



Actionable insights, generated from key business data, is the jet fuel for Broadband Service Providers (BSPs) eager to improve the subscriber experience and make better business decisions. What's holding back many BSPs from realizing the game changing benefits to their business? It comes down to two things:

- The data needed is fragmented and in silos
- They lack the resources to perform critical business analysis and visualization that could lead to breakthrough results and better decision making

Make the quantum leap to running your business using a data-inspired approach with Calix Business Insights. With the Calix team, you can overcome the resource, data collection, and analytic hurdles that keep you from truly harnessing actionable insights in your data.



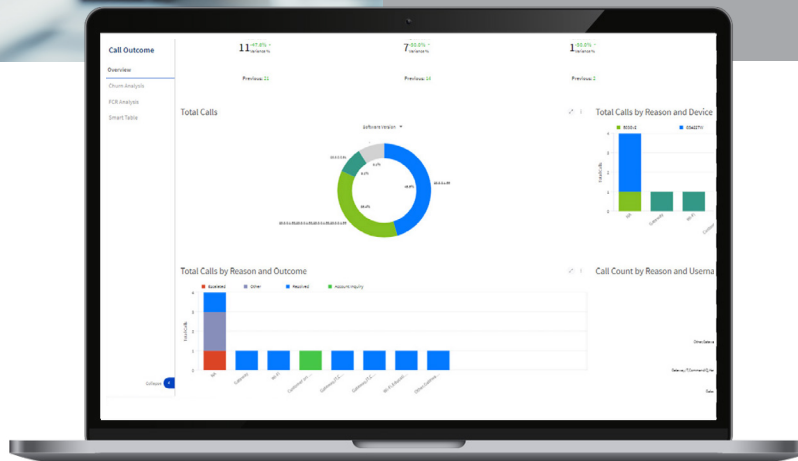
Unleash the Power of Business Insights

The Business Insights team of analysts help BSPs—using their own business data and their Calix Cloud insights—achieve a deeper understanding of the story behind the numbers and trends that can lead them to actionable strategies that will grow and improve their business.



Benefits of Business Insights

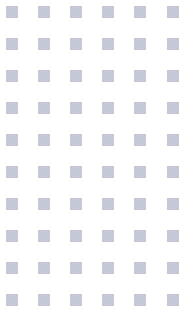
The benefits are clear for BSPs when it comes to leveraging a data-driven approach. They are able to improve several facets of their enterprise including go-to-market, business and technical operations, and customer support. By uncovering predictive trends and actionable insights, they can reduce churn, improve subscriber loyalty, get better ROI on subscriber targeting and acquisition, and increase operational efficiencies while lowering support costs.





Calix Business Insights—Your Team of Personal Data Strategy Guides

What if you had an entire team of data analysts that understood your exact business needs and could help pull together actionable insights from disparate data sources? You could uncover what's driving your business and how to improve results, all from a quantitative point of view. Business Insights Analysts and Success experts partner with your team and guide you through a step-by-step approach to develop actionable, data-inspired strategies.



Data Discovery and Collection

Our Business Insights team works with your team on a well-defined service engagement that covers specific areas impacting your business that you want to understand, improve or optimize. They will work with you to identify and gather data from both structured and unstructured sources within your operating environment. They are experts at securely extracting and handling data and conform to stringent data confidentiality requirements so you have the peace of mind your data is secure.



Discovery

- Engagement with customer on objectives
- Assess current state
- Assist in developing subscriber sentiment survey
- Data discovery



Data Collection

- Secure data collection
- Data mining
- Data processing



Analysis & Visualization

- Application of statistical analysis of data
- Dice, slice, drill down, drill up, and pivot customer data to develop predictive inferences
- Trend analysis
- Data visualization



Recommendations

- Business Insights Specialist meets with customer leadership to discuss insights and recommendations



Execution

- CSM updates the Customer Success Plan with recommendations
- Assistance in implementing strategic tactics





Data Analysis and Visualization

The Business Intelligence Analyst brings the disparate data sources together to uncover trends in the numbers and uncover hidden relationships driving your current results. Statistical analysis and data mining techniques are applied that slice, dice, and pivot the data along with qualitative survey results that provide unique perspectives, predictive inferences, and a comprehensive picture of what's going on in your business.

The team then brings your data to life visually pulling together geographic information from your Calix Engagement Cloud, Service Cloud, and Operations Cloud or your billing system as well as available demographic information to support location-based action plans. This enables you to identify and isolate visually community-specific micro-segments that might require more specialized follow-ups or attention.

Recommendations and Execution

Backed by the analysis report, Business Insights Specialists leverage their domain and cross-industry expertise to generate actionable recommendations including strategic and tactical approaches that solve your business challenges. They'll identify ways to better target potential subscribers, tactics that improve support center metrics, campaigns, messaging, and suggest incentive programs that drive behavior change and improved performance.

To help drive execution of your strategy, your Success Engagement Manager will take the data-inspired recommendations from the Business Insights team and integrate them into your success plan to keep you on track and successfully execute and implement the findings.

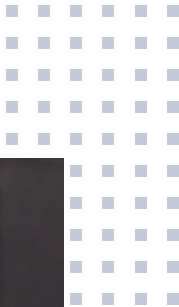




Business Insights Engagement Catalog

Calix Business Insights is building a collection of discrete targeted engagements to help you focus and prioritize on areas of your business you want to improve. Bespoke engagements are also available that can address your unique data analytics needs. Each Business Insights engagement includes:

- Data planning, identification, and acquisition
- Data analysis, visualization, recommendations, and action plans
- Follow-up consultations on analysis, recommendations, and tactics
- Customer Success action plan integration into Success Plan and execution support



Subscriber Loyalty Analysis

The Business Insights team helps you implement a Net Promoter Score® or NPS® program or take your existing program to the next level. A Business Insights Analyst goes beyond the numbers in your subscriber survey scores to unlock deep insights and identify actionable strategies to increase loyalty, reduce churn, and excite your subscribers. Included in the engagement is hands-on assistance to establish your NPS program if you're not already performing surveys regularly with your subscribers.

Focus Groups

Go deeper on NPS scores—or any topic of interest such as marketing strategies, advertising campaigns, or new products—and uncover hidden insights with customer focus groups. The Business Insights team plans and conducts the research and analyzing the data and provides actionable recommendations. Focus groups delve into customer needs, objectives and opinions in an interactive and dynamic way.





Let Business Insights Services Help Drive Your Data-Focused Transformation

Business Insights provides you the expertise and resources to solve issues that have been frustrating your teams and holding back your business from its full potential. With Business Insights as your data strategy partner, you can make better, data-driven decisions and actionable plans that address the root cause of issues slowing your business and impacting your subscribers. As the Our Business Insights team is comprised of members with deep industry knowledge with years of experience in the broadband service provider industry. Business Insights is able to leverage their expertise to provide BSPs with actionable insights and guidance giving them a competitive edge in the market.

But don't just take our word for it. Hear from some of our customers who have experienced the transformative power of our Business Insights team firsthand.

"I was not expecting to get the level of data analysis that was delivered that will allow us to look at our services, service areas and customers in so many different ways. The review of all of the data from the Calix team was so much more beneficial than receiving a report. It allowed for discussion, questions and answers that created a synergy of ideas in sales, marketing, internal processes and more."

"The multivariate approach that connected the dots between our customer's actual experiences with our services (# of trouble tickets, bandwidth limit hits, wifi score, etc.) and their level of satisfaction with us was very interesting and provided more actionable insights on ways to improve"

Set up a complimentary consult with a Business Insights Specialist for tips on improving your business performance through data analytics. **Fill out this short form to get started.**

Let's do this together.

The image shows a laptop screen displaying a web form. The form is titled "Let's Chat About Business Insights Services" and is part of the Calix website. The form includes the following fields and elements:

- Calix logo in the top left corner.
- Navigation links: Solutions, Products and Services, Resources, Company, and a blue "Contact Us" button.
- Main heading: "Let's Chat About Business Insights Services".
- Text: "Ready to learn how Business Insights Services will enable you to leverage your business data to make mission-critical business decisions faster?".
- Form fields: "First Name*", "Last Name*", "Email*", "Country*" (a dropdown menu), and "Company*".
- Checkbox: "Sign me up to receive email updates from Calix." with a link to "Privacy Policy".
- A blue "Let's Chat" button at the bottom right of the form.
- Small text at the bottom of the form: "Business Insights Services helps broadband service providers (BSPs) of all sizes leverage their Calix Cloud data to generate insights and action plans for data-driven decision making to transform your business. This new offering will help BSPs focus on unleashing actionable insights on your subscribers' experience from your Net Promoter Score and your Calix Marketing Cloud data for developing and executing actionable strategies to improve subscriber loyalty."