

# Highline Successfully Maintains Profitability and Subscriber Satisfaction While Expanding Into New Markets With the Calix Broadband Platform



## The Challenge

Highline is a pioneering fiber provider with a mission to bring high-speed internet to underserved homes and businesses. Highline rapidly extended their state-of-the-art fiber-to-the-premises (FTTx) network into new markets across rural America, organically and through recent acquisitions. This ambitious growth strategy brought several challenges:

- Scaling the business without significantly increasing operating expenses (OPEX), such as additional headcount.
- Ensuring that existing expertise and processes were easily replicated in new markets.
- Most critically, maintaining their commitment to delivering excellent customer service and a superior subscriber experience throughout this rapid expansion.

At the same time, Highline needed to ensure that their network and service operations remained efficient, cost-effective, and capable of supporting a growing subscriber base.



### COMPANY

Highline Internet

### COMPANY TYPE

Fiber Internet

### WEBSITE

[highlinefast.com](https://highlinefast.com)

### LOCATION

Michigan, Colorado, Kansas, Nebraska, Texas, Georgia

### SERVICES

Residential and business

### SUBSCRIBERS

25,000

### YEAR FOUNDED

2021



### The Solution

Highline is a long-standing Calix customer and has built their foundation for success on three key pillars within the [Calix Broadband Platform](#):

- [Calix GigaSpire](#)® systems deployed in subscribers' homes and businesses.
- [Calix Cloud](#)® for advanced network management and customer support.
- Value-added managed services from the [Calix SmartLife](#)™ portfolio.

Leveraging the power of the platform, Highline implemented an end-to-end managed network and subscriber experience that could be easily replicated across new markets without adding staff. The platform also enabled Highline to automate many essential functions—including speed and latency testing needed for compliance reporting—reducing strains on internal teams.

GigaSpire systems are fully integrated with [Calix Service Cloud](#), providing complete visibility into everything happening within the subscriber's network. For example, if a subscriber experiences slow speeds, the support team can instantly access real-time diagnostics—including viewing connected devices and analyzing bandwidth usage—to quickly identify the root cause and enable fast resolution remotely.

Highline leverages several SmartLife managed services to deliver new subscriber experiences. This includes a branded version of the [CommandIQ](#)® mobile app, which empowers subscribers to self-manage their network by setting passwords, running speed tests, and monitoring connected devices. Highline also offers [ProtectIQ](#)® for advanced network security and [ExperienceIQ](#)® for enhanced Wi-Fi parental controls at no extra charge.

*"We care deeply about reaching the unserved and underserved with fast and reliable internet. Our customers desire to have an always on connection and the tools on-hand to validate speed, secure their information, and control a personalized Wi-Fi experience. Our demand goes beyond the NID into the customer's home environment and application experience. Calix and the cloud services platform are a great enabler for us to serve our customers as they desire to be served."*

**Matt Hayes,**  
**Chief Technology**  
**Officer, Highline**





## Case Study

### The Results

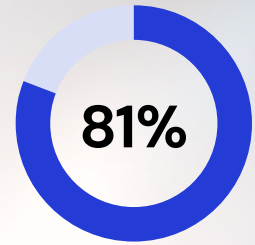
By leveraging the Calix Broadband Platform, Highline has successfully expanded into new markets while maintaining profitability and managing OPEX. Automating network functions has also enabled Highline to efficiently scale without increasing headcount. This approach also resulted in improved customer satisfaction (CSAT) scores and reduced service calls and truck rolls.

With an adoption rate of 81 percent for the HighlineFast App, built on the CommandIQ mobile app, this subscriber self-service app has become an essential tool for self-installation and troubleshooting. Highline's field technicians play a key role in promoting the use of the app and educating subscribers on its features. Customer surveys indicate that the app has empowered users, fostering trust and loyalty—and as a result, Highline has maintained a customer satisfaction rating above 90 percent.

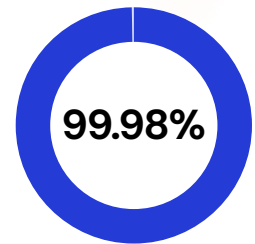
Extracting and acting on network data has allowed Highline to optimize performance and proactively address issues before they affect subscribers, significantly improving service availability. In February 2025, Highline recorded their best-ever month of service availability, achieving 99.98 percent availability. This proactive approach to network health has also reduced costly truck rolls—requiring only 263 truck rolls over more than 25,000 subscribers, one of their lowest totals ever.

Highline now targets new subscriber segments with tailored managed services that can be deployed seamlessly from the broadband platform without reconfiguring processes and systems. In 2024, they launched SmartBiz™ to serve small businesses and are now preparing to introduce SmartTown™ for secure community Wi-Fi.

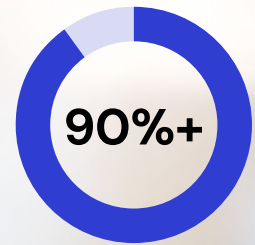
**Learn more about taking a proactive approach to support and operations. Download our eBook, ["Want To Drive Profitability in Your Residential and Business Broadband? Try a Platform Approach: 6 Steps To Build an Integrated Broadband Service and Support Foundation."](#)**



HighlineFast App adoption rate



Service availability (best-ever month)



Customer Satisfaction Rating (CSAT)

