



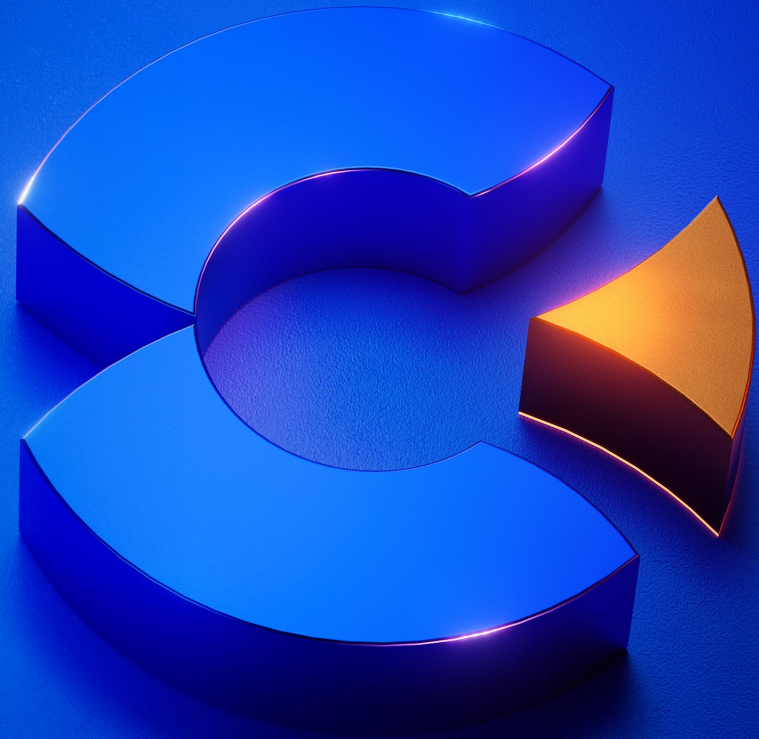
Winning in Broadband

The KPIs that Define Success

BAND Conference 2026

Caralee Nowak

Principal Success Manager



Top of Mind for Broadband Leaders

Priorities

- Protect and monetize the fiber advantage
- Win the in-home experience
- Leverage data and AI
- Strengthen community leadership
- Prepare for the next growth cycle

Challenges & Threats

- Workforce
- Cybersecurity
- Affordability
- Subscriber Expectations
- Major Competitive Threats
- Commoditization

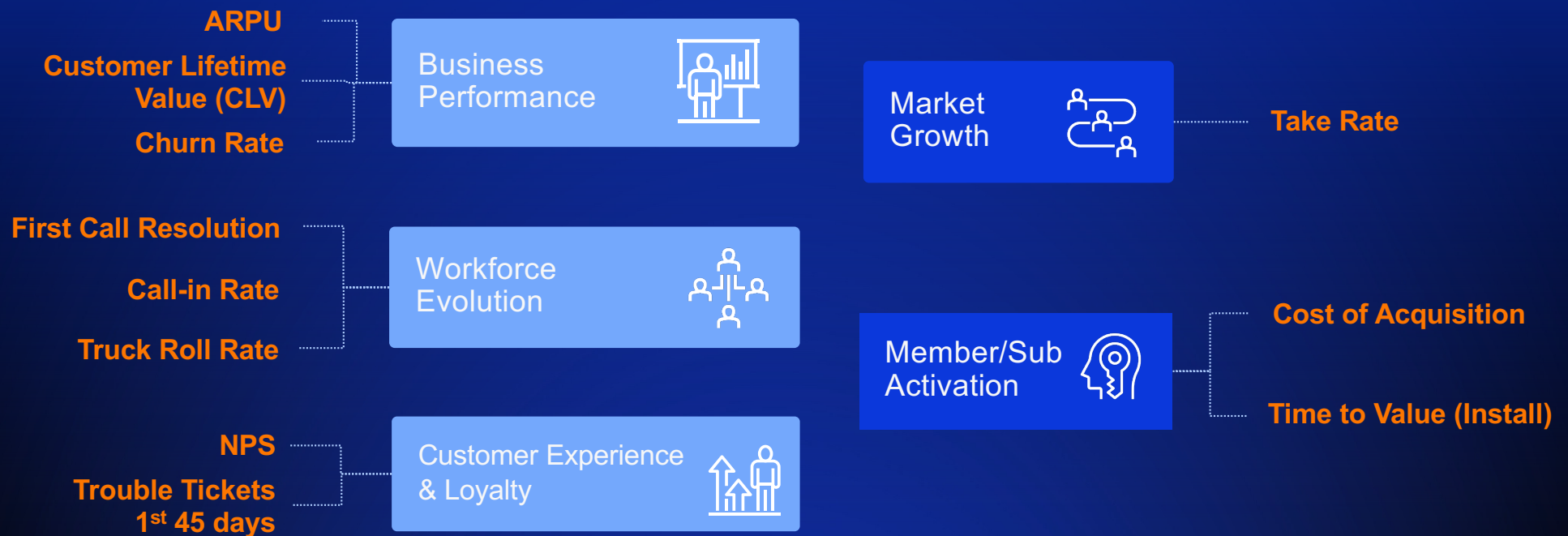
*The greatest threat isn't losing on infrastructure.
It's winning the infrastructure battle and losing the experience battle.*

Provider Evolutionary Journey



Key Performance Indicators become the scoreboard

11 KPIs to Measure ROI



Business Performance KPIs

ARPU

Are we maximizing the value of each member relationship?

- Revenue growth
- Service adoption
- Premier tier adoption
- Revenue diversification
 - Managed services
 - Network security
 - Outdoor Wi-Fi
 - Multi-segment – ex. Farms, Businesses, MDU, Community, etc.

Customer Lifetime Value (CLV)

How much long-term value does each member relationship create for your business?

- Long-term financial stability
- Relationship between ARPU and customer retention
- Customer acquisition payback period
- Customer satisfaction

Churn

Are we keeping the customers we've worked hard to earn?

- Competitive pressure/losses
- Customer loyalty
- Customer experience
- Service differentiation
- Long-term profitability

Pricing vs Customer Lifetime Value

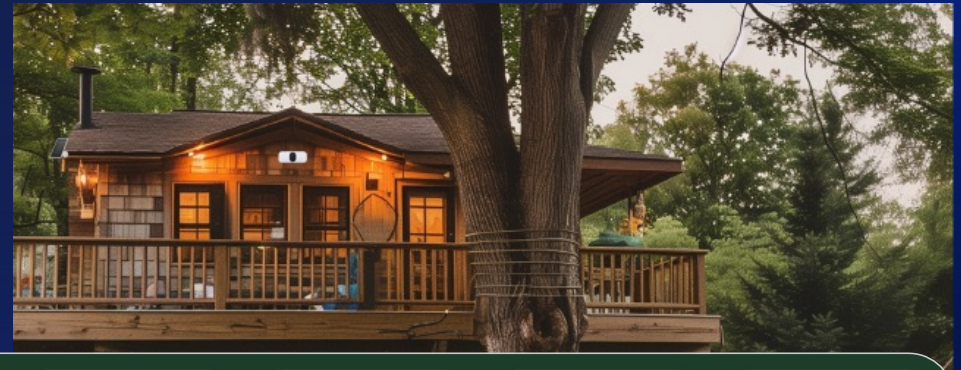


\$40/month promo acquisition.
Churns at 13 months = \$480 CLV

\$60 acquisition through referral or
community event.
Stays for 7 years = over \$5,000

Same product. Completely different acquisition motion.

Pricing & Positioning





**FAMILY
FORTRESS**

For families, big households, and anyone wanting peace of mind.

Protect Your Family



**WORK FROM
HOME
WARRIOR**

Productivity, up.
Distractions, down.

Boost Your
Productivity



**CONNECTED
COUNTRY**

Experience the freedom of a fully connected property.

Stay Always
Connected



**GAMER'S
GAMBIT**

Never lose because of your connection again.

Dominate Your
Game



**HEROIC
HOSTS**

Make hosting your vacation rental a breeze.

Host with the Most

Offer Strategy/Positioning

KENTEC COMMUNICATIONS (KCI)

Fiber Optic

Up To **1Gb**

✓ +RESIDENTIAL PRICING

✓ +BUSINESS PRICING

Yuma Fiber Optic

Up To **100Mb**

✓ +YUMA RESIDENTIAL PRICING

✓ +YUMA BUSINESS PRICING

KCI Fiber optics only available in certain areas.
Call (970)522-8107 for availability.

VS

Spectrum

INTERNET ADVANTAGE 100 Mbps Internet High-speed Internet at a budget-friendly price. For qualifying customers only.	INTERNET PREMIER 500 Mbps Internet Internet speeds that can handle it all.	Best value INTERNET GIG 1 Gig Internet Get the ultimate experience ideal for serious gamers, streamers and large homes.
\$30 /mo for 1 year	\$50 /mo for 1 year	\$70 /mo for 1 year
Shop now	Shop now	Shop now
• Spectrum Mobile® included for 1 year • Add Advanced WiFi for \$10/mo • No contracts	• Spectrum Mobile included for 1 year • Add Advanced WiFi for \$10/mo • No contracts	• Spectrum Mobile included for 1 year • Advanced WiFi included • No contracts



Simplify. Innovate. Grow.

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Offer Strategy/Positioning



Connection You Can Trust

[Residential](#) | [Business](#)

New Name – Same Dedication

We're not just changing our name—we're enhancing our entire service experience. From upgraded infrastructure to innovative solutions, we're here to ensure you stay connected like never before.

[Learn More](#)

Magnifi Wi-Fi App

Download the Magnifi Wi-Fi App to get access to parental controls, password protection, a guest network, and the ability to view your devices on your network.

[Learn More](#)

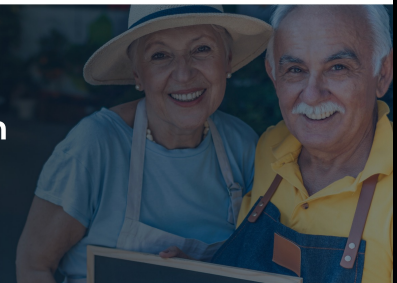


Menu

Pay My Bill

Check My Email

Exceptional service with a hometown touch.



Fiber Internet

All-Access 1 Gig

For the Trailblazer

You and technology go hand-in-hand. Gaming, working from home, and device optimization are what the All-Access Plan is made for.

Free Installation

\$99/mo

[See Details](#)

Connected Home 500/500 Mbps

For the Family

Parenting is hard as it is, and we know that keeping your kids safe online is a top priority.

Free Installation

\$70/mo

[See Details](#)

Essential 100/100 Mbps

For Minimalist

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

Free Installation

\$55/mo

[See Details](#)



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Offer Strategy/Positioning

Introducing the Connected Home Internet Plan

An online safety net for your family.

[Check Availability](#)

Introducing the Lag-Free All-Access Fiber Internet Plan

An online safety net for your family.

Even the slightest hint of lag or delay when your ranking is on the line. The All-Access Plan to give your responsive connectivity.

[Check Availability](#)

Introducing advanced technology and simple experience.

Essential Internet Plan

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

[Check Availability](#)

VS

Spectrum

INTERNET ADVANTAGE 100 Mbps Internet
High-speed Internet at a budget-friendly price. For qualifying customers only.

\$30/mo for 1 year

[Shop now](#)

- Spectrum Mobile® included for 1 year
- Add **Advanced WiFi** for \$10/mo
- No contracts

INTERNET PREMIER 500 Mbps Internet
Internet speeds that can handle it all.

\$50/mo for 1 year

[Shop now](#)

- Spectrum Mobile included for 1 year
- Add **Advanced WiFi** for \$10/mo
- No contracts

Best value

INTERNET GIG 1 Gig Internet
Get the ultimate experience ideal for serious gamers, streamers and large homes.

\$70/mo for 1 year

[Shop now](#)

- Spectrum Mobile included for 1 year
- **Advanced WiFi** included
- No contracts



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Offer Strategy/Positioning

The image displays three service plan cards side-by-side. Each card has a title, a description, a price, and a 'See Details' button. The 'All-Access' plan is for 1 Gig, 'Connected Home' is for 500/500 Mbps, and 'Essential' is for 100/100 Mbps. All plans include free installation.

Plan Name	Speed	Target Audience	Description	Price
All-Access	1 Gig	For the Trailblazer	You and technology go hand-in-hand. Gaming, working from home, and device optimization are what the All-Access Plan is made for.	\$99/mo
Connected Home	500/500 Mbps	For the Family	Parenting is hard as it is, and we know that keeping your kids safe online is a top priority.	\$70/mo
Essential	100/100 Mbps	For Minimalist	We think you deserve an experience that makes advanced technology accessible and simple, without breaking the bank.	\$55/mo

BEFORE

- 1Gig – 11.7%
- 100M – 88.3%
- ARPU: \$60.26

AFTER

- All Access – 27.7% (+16%)
- Connected Home – 23.4% (+23.4%)
- Essential – 47.3% (-41%)
- ARPU: **\$70.96 (+\$10.70)**



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Business Performance KPIs

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The Value of Retention

Cost to Acquire vs Cost to Retain

6-7x

Increasing
retention by

2% = 10%

Decreasing
costs by

Probability of a sale to an
existing customer

60-70%

Average worth of a loyal customer
compared to initial purchase

10x



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Source: <https://www.signalmind.com/>

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Market Growth & Member Activation KPIs

Take Rate

Are we maximizing the opportunity within the markets we serve?

- Market penetration
- Subscriber adoption
- Competitive position
- Fiber investment returns
- Growth potential

Cost of Acquisition

How efficiently are we acquiring new customers?

- Sales efficiency
- Marketing effectiveness
- Installation costs
- Promotional spending
- Customer acquisition profitability

Time to Value (Install)

How quickly are we delivering on the promise we make to customers?

- Service activation speed
- Customer onboarding
- Operational efficiency
- Early customer satisfaction
- Referral generation

Time to Install (Value)

SAME-DAY INTERNET

Fast internet, now delivered the *fastest*.

Powered by DoorDash.

Get the fastest 5G home internet, delivered the same day with free DoorDash delivery. **Find out if T-Mobile 5G Home Internet is available at your address.**

[Check availability](#)

Source: Fastest according to Ookla Speedtest Intelligence data, 2H 2025. All rights reserved. Available for most Internet-eligible customers, see if it's an option during checkout. [Get full terms](#)



From sign up to streaming—get internet in 4 easy steps.

1

Shop through the T-Life app or our website.

New to T-Mobile? Shop through our [website](#).

Already a T-Mobile member? Just sign in or download the T-Life app.

[Download the T-Life app](#) >

2

Choose from internet plans as low as \$35/mo.

Select a home internet plan that works best for you.

With AutoPay and a voice line. Plus, taxes & fees. [Get full terms](#)

3

Get your 5G Gateway delivered the same day.

Order and track your 5G Gateway in real-time at no additional cost.

Available for most Internet-eligible customers, see if it's an option during checkout. [Get full terms](#)

4

Simple 15-minute self-install.

Simply install your 5G Gateway and you're streaming, browsing, and more in no time.

No worries. No fees. No contracts.



NEWS

SpaceX Quietly Installs Starlink Vending Machine in Iowa

The self-serve vending machine has appeared on Google Maps and reportedly offers discounted Starlink dish hardware.

PC
MAG

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Tier 1: Self-Service is the Standard

5 of 5

Tier 1 providers offer self-install today

PROVIDER	SELF-INSTALL	SELF-UPGRADE	HOW THEY SELL IT TO SUBSCRIBERS
Verizon Fios	✓ Standard	✓ Standard	Install on your schedule, no technician visit — kit shipped or store pickup [verizon.com]
AT&T Fiber	⌚ Conditional	✓ Standard	Free self-install kit with app guidance — where fiber and ONT already in place [att.com]
Frontier Fiber	✓ Standard	✓ Standard	App-guided step-by-step setup with in-app speed test and 24/7 chat backup [frontier.com]
Spectrum	✓ Standard	⌚ Limited	Lower cost than pro install (\$30 vs. \$65), done in under an hour [highspeedinternet.com]
Cox	✓ Standard	⌚ Limited	“Easy Connect” saves ~\$100 where the network is already active [highspeedinternet.com]

 **Why it Matters:** Every Tier 1 pitch leads with the same promise — no appointment, app-guided, on the subscriber’s schedule.

Workforce Evolution KPIs

First Call Resolution

How effectively are we solving customer issues the first time?

- Customer satisfaction/loyalty
- Training effectiveness
- Leveraging AI & Support Tools
- Operational efficiency
- Support quality
- Workforce productivity

Call-In Rate

How much effort are customers expending to get help?

- Support demand
- Network quality
- Wi-Fi issues
- Product usability
- Self-service effectiveness

Truck Roll Rate

How efficiently are we supporting customers while controlling operational costs?

- Field service costs
- Remote resolution capabilities
- Technician productivity
- Repeat visits
- Service quality

Customer Experience & Loyalty KPIs

Trouble Ticket w/in 45 Days

Are we delivering a successful experience for new subscribers from day one?

- New customer experience
- Installation quality
- Wi-Fi performance
- Early service issues
- Retention risk

NPS

Would our customers recommend us to others?

- Customer loyalty
- Brand perception
- Community reputation
- Referral growth
- Competitive differentiation

Net Promoter Score (NPS)

How likely are you to recommend us to a friend, colleague, or family member?



Driving Performance Excellence

	Low Quartile	Mid Quartile	High Quartile
Residential ARPU	<\$68	\$68-\$78	>\$78
Churn (Monthly)	>1.8%	1.8-1.2%	1.2-.8%
Take Rate / Market Penetration	10-30%	30-50%	50-70%+
Cost of Acquisition	>\$500	\$500-\$300	\$300-\$200
Time to Value (Install)	>2 weeks	14-7 days	<48 hrs
First Call Resolution	<75%	75-85%	85-90%
Call-in Rate (Monthly)	>10%	10-5%	5-3%
% of Calls Escalated to Truck rolls	>18%	18%-12%	12-8%
NPS	<10	25-40	55+
Trouble Tickets w/in 45 Days	>25%	20-10%	<3-5%
Customer Lifetime Value	\$1,500-\$2,500	\$2,500-\$4,000	\$4,000-\$6,000

Key Takeaway

Every KPI answers a different board-level question, but together they form a single economic scoreboard

- Are we growing? (Acquisition Rate, Take Rate)
- Are we creating value? (ARPU)
- Are we retaining customers? (Churn, NPS)
- Are we delivering a great experience? (FCR, Trouble Tickets, Time to Value)
- Are we operating efficiently? (Call-In Rate, Truck Roll Rate, Cost of Acquisition)

When these KPIs move in the right direction, the business is winning.

When they don't, they tell us exactly where to focus.

Thank you

Caralee Nowak
caralee.nowak@calix.com