their lifestyle needs:

- Work from home
- Gamer
- Connected
- Parental Controls
What does a tailored subscriber offer look like

**Dominate the game with Ultimate Wi-Fi**

- **Lightning fast**
  [YOUR NAME] offers next generation Wi-Fi 6 that gives you the control you need to win with the CommandIQ™ app.

- **Come from anywhere**
  Expand your experience to any room in the house with flexible mesh extenders that are simple plug and play.

- **Level the playing field**
  With our Wi-Fi 6 system, every compatible device gets a dedicated full-speed Wi-Fi connection, so that multiple devices can connect at the same time without slowing down the network.

**Play to win—get [YOUR NAME’S] Ultimate Wi-Fi now!**

**YOUR CONTACT INFORMATION**

- [YOUR BRAND LOGO]

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**You’re the Boss**

Ultimate Wi-Fi for working at home

- **Taking care of business with better whole home Wi-Fi**

  - **Business-grade Wi-Fi**
    Wi-Fi 6 provides unmatched performance for your whole home. You get outstanding entertainment, business, and gaming experiences—all at the same time. Plus no more frozen video calls!

  - **Control in your hands**
    Create “work mode” schedules to prioritize your work or school devices—all from the CommandIQ™ App.

  - **Secure and worry free**
    Protection from malware and viruses. Always on and managed by [YOUR NAME] with support when you need it.

  - **More success, less stress—**
    with [YOUR NAME’S] Ultimate Wi-Fi

**YOUR CONTACT INFORMATION**

- [YOUR BRAND LOGO]
Let’s start over, this time with data and insights...

What your subscribers are telling you...

WORK FROM HOME
VPN: 40 hpw,
Video Calls: 25 hpw

SUPER SENIOR
Video Calls: 15 hpw

STREAM QUEEN
HULU: 15 hpw

SMART THINGER
Voice Control: 27/day

GAMER
Xbox: 18 hpw

MILLER FAMILY
• Speeds (D/U): 6/1 Mbps
• High Gaming: Yes
• High Social: Yes
• Work-From-Home: Yes
• Data Usage: 370 GB
• Streaming Usage: 280 GB
• Service Limit Hits: 42
• Speed Tests: 5
• Churn Risk: Yes
• Wi-Fi Score: 2
• No. of Client Devices: 24
• Valuer-Add Prospect: Yes
Based on data this our key insight: UPGRADE

Targeted Message and Offer:

Gaming and streaming all at the same time.
No more buffering!
Upgrade to ‘Ultra” now.
Using data that indicates a churn risk due to performance issues, Marketing now targets Sue Miller with an upgrade offer...
Sue is pleased to see that her needs are now understood.
William is now a superstar sales guy!
Balance restored

Hanna has elevated her role to provide proactive support and self-help tips to subscribers.

Daniel spends his time thinking about new subscriber installs.
In conclusion: unlock the data

Data provides insights

Insights generate action

Actions enhance the experience
Case Studies

- Managed services
- Adding a new app
- Engage your community
## From ‘BYOD’ to Managed Services

### The subject: A 126 year old communications company in Ohio prides itself for being a leader in the community in technology.

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<th>Solution</th>
<th>Outcome</th>
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| Move away from customers bringing their own routers to a “subscription-based home network.” Reduce customer service calls. | Created a managed wi-fi with a “premium tier” that included gateway equipment | • 80% of managed subscribers adopted CommandIQ  
• 95% of CommandIQ users also use other premium services (ProtectIQ and ExperienceIQ).  
• Reduction of customer service support calls—proactively diagnose router/network issues with support cloud solution  
• Increased customer satisfaction |
## We Have An App For That!

**The subject:** A 109 year old communications company in Wyoming that prides itself for providing differentiated broadband experiences.

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| Stay ahead of the competition while maintaining high standards of customer service. | Deployed CommandIQ app with GigaSpire Blast systems. Leveraged Marketing Cloud data to identify customers for up-sell to value-added services. Their motto - “Sell an experience—not a service.” | • 74% First Call Resolutions (despite doubling of inbound calls)  
• 35% Reduction in truck rolls  
• 74% Mobile-App Adoption rate  
• 81% Adoption of ProtectIQ app (among users who use CommandIQ app) |
Engage Your Community!

The subject: A 50+ year-old cooperative in Utah that prides itself for providing a community-focused approach.

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| Evolve from being a telephone exchange and differentiate their broadband from traditional managed offerings | Ran a series of contests with their customer base. Targeted potential customers for up-sell. Ran contest through mobile-app. Communicated directly with customers via in-app mobile notifications. Drove awareness on social media. | • Converted 20% of mobile notifications into premium service app adoption  
• 60% Increase in app downloads  
• 59% Take rate of EDGE Suites (ProtectIQ / ExperienceIQ) |
Increase in marketing campaign responses: 9x
Marketing campaign rates: 50%
Return on their first campaign: 59x
Market reach expanded: 46%
Revenue growth: 23%
Campaign take rates: 56%
Take rates on new services: 41%
Increase in service tier upgrades: 30%
Marketing campaign take rates: 80%
Next Steps | Q&A

- Request a Marketing Consult with a Calix Marketing Thought Leader
- Learn more about Calix Marketing Cloud
- Visit the Calix booth and Smart Home Display
- Attend ConneXions 2021

Simplify your marketing journey
Excite your subscribers
Grow your Marketing ROI
THANK YOU!

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