



Green Hills Drives New Revenue, Deepens Customer Relationships with Unparalleled Outdoor Wi-Fi Solution

The Challenge

Green Hills Communications needed an easy-to-install outdoor Wi-Fi solution to meet the lifestyle needs of its subscribers.

Green Hills Communications network spans 700 miles and 13 communities across Missouri. Much of their footprint is across rural areas where residential lots are measured in acres and can consist of outdoor areas and structures. This facilitated the need for an outdoor Wi-Fi solution that extends connectivity beyond the home. Green Hills' original outdoor solution was problematic for field technicians, often taking several hours to install with limited vendor support. Green Hills required an easy-to-install outdoor managed Wi-Fi solution for subscribers, meeting the demand for emerging Wi-Fi use cases and driving new revenue.

"We want to solve the problems that our customers have, and the u4hm is doing just that. If you want to watch the Super Bowl out in the garage, we now have a solution for you. We have a great product we can stand behind, which makes it easy to market."

**Chris Shoe, Plant Operations Manager,
Green Hills Communications**



COMPANY

Green Hills Communications

BUSINESS TYPE

Telephone Cooperative

LOCATION

Breckenridge, Missouri

SERVICES

Internet, Phone, TV, Business

WEBSITE

www.greenhills.net



The Solution

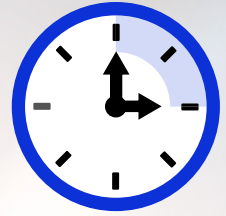
Green Hills expanded its use of the Calix Broadband Platform with the GigaSpire u4hm, a dual-band Wi-Fi 6 mesh satellite system in a weatherproofed form factor. It extends coverage to outdoor areas such as patios, pool areas, backyards, and farm buildings, making it ideal for large rural residences across Green Hills' footprint. The u4hm leverages the latest Wi-Fi 6 technology to deliver next-generation bandwidth and area coverage performance. It also features integrated power over ethernet (PoE), which enables placement in locations without local power supply for optimal outdoor flexibility. The u4hm, along with all Calix Unlimited Subscriber Wi-Fi systems, leverage customer support insights and tools within Calix Cloud to ensure seamless management of SmartHome managed services while delivering an unparalleled subscriber experience. The u4hm is also fully integrated into the Calix Broadband Platform, enabling fast and easy installation and activation. Green Hills can seamlessly support SmartLife™ managed services and outdoor Wi-Fi capabilities via Calix Service Cloud, performing tasks such as adding the system to the subscriber's account, configuring and personalizing services, as well as remote troubleshooting. In addition, the u4hm was compatible with Green Hills' branded version of the CommandIQ® app, allowing subscribers to self-manage and optimize systems on the network—plus ExperienceIQ®, ensuring a safe Wi-Fi experience for families with tools such as parental controls and time limits.

The Results

During the initial trials of the u4hm systems, Green Hills was able to add the outdoor Wi-Fi capabilities to their existing subscribers' services within 15 minutes, compared to several hours with the earlier solution. This was also the case during the early-stage rollout, deploying the u4hm to select subscribers. This rollout included subscribers needing to extend Wi-Fi to external buildings and connectivity for farming machinery, security cameras, GPS devices, and weather sensors. Demand for the u4hm is expected to increase during the spring and summer seasons. The system also suits rural subscribers in large properties with detached garages and other outside buildings. In many of these locations, cell coverage is poor (or non-existent), and the u4hm enables Wi-Fi voice calling in outdoor areas. Green Hills charges a one-time fee for the u4hm, including installation, plus a recurring monthly fee of \$15 with no contract. This premium offering has created a promising new revenue stream for Green Hills while deepening customer relationships. The additional monthly income boosts ARPU and profitability. Green Hills initially soft-launched the system, promoting it only via customer support channels. They plan to expand availability with targeted campaigns using Calix Engagement Cloud.

Visit our website to learn more about the GigaSpire u4hm [Calix Outdoor Wi-Fi solution.](#)

Results



**15-minute
installation**

Compared to hours with
the previous solution

\$15

New monthly recurring
revenue per subscriber



New use cases

Meeting demand for
rural communities