

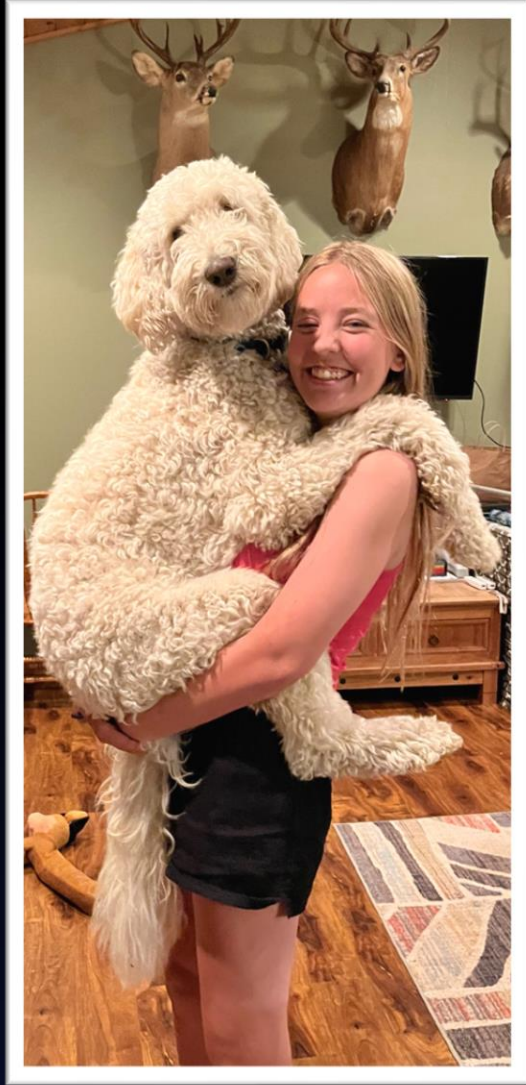


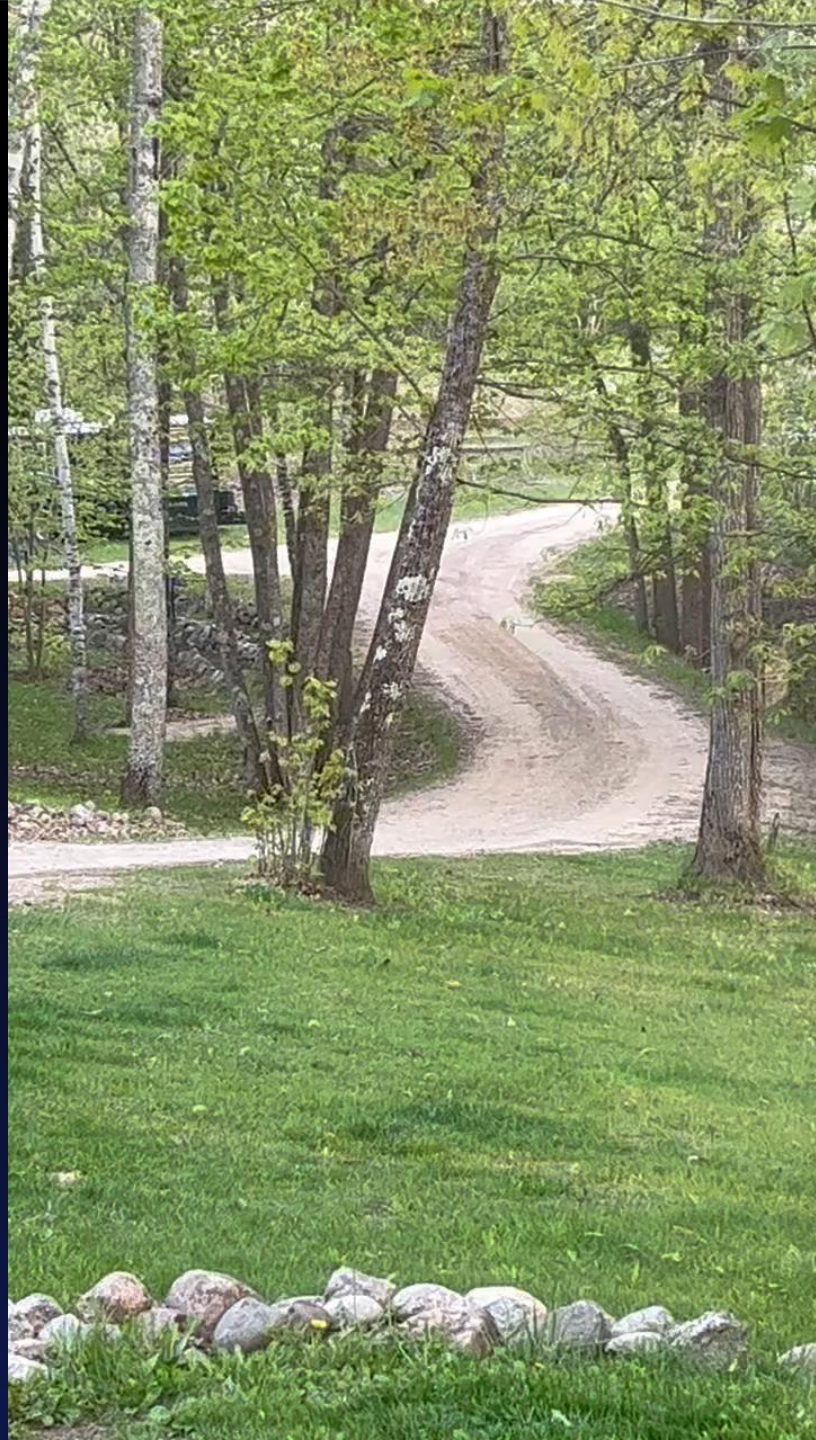
Exploring the Buyer's Journey

Laying a path for loyalty

BAND Conference - 2024

Caralee Nowak | Senior Success Account Manager





Exploring the Buyer's Journey

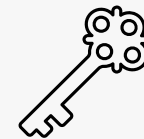
Laying a path for loyalty



Strategy

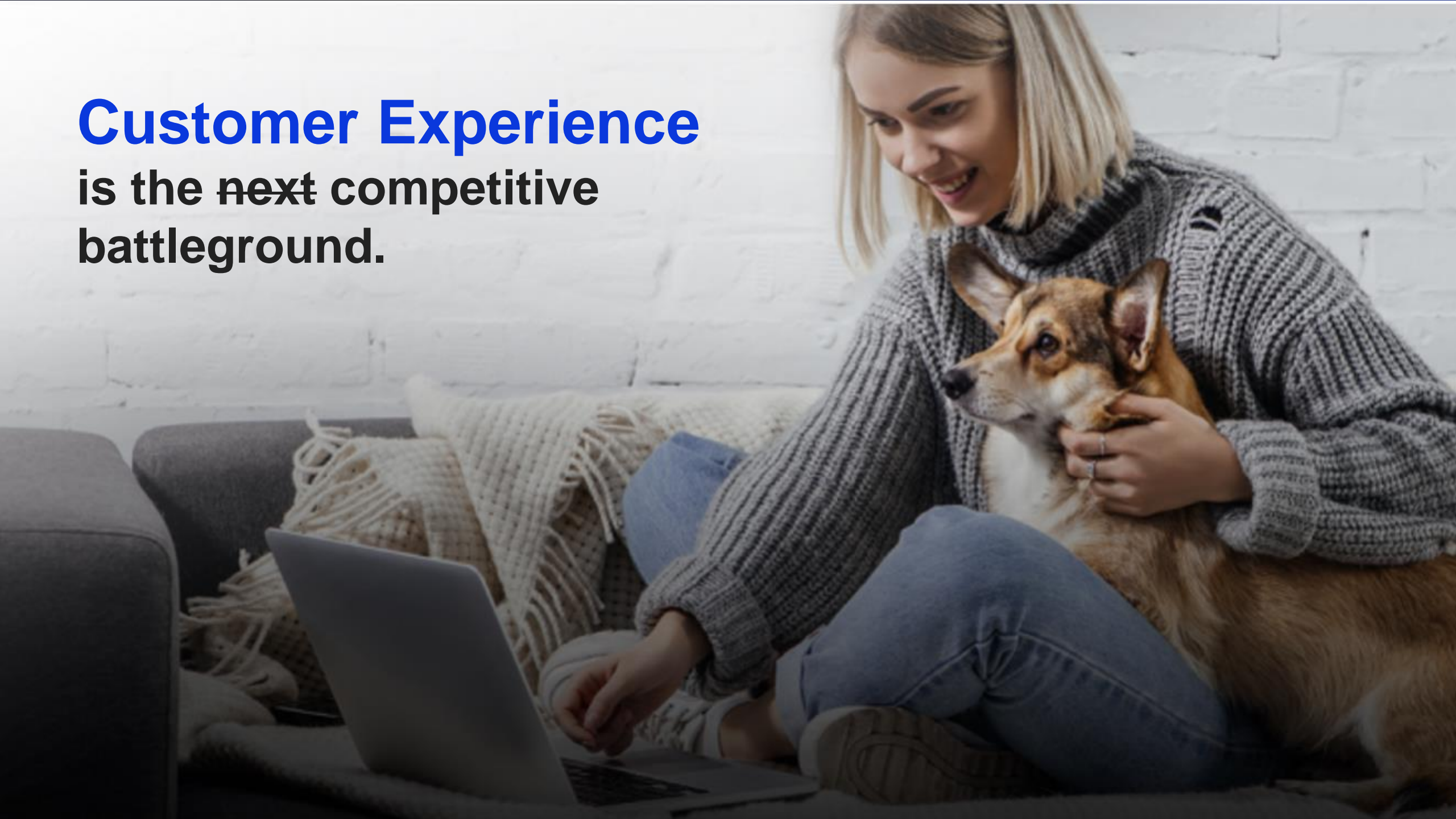


- **Strategy is often misunderstood**
 - The Best vs Unique
 - Strategy is the whole, not the parts
 - Strategy is the position, not the action
 - Strategy is about being unique, not being superior.

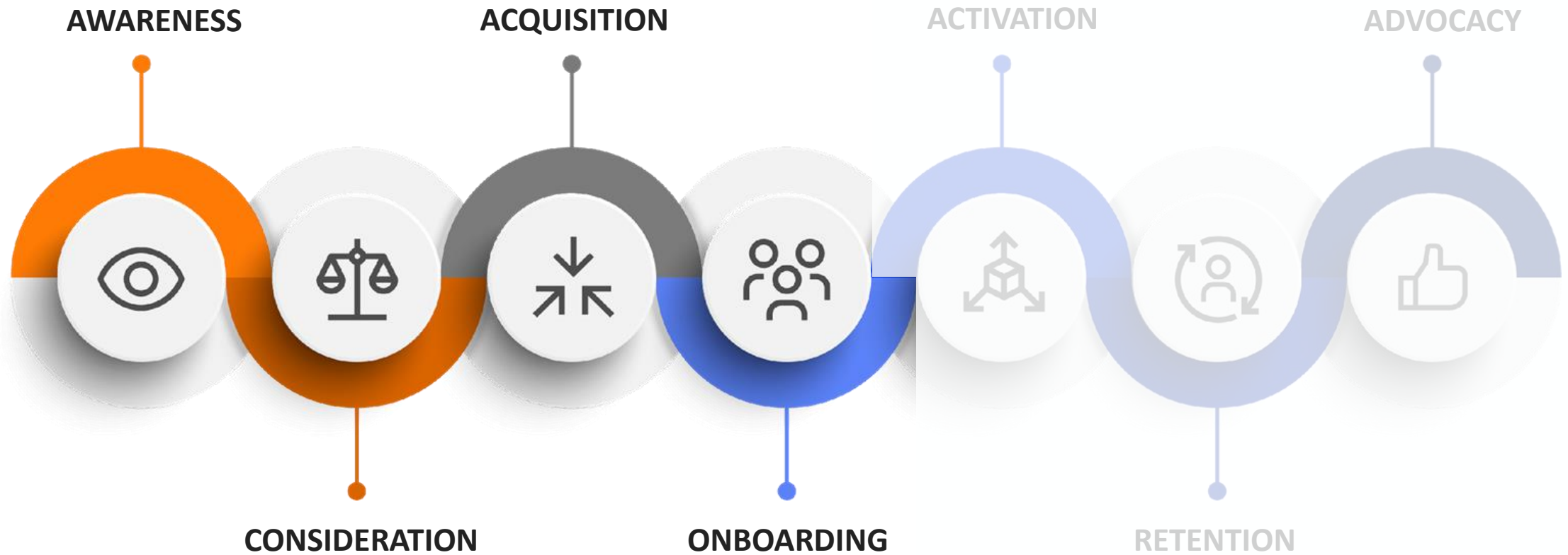


The Key to Success is
Alignment

Customer Experience
is the next competitive
battleground.



The Buyer's Journey



Why is understanding your Buyer's Journey important?

**Gain a better
understanding of your
customer**

**Improve content
strategy**

**See how you match up
to competitors**

**Set the stage for the
relationship**

LOYALTY

**Find ways to make the
process easier**

Competitive edge

**Make a strong first
impression**

**Better customer
experience**

The Value of Loyal Customers

- The cost to acquire a customer can be **6-7x** more than to retain one
- A **2% increase in customer retention** can have the same effect as **decreasing costs by 10%**
- The probability of a sale from an existing customer is between **60-70%**
- On average, loyal customers are worth up to **10x more** than their initial purchase

LOYALTY

**IF YOU WANT TO GAIN,
YOU MUST RETAIN.**



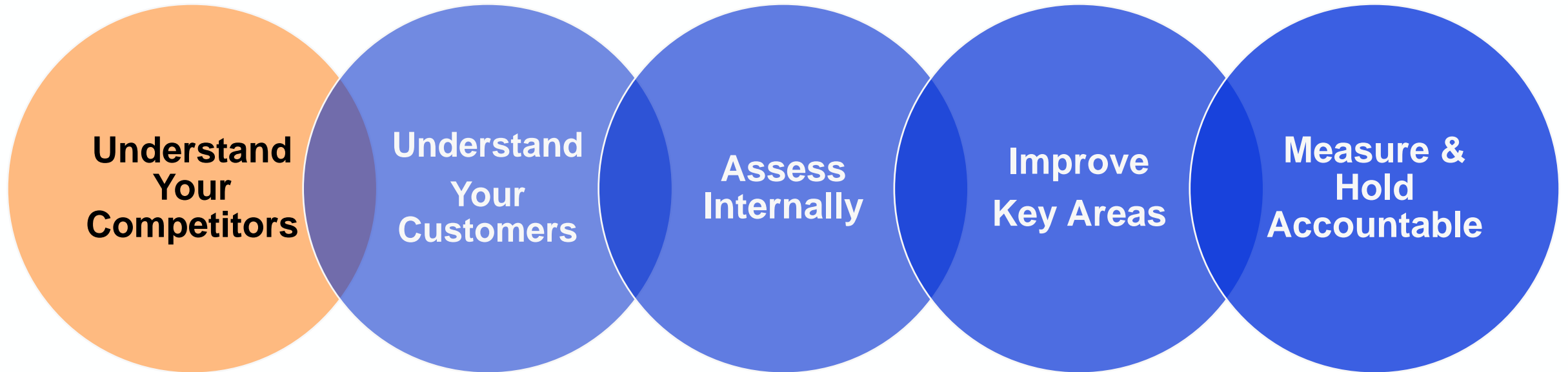
**IF THE GLOVE DON'T FIT,
YOU MUST ACQUIT.**

I AGREE.

**IF YOU WANT TO GAIN,
YOU MUST RETAIN.**

The How

Improving the Buyer Journey Experience



Competitive Analysis

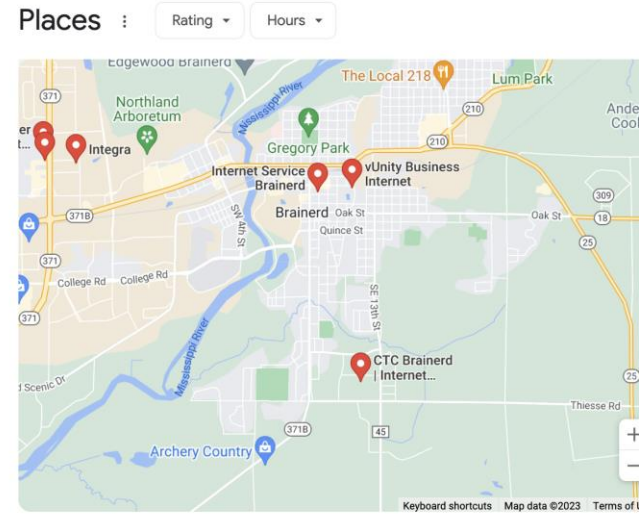
Online Analysis

- Search Engine Optimization
- Google My Business Listing
- Third Party Sites

This screenshot displays a grid of Google My Business listings for several internet service providers in Brainerd, Minnesota. The listings include:

- MLGC**: 3.0 stars, 1 review. Internet service provider in Coopersville, ND. Open - Closes 8PM. (701) 797-3300.
- Dakota Central**: 5.0 stars, 6 Google reviews. Internet service provider in Carrington, North Dakota. Address: 630 5th St N, Carrington, ND 58421. Phone: (701) 652-3184.
- Midco**: 3.3 stars, 5 reviews. Internet service provider in Devils Lake, ND. Open now - (800) 888-1300.
- United Communications**: 4.1 stars, 7 reviews. Internet service provider in Langdon, ND. Open - Closes 8PM. (701) 256-9156.
- Local Net**: No reviews. Internet service provider in Valley City, ND. (701) 845-8754.
- Cable Television**: 5.0 stars, 1 review. Internet service provider in Valley City, ND. (701) 845-8883.
- Cass Clay Wireless**: 4.8 stars, 26 reviews. Internet service provider. Open - Closes 7PM. (218) 303-7000.
- Sun Dot Communications LLC**: 3.0 stars, 2 reviews. Internet service provider in Grand Forks, ND. (701) 795-6378.
- Polar Communications**: 3.1 stars, 0 reviews. Internet service provider.

The 'Midco' listing is expanded to show a 'Questions & answers' section with a question about a payment check, a 'Review summary' showing a 3.3 star average from 6 reviews, and 'Google reviews' from users like 'WV Hink21' and 'John Smith'.



HighSpeedInternet.com
<https://www.highspeedinternet.com/mn/brainerd>

Top 5 Internet Providers in Brainerd, MN

Internet providers in Brainerd, MN · 1. AT&T Internet Air. 25% available in Brainerd · 2. Spectrum. 97% available in Brainerd · 3. CenturyLink. 96% available in ...

CenturyLink
<https://www.centurylink.com/.../Minnesota>

In-Home WiFi and Internet Service Provider in Brainerd, MN

Get a great offer on your home fiber Internet, TV and home phone services in Brainerd when you choose CenturyLink. CenturyLink is a proud Brainerd Internet ...

This is a detailed view of the Google My Business listing for CTC Brainerd. The listing includes:

- Business Name:** CTC Brainerd | Internet, Telephone, Digital TV,; IT Services
- Rating:** 3.4 stars (66 reviews)
- Category:** Telecommunications service provider in Brainerd, Minnesota
- Address:** 1102 Madison St, Brainerd, MN 56401
- Areas served:** Motley and nearby areas
- Hours:** Closed - Opens 8 AM Wed
- Phone:** (218) 454-1234
- Actions:** Website, Directions, Save, Call
- Questions & answers:** A question is asked: "Why does this company suck so bad? They never answer the phone and you have to wait for them to call back!". The answer states: "A: They truly do not care about customer service, they are money hungry company and truly that is all they want. If you read through the reviews this is a more than common...".

Competitive Analysis

Customer Sentiment

- Online reviews
- Response efforts
- Social media engagement



Offers & Positioning







Unlimited Ultimate \$55/line*

Everything in Unlimited Plus, with double the mobile hotspot data, international connectivity and more.

-  5G Ultra Wideband
-  60 GB premium mobile hotspot data
-  Up to 50% off 2 watch, tablet, hotspot or Hum plans
-  High-speed international data, talk & text
-  Home Internet as low as \$25/mo, service availability varies



Unlimited Plus \$45/line*

Our reliable, fastest 5G, up to 10x faster than 4G LTE². No matter how much you use.

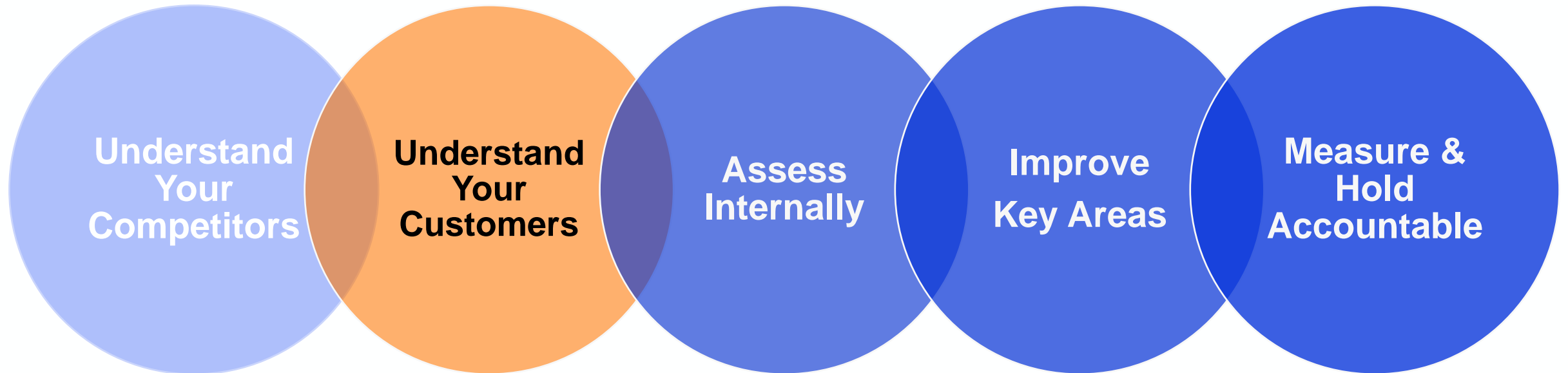
-  5G Ultra Wideband
-  30 GB premium mobile hotspot data
-  Up to 50% off 1 watch, tablet, hotspot or Hum plan
-  Home Internet as low as \$25/mo, service availability varies

Unlimited Welcome \$30/line*

Our reliable, fast 5G.

-  5G
-  Home Internet as low as \$40/mo, service availability varies

Improving the Buyer Journey Experience



Key Segments/Personas



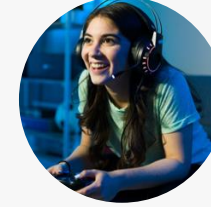
Young Starter Couple

Seek value for money and flexibility without frustration



Family

Dynamic parenting in a connected world



Gamer

eSports, social, and entertainment for leisure



Retired Empty Nester

Keep connected to the world without the hassles



Remote Worker

Uninterrupted work; balanced home life



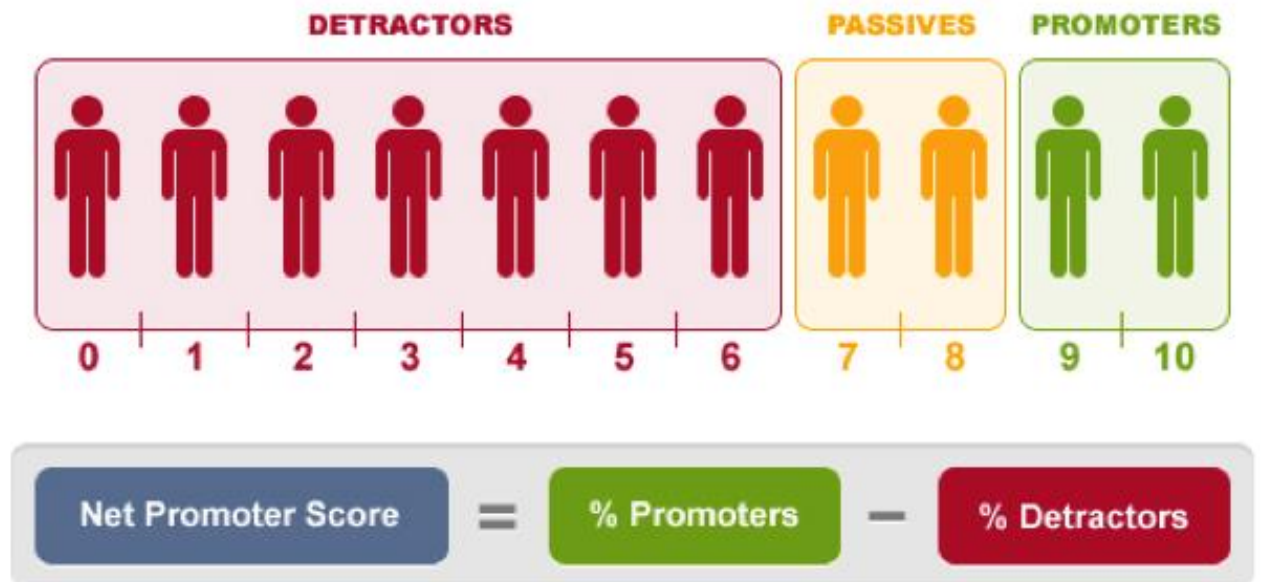
Early Adopter

Social status and high-tech lifestyle

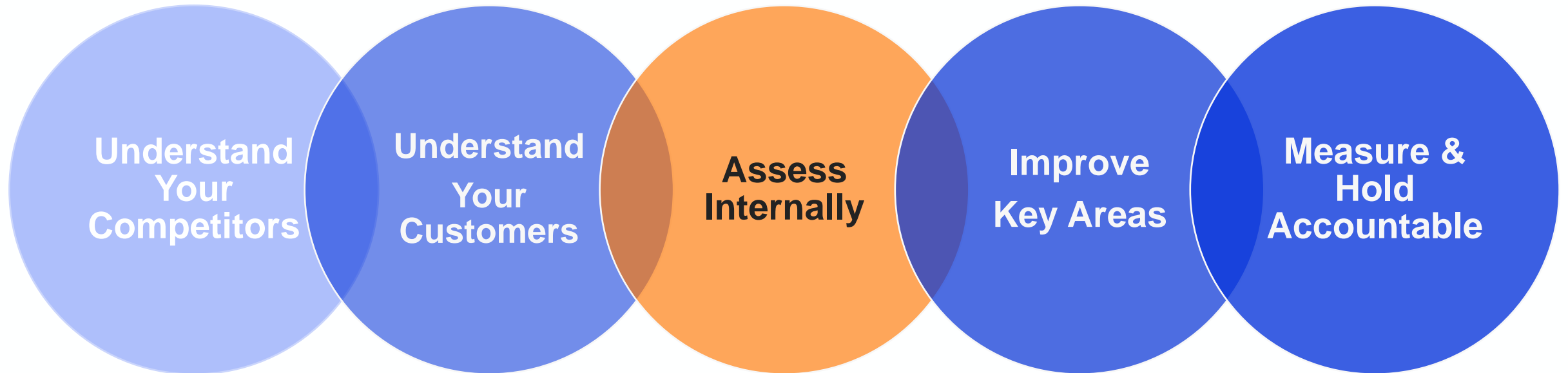


Voice of the Customer

- Net Promoter Score (NPS) Survey
- Customer Satisfaction Survey (CSAT – Transactional)
- Customer Effort Score
- Customer Churn Survey

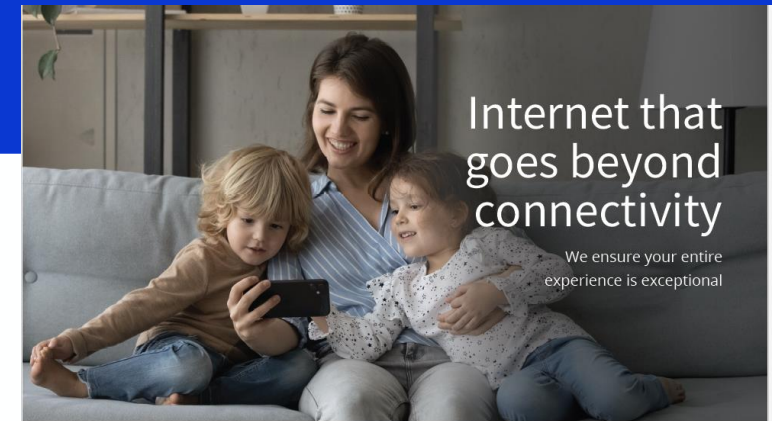


Improving the Buyer Journey Experience



Offer Strategy/Positioning

- Value-based/Solution-based plans
- Messaging - on brand, natural vs ad speak, resonates to the segments it pertains to.
- Call to action and seamless process to purchase or find out more
- Make the customer the hero



Internet that goes beyond connectivity

We ensure your entire experience is exceptional

Go Beyond Delivering Just Internet

At <Your Brand>, we protect, support, and empower your connected lifestyle. Our fiber optic internet, coupled with whole home managed Wi-Fi, guarantees uninterrupted connectivity for the ultimate online experience. Get ready for an exceptional internet and Wi-Fi experience with us today!

What's the Plan?



The Guardian Plan

Get comprehensive family safety tools including screen time limits, content filtering, and parental controls. Keep your family safe online with our Guardian Plan.

- ✓ Enhance your sites
- ✓ Keep your kids safe online
- ✓ Stay alerted about cyber bullying
- ✓ Provide a healthy internet experience for everyone

If you're ready for the ultimate internet experience and peace of mind, then this is the package for you.

\$XXX
/mo

Get Connected



The Pro Gamer

Optimized for gaming, this plan offers the fastest download speeds with low latency and top-notch Wi-Fi performance. Get ready for a lag-free gaming experience with our ultimate fiber internet service.

- ✓ Experience smoother gameplay
- ✓ No frustrating interruptions from throttling or buffering
- ✓ Our gamer-grade plan delivers consistent max speeds and ultra-low ping

If you want the pro-level advantage designed to remove obstacles between you and high scores the Pro Gamer Plan is for you.

\$XXX
/mo

Get Connected



The Home Office Hero

Maximize your productivity with the strongest Wi-Fi signal, productivity mode, and device prioritization. Get the best internet and Wi-Fi experience for your home office with our fiber internet and Wi-Fi service.

- ✓ Reliable crystal clear video conferences
- ✓ Maximum bandwidth for high-capacity file sharing
- ✓ Built-in network security, and 24/7 support

If you want to make your home office feel like headquarters with business-optimized connectivity, the Home Office Hero plan is for you.

\$XXX
/mo

Get Connected

Offer Strategy/Positioning



<p>PRO 2.5 Gig/2.5 Gig</p>	<p>ULTRA 1 Gig/1 Gig</p>	<p>SUPER 500/500 Mbps</p>	<p>POWER 100/100 Mbps</p>
<p>2.5 Gig x 2.5 Gig Fiber</p>	<p>1 Gig x 1 Gig Fiber</p>	<p>500 x 500 Mbps Fiber</p>	<p>100 x 100 Mbps Fiber</p>
<p>Unlimited Data 2.5 Gig = 2,500 Mbps.</p>	<p>Unlimited Data 1 Gig = 1,000 Mbps.</p>	<p>Unlimited Data</p>	<p>Unlimited Data</p>
<p>Add \$170.00</p>	<p>Add \$100.00</p>	<p>Add \$80.00</p>	<p>Add \$60.00</p>

Offer Strategy/Positioning



Nex-Gen Navigator

Ideal for:
Office Hero & Pro Gamer
High-Tech Adopter

If you want to level up your home base for maximum productivity, this is the solution for you. Tailored for gamers and remote workers alike.

Pro 2.5 Gig
2.5 Gig=2,500 Mbps

Add \$170.00



Digital Guru

Ideal for:
Pro Gamer
Ultimate Streamer
Early Adopter

If you want to make your home the headquarters for getting things done, then this solution is for you.

Ultra 1 Gig
1 Gig=1,000 Mbps

Add \$100.00



Connected Home

Ideal for:
Families
Home Office Hero
Lake Lifer

If you're ready for the ultimate internet experience & peace of mind, then this is the plan for you.

Super 500/500 Mbps

Add \$80.00



Simple & Secure

Ideal for:
Young Starters
Retired Empty Nesters

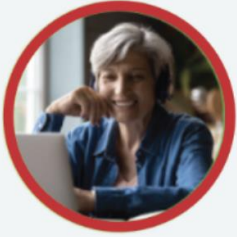
If you're looking to get connected with a plan that's both budget-friendly and worry-free, then this is the plan for you.

Power 100/100 Mbps

Add \$60.00



Offer Strategy/Positioning



Simple and Secure

You deserve an experience that makes advanced technology accessible and simple, without breaking the bank.

Ideal for:
[Young Starters](#)
[Retired Empty Nesters](#)

- Email, social, and basic web browsing
- Protection from viruses and web threats
- Our easy-to-use **CommandIQ app**, the remote control for your Wi-Fi
- No DIY. We take care of everything. Always.
- 24/7 trusted, local support
- Unlimited data usage
- Power 100/100Mbps

If you're looking to get connected with a plan that's both budget-friendly and worry-free, then this is the plan for you.

\$ **XX XX** /mo

Order Now

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Connected Home

Get reliable and continuous coverage across all of your devices including comprehensive parental controls and network security.

Ideal for:
[Families](#)
[Home Office Hero](#)
[Lake Lifer](#)

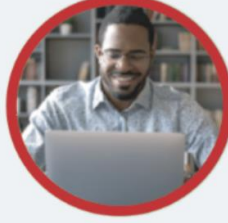
- Stream, work, and play all at once
- Protection from viruses and web threats
- **CommandIQ app**
 - The remote control for your Wi-Fi
 - Enforce the rules and create healthy internet habits
 - Prioritize devices on your network
- 24/7 trusted, local support
- Unlimited data usage
- Super 500/500 Mbps

If you're ready for the ultimate internet experience and peace of mind, then this is the plan for you.

\$ **XX XX** /mo

Order Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Digital Guru

Whether it's for gaming, working from home, or ensuring all of your smart devices are optimized and running at their best, this solution is for you.

Ideal for:
[Pro Gamer](#)
[Ultimate Streamer](#)
[Early Adopter](#)

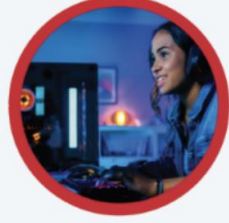
- Multi-device streaming and uninterrupted online gaming
- Built-in cyber security to protect your smart devices
- Full control of your network with the **CommandIQ app**
 - Manage profiles
 - See who is on your network
 - Setup a guest network
 - Prioritize device traffic for maximum bandwidth when streaming, file sharing, and online gaming
- 24/7 trusted, local support
- Unlimited data usage
- Ultra 1Gig

If you want to make your home the headquarters for getting things done, then this solution is for you.

\$ **XX XX** /mo

Order Now

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.



Nex-Gen Navigator

Level up your home for maximum productivity as you lead with a technology and speed that is unmatched.

Ideal for:
[Pro Gamer & Office Hero](#)
[High Tech Adopter](#)

- Data-intensive tasks and real-time collaboration
- Blazing fast speed for uploading and downloading files and seamless virtual meetings
- Stream in 8K on multiple devices
- Built-in cyber security to protect your smart devices
- Full control of your network with the **CommandIQ app**
 - Manage profiles
 - See who is on your network
 - Setup a guest network
 - Prioritize device traffic for maximum bandwidth when streaming, file sharing, and online gaming
- Cutting edge Wi-Fi 6 for inside and outside your home
- 24/7 trusted, local support
- Unlimited data usage
- Pro 2.5 Gig

If you are ready to push to greater heights with the latest technology and the fastest speed in the region, then this solution is for you.

\$ **XX XX** /mo


Order Now


Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.


Unlimited Ultimate

\$55/line*


Everything in Unlimited Plus, with double the mobile hotspot data, international connectivity and more.

 5G Ultra Wideband

 60 GB premium mobile hotspot data

 Up to 50% off 2 watch, tablet, hotspot or Hum plans

 High-speed international data, talk & text

 Home Internet as low as \$25/mo, service availability varies

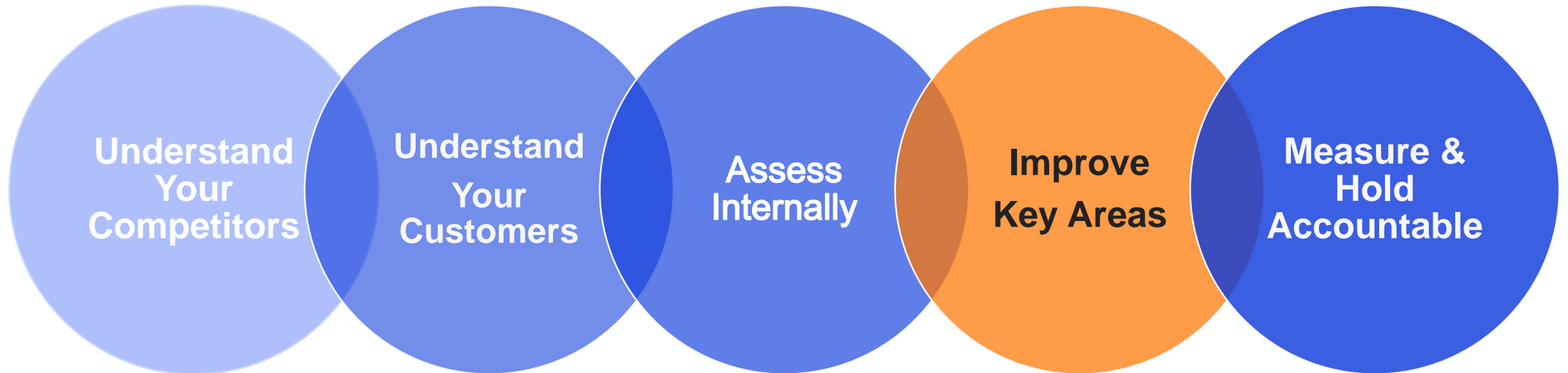


Customer Calls & Installs

- Mystery Shopping
- Problem Identifier vs Problem Solver – **discovery questions are key**
- Advising vs Selling
- Simplify by leading with the best recommendation
- Assumptions are dangerous
- Serving the customer in the right way
- Wow moments – make it memorable
- Make the customer the hero
- Consistency is key across departments



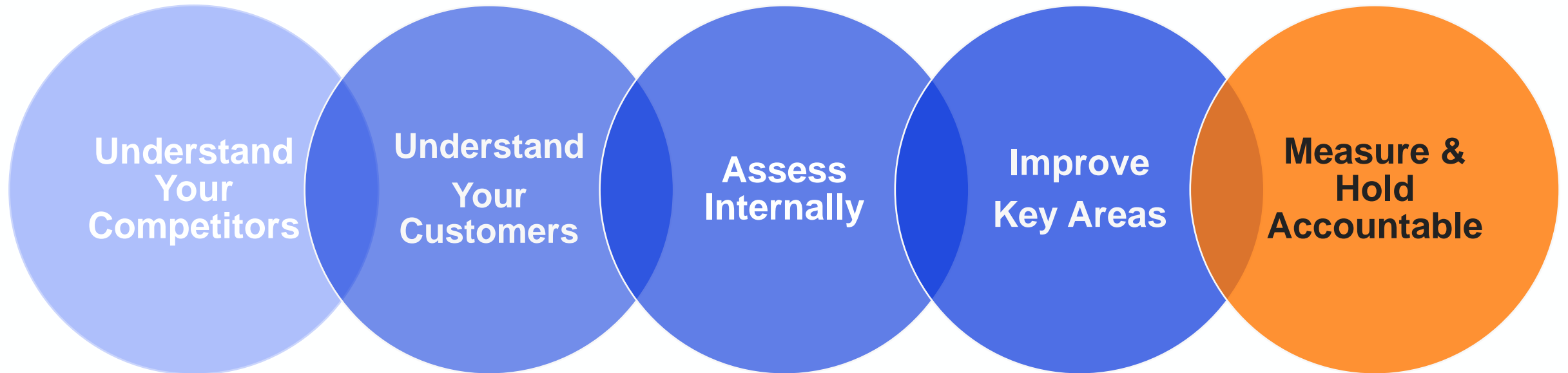
Improving the Buyer Journey Experience



Key Areas For Improvement

- Team alignment on strategy
- Online presence
- Customer engagement online
- Customer sentiment
- Offer strategy/positioning
- Brand and messaging
- Direct customer interactions
- Consistency and Accountability

Improving the Buyer Journey Experience



Measuring Improvement with KPIs

NETWORK

Network

- Optical Health
 - Reduction of Light Level Alarms and BIP Error Alarms
 - Time to Resolution
 - Battery Backup Health
- PON/Subscriber Outages
 - Reduction of Outages
 - Response Time to Alarm
 - Mean Time to Repair
- Bandwidth Utilization
 - Subscriber Testing
- Throughput/Latency
 - Network Planning



SERVICE & INSTALL

Service

- Average Install Time
- Time to Installation
- Average Handling Time
- Truck Rolls
- Time to Close Tickets
- Dispatch Rates
- First Call Resolution
- Call Volume
- Avg Wait Time/Dropped Calls

Experience

- Customer Effort Score (CES)
- Customer Satisfaction Score (CSAT)

Revenue Edge

- GigaSpire Deployments
- App Adoption on New Installs
- Managed Wi-Fi Take Rates
- Service Plan Take Rates
- SmartLife Take Rates



GO-TO-MARKET

Acquisition

- Subscriber Growth
- Penetration Rate/Market Share
- Cost of Customer Acquisition

Retention/Churn

- Subscriber Loyalty (NPS)
- Referral Rates
- Google Star Rating
- Upsell/Cross-Sell
- Blocked Threats
- Overall Average Churn %

ROI/Campaign Performance

- Customer Lifetime Value (CLV)
- Return on Marketing Investment
- Lead to Conversion Rate



IMPACT/PERFORMANCE

Team Alignment

- Training
- Enablement
- Mystery Shopping Score

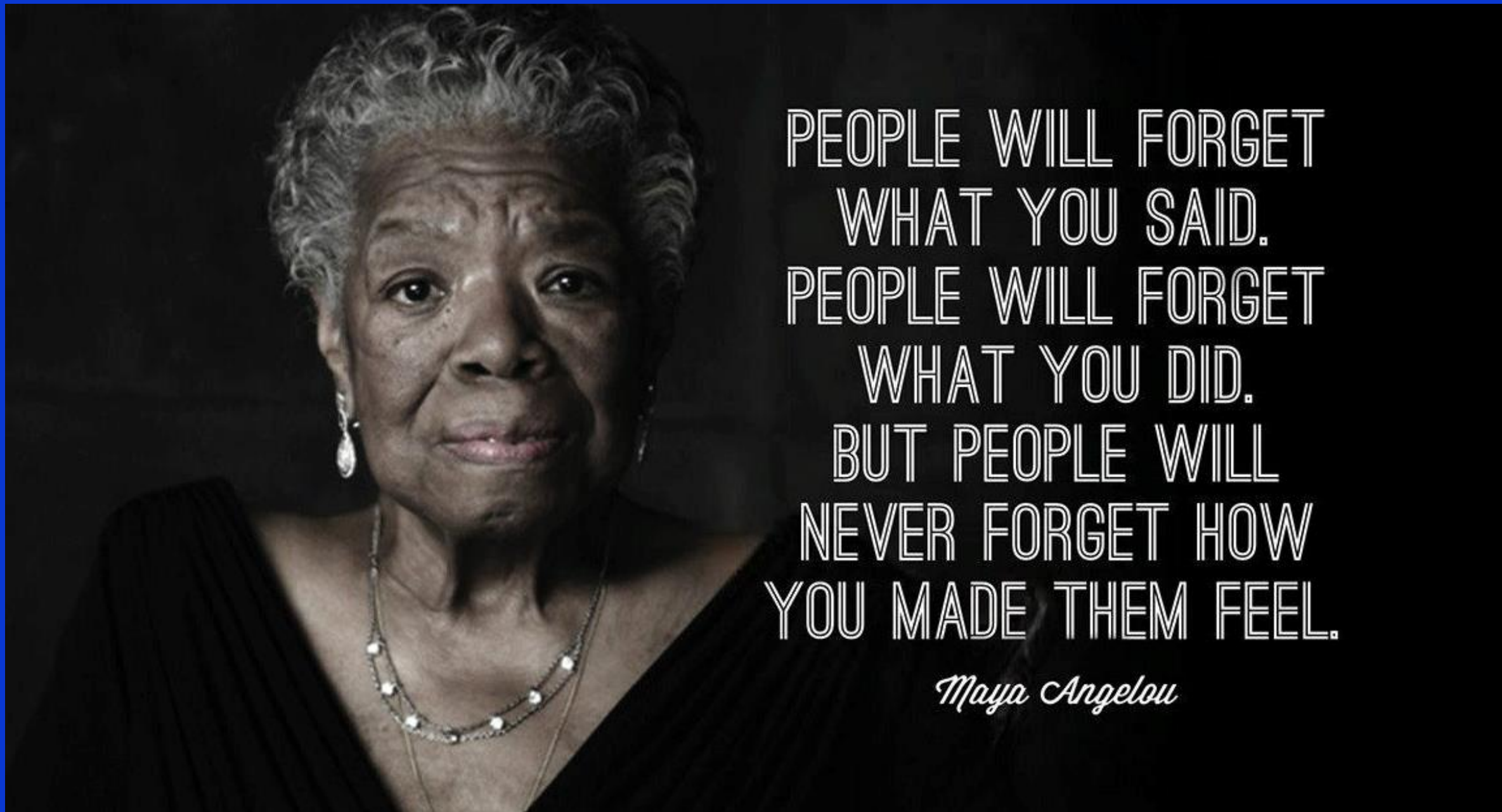
Financial

- ARPU
- Monthly Recurring Revenue (MRR)
- Broadband Sales Revenue
- Sales Growth YTD
- Overall Churn
- Partial Churn
- MRR Churn
- Net Profit Margin
- Gross Margin
- Operating Margin
- Cost per subscriber
 - OpEX
 - CapEX



Simplify. Excite. Grow.

**IF YOU WANT TO GAIN,
YOU MUST RETAIN.**



PEOPLE WILL FORGET
WHAT YOU SAID.
PEOPLE WILL FORGET
WHAT YOU DID.
BUT PEOPLE WILL
NEVER FORGET HOW
YOU MADE THEM FEEL.

Maya Angelou

Questions?



Caralee Nowak | Senior Success Account Manager

caralee.nowak@calix.com | [linkedin.com/calix](https://www.linkedin.com/company/calix) | [linkedin.com/caraleenowak](https://www.linkedin.com/in/caraleenowak)