



## Calix Announces Expansion of Success Organization To Help Service Providers Transform and Deliver Exceptional Experiences and Measurable Results

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*The Calix Success team has helped customers realize an average 45 percent Net Promoter Score increase by helping them evolve from a strategy focused more on experience than speed*

SAN JOSE, Calif.--(BUSINESS WIRE)--Oct. 15, 2024-- Today at [Calix ConneXions](#), [Calix, Inc.](#) (NYSE: CALX) announced advancements to its industry-leading customer success organization, [Calix Success](#) (Success). Expanded guidance, support, education, and network expertise now offered through Success will further accelerate the transformation of broadband service providers (BSPs) into experience-based providers as the industry continues to undergo widespread disruption. The evolved Success organization can support any BSP at any stage of their transformation journey while leveraging any Calix product or solution—from launching new managed services to scaling their broadband network.

Launched in 2018, Success helped support the [Calix transition](#) from a hardware-focused business to a leader in cloud and software platforms. Today, the Success team is the only one of its kind in broadband, and BSPs leveraging Success over multiple engagements see an average improvement of 45 percent in their Net Promoter Score<sup>SM</sup> (NPS<sup>®</sup>). Remaining dedicated to the betterment of its customers, Calix has evolved Success into an expertise-driven model, leveraging experts specializing in areas like pricing, go-to-market strategy, and business analytics. Additionally, Success provides continuous monitoring to ensure customers receive constant value throughout their engagement.

Leveraging the Calix Platform and [Calix SmartLife](#)<sup>™</sup> managed services, Calix customers are delivering remarkable results, such as:

- **Tombigbee Fiber achieves a phenomenal 92 NPS rating.** Supported by the Calix Success team, [Tombigbee Fiber](#) has embraced managed services from the start. They first added [network-level security](#), followed by social media monitoring with Bark. Then, Tombigbee extended community-wide Wi-Fi across their northern Mississippi communities with [Calix SmartTown](#)<sup>®</sup> and recently launched [Calix SmartBiz](#)<sup>™</sup>. With [Success Guidance](#), Tombigbee has continued to deliver the managed services their subscribers need, so their communities can thrive.
- **The evolution of Pharr, Texas, in 18 months from worst-connected city of its size to best.** The [City of Pharr, Texas](#), transformed internet access for their residents by deploying reliable municipal broadband and creating new economic opportunities. To [boost broadband adoption](#), the city partnered with Calix Success to deliver clear, value-based marketing communications. They have also added Bark and are preparing to launch SmartTown. If a BSP requires assistance with network design and optimization, [Success Delivery](#) can help.
- **Jade Communications' achievement of 27 percent year-over-year growth and reduced churn.** With Calix Success, [Jade Communications](#) transformed their go-to-market strategy across the organization. Success has helped Jade identify customized goals, like [turning on ProtectIQ](#)<sup>®</sup> for every subscriber and finding areas to become more operationally efficient. Additionally, 90 percent of their home security subscribers have upgraded to premium packages, resulting in nearly 164,000 threats blocked monthly. BSPs like Jade can turn to Success Guidance for tailored expert advice and best practices.
- **Community engagement and self-install strategies that doubled subscribers for Consolidated Telephone Company.** [Consolidated Telephone Company](#) (CTC) adopted [self-installation strategies](#) to enable faster access for subscribers and cut operational costs. CTC has also focused on community engagement and implemented [Bark](#) to help protect children on social media. [Success Support](#) delivers resources for network and service

availability when customers like CTC need it most.

- **80 percent reduction in truck rolls as Mohawk Networks boosted operational efficiencies.** Enabled by the education program at Calix, employees at [Mohawk Networks, LLC](#) gained skills and knowledge to confidently manage their network, efficiently deploy managed services, and [enhance customer support](#). This allowed Mohawk to deliver new broadband experiences to spark economic growth. BSPs that need top-tier training and certification can rely on [Success Education](#) while leveraging Calix University, Solutions Academy, and Broadband Academy.

“At Jade, we have worked closely with Calix for over six years,” said Jordan Wehe, marketing director at Jade Communications. “The reason is simple. With their guidance, we have achieved 99 percent adoption rates for premium Wi-Fi and boosted our return on investment by three times, leveraging campaigns to promote new subscriber experiences. Additionally, we recently launched SmartTown, activating thousands of GigaSpires for our subscribers, and soon, we will extend the service to first responders. Every engagement with Success has been invaluable, helping transform our go-to-market strategy and differentiate our brand with offers that matter to our subscribers and keep their families safe.”

“Since its founding six years ago by the remarkable Martha Galley, the Calix Success team has set the standard for creating winning partnerships with our BSP customers,” said John Durocher, chief customer officer at Calix. “Today, this award-winning team evolves into our next phase—where every product and service Calix offers is ‘powered by Success.’ Becoming an experience provider can be a daunting mission. Yet, with a diverse team of experts, Success enables any broadband provider at any stage in their evolutionary journey to succeed. I am proud of this team for continuing to support customers as they drive revolutionary results for and with our customers.”

To learn more, [Calix ConneXions](#) attendees can stop by the Innovation Showcase at the Wynn in Las Vegas, October 14 and 15.

Discover how [Calix Success](#) experts help BSPs accelerate their business growth and deliver exceptional subscriber experiences.

#### About Calix

[Calix, Inc.](#) (NYSE: CALX)—Calix is a platform, cloud, and managed services company. Broadband service providers leverage Calix’s broadband platform, cloud, and managed services to simplify their operations, subscriber engagement, and services; innovate for their consumer, business, and municipal subscribers; and grow their value for members, investors, and the communities they serve.

Our end-to-end platform and managed services democratize the use of data—enabling our customers of any size to operate efficiently, acquire subscribers, and deliver exceptional experiences. Calix is dedicated to driving continuous improvement in partnership with our growing ecosystem to support the transformation of our customers and their communities.

This press release contains forward-looking statements that are based upon management’s current expectations and are inherently uncertain. Forward-looking statements are based upon information available to us as of the date of this release, and we assume no obligation to revise or update any such forward-looking statement to reflect any event or circumstance after the date of this release, except as required by law. Actual results and the timing of events could differ materially from current expectations based on risks and uncertainties affecting Calix’s business. The reader is cautioned not to rely on the forward-looking statements contained in this press release. Additional information on potential factors that could affect Calix’s results and other risks and uncertainties are detailed in its quarterly reports on Form 10-Q and Annual Report on Form 10-K filed with the SEC and available at [www.sec.gov](http://www.sec.gov).

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