

JADE COMMUNICATIONS leads with amazing experiences that wow subscribers, grow ARPU by 90 percent, and deliver incredible ROI.

FACED WITH INCREASING COMPETITION AND COMMODITIZATION, JADE NEEDED A DIFFERENTIATION STRATEGY TO WIN THE HEARTS AND MINDS OF SUBSCRIBERS

Jade Communications (Jade) was founded in 1990, owned and operated by the same family that brought modern telephony to the San Luis Valley, Colorado over a century ago. Their mission is to bring together innovative technologies, world-class connectivity, and excellent customer service for the benefit of local communities. Having successfully deployed a new high-speed fiber network to replace their previous wireless internet service provider (WISP) model, Jade now serves nearly 6,000 subscribers across 30 rural communities in Southern Colorado.

Despite their investment in a super-fast, cutting-edge network, competition and commoditization posed a dual threat. Jade found themselves in a crowded market, competing with an increasing number of broadband service providers (BSPs) all of whom offered gigabit fiber, same-day installations, and identical speed tier packages. Churn rates were going up, the subscriber experience felt mediocre, and their brand presence was being compromised as subscribers began adding third-party routers to the home network. Realizing that to meet their ambitious growth plans they needed to differentiate themselves from their rivals, Jade set about developing a strategy that went beyond speed and feeds. They knew that creativity, innovation, and exceptional customer experiences were key to winning the hearts and minds of their subscribers—and to outperforming the competition.

The jade logo consists of the word 'jade' in a lowercase, green, sans-serif font, with a small orange dot above the letter 'j'.

COMPANY

Jade Communications

BUSINESS TYPE

Rural Communications
Service Provider

LOCATION

Alamosa, Colorado

WEBSITE

www.gojade.org

SERVICES

High-speed internet, residential
and business voice, security

SUBSCRIBERS

5,600

Jordan Wehe, marketing director at Jade, challenged the company to be bolder—to make the transition from being a pipe builder to a customer experience company. He describes their vision of becoming a retail company that happens to sell internet services: “We are focused on delivering customized, retail-like experiences for our subscribers while keeping our brand front and center at all times.”

JADE EMBARKED ON A SOLUTION STRATEGY THAT DELIVERS WORLD-CLASS MANAGED WI-FI AND EMBRACES NEW SERVICES FOR UNBELIEVABLE SUBSCRIBER EXPERIENCES

Calix has played a central role in Jade’s transformation strategy. In 2019, as part of their bid to become a customer-first, experience-led BSP, Jade bet on the comprehensive Calix Revenue EDGE™ to deliver not only unrivalled Wi-Fi performance but also a growing portfolio of managed services. Calix GigaSpire BLAST® Wi-Fi 6 systems offer the ultimate managed W-Fi experience and gave Jade far greater flexibility to meet their subscribers’ unique needs.

In parallel, Jade deployed Calix Marketing Cloud as part of a company-wide effort to overhaul their brand and transform their go-to-market strategy. Using the data from Marketing Cloud, Jade was able to segment their subscribers according to lifestyles, not speed. They shifted to selling tailored packages aligned to different personas, for example their “Wi-Fi for Streamers” package targeting heavy-duty users. By rebranding their service tiers and adapting their messaging, Jade now speaks the language of their subscribers. They then harnessed Marketing Cloud to roll out marketing campaigns based on subscriber usage insights to target specific audience segments that would be most receptive to a service upsell. The impact of this cultural shift was overwhelmingly positive—increased ROI, improved adoption rates, and revenue growth.

Combining the power of Marketing Cloud with value-added services to create a holistic brand experience became the cornerstone of Jade’s solution strategy. Understanding that subscribers are more likely to purchase from a brand they trust, Jade focused on offering services aligned to their mission of making their communities better places to live. This led them to add ProtectIQ® home network security—a Revenue EDGE managed service—as standard to all managed Wi-Fi packages to ensure safety online and peace of mind for everyone. Additionally, every package includes the branded “Jade Wi-Fi App”, based on CommandIQ®, enabling subscribers to control and customize their online experience, as well as optional extras like ExperienceIQ® for advanced home network management.

But it was with the launch of one of the most exciting Revenue EDGE managed services—the Arlo Secure connected camera solution—that Jade took full advantage of the platform’s integrated capabilities. Jade seized the opportunity to be first in market with this fully managed security offering, launching in a matter of weeks, not months. Branded “Jade Security,” this camera-based security service is installed, managed, and billed by Jade, simplifying the subscriber experience. As their promotional material promises, “Elevate your security without lifting a finger.” It really is that easy for Jade subscribers looking for an accessible, hassle-free way to protect their properties. Jade Security has become a flagship,

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Jordan Wehe,
Marketing Director
Jade

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Jordan Wehe, Marketing Director, Jade

differentiating service that increases revenue, delights customers, and drives loyalty.

Jade offers two connected camera packages for homes and small businesses: an entry-level “Porch Protection” package for \$10 a month and the premium, “Whole Home Haven” package with four cameras at \$65 a month. Josh Wehe, director of operations at Jade explains, “We knew our subscribers would be clamoring for exactly this kind of functionality. Even better, we knew it was a service they would value highly and be willing to pay a premium for—in fact the take rate is higher on the ‘Whole Home Haven’ package. Just another example of how Calix helps us monetize the network we’ve invested in so heavily.”

To further support their marketing efforts, Jade also leverages the Electronic Content Builder (ECB) and Market Activation Video Editor (MAVE) in the award-winning Calix Market Activation Program to roll out beautifully made, customizable

materials to advertise Jade Security. In line with their holistic brand experience strategy, Jade uses aspirational messaging to demonstrate how their cameras capture “magic moments” in people’s lives or makes their neighborhoods safer. In this way, they reinforce their core brand values of making communities safer and better places to live, which further builds subscriber loyalty.

Sophisticated managed services require excellent support to ensure a spectacular subscriber experience from the point of installation to everyday use. Jade uses Calix Support Cloud to give their customer service representatives (CSRs) and field technicians end-to-end visibility to make maintenance and subscriber support seamless. Key Jade Security features are also integrated with the personalized Jade Wi-Fi mobile app, built on Calix CommandIQ, enabling subscribers to easily manage the service. Jade works together with Calix Premier Success, part of Calix Customer Success Services, to assist with organization-wide alignment as they transform to bring new services to market.

BACKED BY SUBSCRIBER EXPERIENCE INSIGHTS IN MARKETING CLOUD, JADE ACHIEVES 92 PERCENT HIGHER ARPU AND 100 PERCENT SUBSCRIBER SATISFACTION WITH JADE SECURITY

Jade first started working with Calix in 2017 and, over the course of their partnership, has experienced transformational success evolving from their telecom roots to a fully-fledged managed service provider. Innovation is in Jade’s DNA and, having embraced the powerful Revenue EDGE platform as an early adopter, they are now reaping the rewards. In fact, they’ve been voted Alamosa County’s best internet for three years (and counting). As Jordan Wehe explained “As long-time users of Revenue EDGE, we could not be happier with our investment. Thanks to the platform’s many integrations, we can easily launch new managed services one after the other and ensure their success.”

“We’re just getting started. In fact, we’re already thinking about the next steps for Jade Security. We see incredible cross-sell opportunities with EDGE Services like ExperienceIQ”

Jordan Wehe, Marketing Director, Jade

In recognition of their use of the Revenue EDGE solution, Calix awarded Jade the “Innovations in Revenue EDGE Award” for Marketing in 2020. This award highlighted the transformation of Jade’s entire go-to-market strategy, including outstanding creativity in leveraging Calix solutions to deliver the ultimate subscriber experience—based on managed services—and build a future-proof broadband business. For example, Jade leveraged subscriber experience insights in Marketing Cloud to launch targeted marketing campaigns for their premium managed Wi-Fi service, driving a 50 percent increase in adoption rates and an ROI of close to 300 percent.

Jade Security has proven to be their breakthrough service—subscribers love it. Leveraging the powerful data insights in Marketing Cloud, the service was launched in late November 2021, around the Black Friday shopping weekend, to a subset of subscribers identified as having the greatest interest in the new service. A multi-channel marketing campaign, including email, push notifications to the Jade app and direct mail, achieved a 32 percent email open rate and a 5 percent click-through rate. And they received their first order within 10 minutes of activating the campaign.

Fast-forward 60 days and Jade had upsold 3 percent of its targeted subscriber base—with 90 percent of those subscribers upgrading to their top-tier “Whole Home Haven” plan. A year on, Jade is seeing an uplift of 92 percent increase in average revenue per user (ARPU). Furthermore, 100 percent of Jade Security subscribers are likely to recommend the service to friends and family according to a recent Net Promoter Score (NPS) survey—proof that the service grows loyalty and attracts new subscribers. Forecasts predict a 242 percent two-year return on investment (ROI) for enrolled subscribers of the Arlo Secure solution.

As Jordan Wehe enthuses, “We’re just getting started. In fact, we’re already thinking about the next steps for Jade Security. We see incredible cross-sell opportunities with EDGE Services like ExperienceIQ. And we’re eager to see how we can further add on and “accessorize” the service. The possibilities are endless!”

In partnering with Calix, Jade has achieved their aim of transforming into a next-generation BSP. With exciting, new, and sticky services that can be intelligently customized for different subscriber segments, Jade has cemented their position as an innovator in the communities they serve and increased the value of their brand in subscribers’ minds. Their thoughtful approach to managed services and innovative marketing strategies have ensured Jade stands out in their extremely competitive broadband market—not based on speed alone, but on the quality of the entire Jade Wi-Fi experience.



Metrics

Marketing Cloud enabled Jade to:

- Increase adoption of its premium Wi-Fi service by 50%
- Deliver an ROI of 300% on upsell campaigns
- Drive 90% upgrade rate on its premium Jade Security package (“Whole Home Haven” plan)