How Home Telecom Improved Retention Marketing Campaign ROI by 150%

The Challenge

Home Telecom (Home) is the largest local broadband service provider in South Carolina, serving over 49,000 internet customers in the Charleston area.

For over 120 years, Home has proudly positioned their company as *the* local telecom provider delivering continuous innovation since the original modern telephone. In 2014, Home developed South Carolina's first gigabit community and brought high-speed, managed Wi-Fi to homes and businesses. In 2024, Home launched SmartTown™, taking their community Wi-Fi to the next level for both customers and visitors to the area. These services have made an incredible difference in the lives of residents and business owners.

Home faced growing competition in service areas where subscribers were demanding reliable work-from-home solutions. Recognizing the need for deeper insights into this valuable group of at-risk subscribers, Home leveraged predictive analytics to proactively identify potential issues and deliver targeted solutions to meet subscriber demands and enhance the customer experience.

After analyzing Calix Engagement Cloud data, Home discovered targeted subscribers' daily bandwidth needs exceeded their current broadband subscription limits, hurting productivity and satisfaction.

HOME TELECOM

COMPANY
Home Telecom

BUSINESS TYPE
Regional Full-Service Communications Provider

LOCATION
Monck's Corner, SC (Charleston Area)

SERVICES
Voice, internet, video, security, and home automation services to residents and businesses

SUBSCRIBERS
49,000

WEBSITE
homesc.com

The Solution

To address the challenge, Home launched a tailored upgrade campaign for the work-from-home segment in a competitive fiber market, combining the intelligence of Engagement Cloud with the timeliness of GOCare's outbound campaign tool, GOCare Reach. By communicating directly through text messaging, customers quickly and easily responded to upgrade their service.

Home leveraged Engagement Cloud to use predictive data analytics to better understand subscriber needs, proactively identify and address the churn risk of subscribers approaching or exceeding service tier limits, and deliver targeted retention and upsell offers at the right time.

Using Engagement Cloud's advanced segmentation, Home identified customers who could benefit from an upgraded service tier. Key filters included:

- Identifying work-from-home customers in fiber-connected areas

- Narrowing the targeting to specific competitive regions

- Filtering customers by current internet speeds to: (1) Target those approaching service tier limits and (2) Identify those who could easily upgrade to the next speed tier at a minimum cost increase

Home easily uploaded the target list from Engagement Cloud into the GOCare Digital Experience platform and executed an SMS campaign within minutes. The automation in GOCare Reach allowed Home to:

- Create personalized SMS templates for the campaign

- Schedule messages during optimal times to maximize response rates

- Set up tagging and automation for tracking response rates and campaign success

- Utilize automation to recognize campaign responses to direct upgrade requests to the provisioning and order fulfillment team and facilitate a rapid service delivery

- Gain insights into response times, campaign reach, and effectiveness

- Create a personalized digital experience that enabled faster, more efficient communication, with most responses within minutes

"GOCare Reach and Calix Engagement Cloud perfectly complement each other for high-impact marketing campaigns. The ability to pinpoint customer needs and deliver personalized communications drives unparalleled efficiencies and results. Campaigns that used to take days now deliver responses in minutes. The improvements in ARPU and retention speak for themselves. This partnership has taken our marketing to the next level."

**Gina Shuler,**
VP of Marketing,
Home Telecom

The Results

Enabled by insights from Engagement Cloud and GOCare's Digital Experience Platform, Home executed a targeted upgrade campaign that resulted in a 90 percent improvement in response times and a response rate that was three times higher than those of legacy channels. Customer engagement was fast, highlighting the effectiveness of the SMS channel: 75 percent of customer responses were received within two hours, and 95 percent within 24 hours. The campaign achieved a remarkable 150 percent return on investment.

Overall, the entire campaign from concept to sale and revenue production took less than a day—without any of the traditional costs associated with legacy marketing efforts. Home maximized the return on their investments by utilizing the strengths of Engagement Cloud with Reach.

By leveraging data-driven tools and customer-focused strategies, Home Telecom quickly and efficiently launched a targeted retention marketing campaign that enhanced customer retention, expanded service adoption for a plan upgrade, and increased customer monthly recurring revenue (MRR).

Take your customer engagement to the next level by integrating Calix Engagement Cloud and GOCare. Schedule a free consultation today.

95%
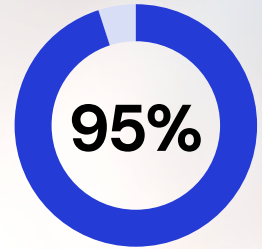
Campaign Response
Within 24 Hours

3X

Higher Response Rate

150%

Campaign ROI