



Navigating the Competitive Landscape

Differentiated Strategies
for Cable Operators
To Win Subscribers
in Crowded Markets



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A Brave New World for Cable Operators

Cable operators are swimming against a massive current—within a market of increasing competition including three main players:

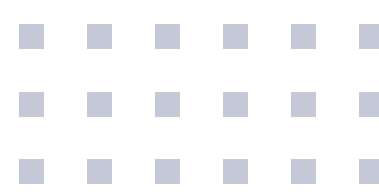
- 1 Legacy incumbents
- 2 Fiber broadband service provider (BSP) overbuilders
- 3 Wireless internet service providers (WISPs)

Increasingly, more and more operators are owned by private equity firms and need to drive more differentiation strategies to deliver positive ROI. This private funding continues to influence the cable segment, putting pressure on operators to deliver something unique to win over subscribers. A playbook for cable growth needs to move beyond just maintaining a high-speed connection to implementing digital transformation strategies, delivering compelling business services, and offering more smart home managed services.

Speed alone will not set them apart from their competitors. To retain subscribers and improve average revenue per user (ARPU), operators are offering bundled services in the form of television, voice, internet, and sometimes even mobile wireless. But that's no longer enough.

Now facing a dynamic competitive landscape, operators must once again find ways to differentiate themselves to grow their business—and it must be increasingly unique.





How Cable Operators Can Stand Out in the Crowd

Given increasingly competitive markets, cable operators must find ways to create compelling and differentiated subscriber experiences. These are crucial to retaining existing customers and attracting new ones—and for fostering brand loyalty that will propel business growth.

There are four main ways cable providers can differentiate themselves and win in competitive markets:

- ❶ Offer managed services that elevate the residential subscriber experience.
- ❷ Expand beyond residential to include new segments like small business, MDUs (mixed residential and commercial), and community Wi-Fi.
- ❸ Adopt a digital-first mindset for business operations.
- ❹ Leverage data analytics to make more informed decisions across your entire cable business.



Subscriber-First Strategies for the Win

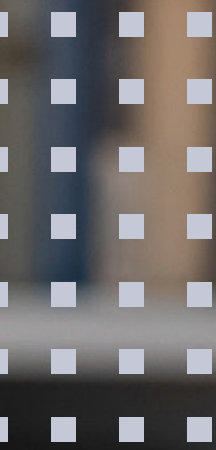
A speeds-and-feeds approach only sets up cable providers for a race to the bottom and does nothing to foster loyalty and growth. Instead, strategies that focus on creating and nurturing exceptional subscriber experience can help cable operators of all sizes differentiate and win in their markets.

Cable operators are investing in end-to-end broadband platforms to transform into broadband managed service providers. They are leveraging value-added managed services, gaining full visibility into the subscriber experience, and transforming their customer support and marketing functions to accelerate growth and drive exceptional Net Promoter ScoresSM (NPS[®]).

By embracing a subscriber-first approach, you can gain—and maintain—an edge on your competitors. Delivering exceptional services and support will help your business retain and attract subscribers. This eBook explores strategies that will set you on the path to success.

Give Residential Subscribers What They Want and Need With Managed Services

Cable operators can give their subscribers an exceptional home experience with managed services. It starts with fully managed, whole-home Wi-Fi and includes services for everything from home network security to device protection plans. Self-service capabilities, such as resetting Wi-Fi passwords, creating guest networks, and setting parental controls, give subscribers complete control over their connected home experience.



Top Managed Services for Cable Operators



Mobile apps

As the mobile command center for subscribers’ home network experience, mobile apps enable them to easily monitor and manage their services from anywhere. Subscribers have the self-service capabilities they need to manage basic support tasks in the palm of their hand. And operators have a new channel to communicate directly with subscribers.



Fully managed connected cameras

Connected cameras keep a close eye on your subscribers’ homes, both inside and outside of the home. You can integrate them with cloud-based platforms to provide ideal subscriber experiences, increase ARPU, and drive loyalty.



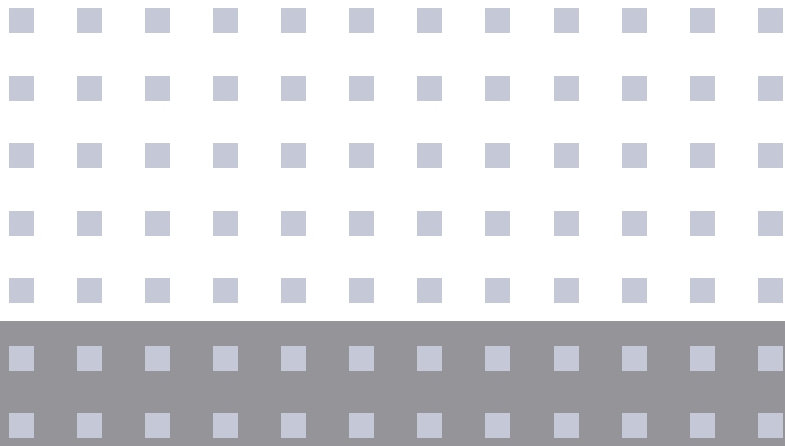
Social media and content monitoring

Help keep kids safe by sending alerts about potential issues. This monitoring can scan texts, emails, and 30+ popular apps and social media platforms for issues like bullying, online predators, suicidal ideation, and sexual content. It can also set screen time limits, block certain websites, and track location.



Home network security

Keep malicious websites, viruses, and intrusions from subscribers’ homes with network-level security applications that leverage large cloud databases of known virus and ransomware threats.



Case in Point: Conxxus

Illinois-based cable company Conxxus is making the transition to fiber broadband provider and operates one of the most advanced networks in the state. The BSP drove adoption of a branded mobile app to 75 percent, underscoring subscriber interest in self-serve capabilities. The combination of a mobile app and cloud-based platform helped Conxxus reduce the number of inbound support calls by 88 percent, and fully eliminate repeat trouble calls.

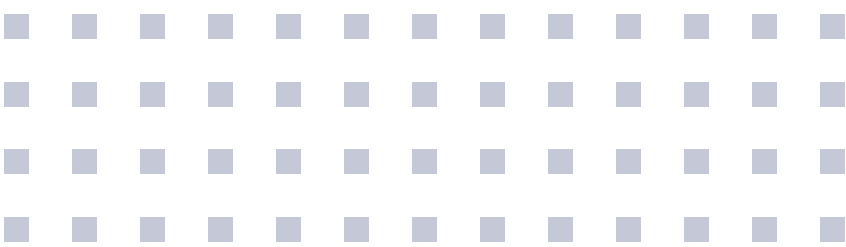


Expand Into New Segments

Now that you’ve explored offering residential managed services and fully managed Wi-Fi as a key differentiator, it’s time to consider new market segments.

Expanding beyond the residential market can be a great way to unlock new revenue and increase your subscriber base. After investing in your network to capture residential broadband subscribers, why not generate a higher return on your investment by tapping into other market segments?

Small business, MDU, and community Wi-Fi are areas where you can differentiate your business and your service offerings to grow your value. These subscribers will also require higher speeds, more hardware, and community Wi-Fi, contributing to higher ARPU. You can leverage your existing network to serve multiple subscriber segments in all kinds of facilities, including:



Small business

More than 30 million small businesses are the commercial lifeblood of small and rural communities across the U.S. From point-of-sale systems, billing, payroll, and inventory to separate SSIDs for customer Wi-Fi—just about every aspect of a modern business requires high-speed internet.



MDUs (mixed residential and commercial)

Over a billion people live in apartments, condos, and other high-density MDUs. There is also a growing segment of MDUs that offer mixed residential dwelling and commercial spaces. Residents need Wi-Fi for remote work, streaming, and gaming, while businesses also need high-speed internet to operate successfully.



Community Wi-Fi

The availability of Wi-Fi is a key driver of the global economy. According to the [Wi-Fi Alliance](#), the global Wi-Fi market was valued at \$3.3 trillion in 2021—and is forecast to be worth \$4.9 trillion by 2025. The economic impact of community Wi-Fi includes productivity gains, expanded work opportunities, and—in the case of free Wi-Fi—the ability to connect people to the internet who were previously underserved.

Benefits of Small Business Broadband



Network access control

Segment traffic and apply security policies to effectively create dedicated networks for different personas, including the business owner, staff, customers or guests, and business systems such as point-of-sale (PoS) terminals.



Simplified staff management

Quickly and easily onboard new employees onto the staff network, as well as remove them when their employment has ended. Gather insights into employee productivity to continuously improve operational efficiency.



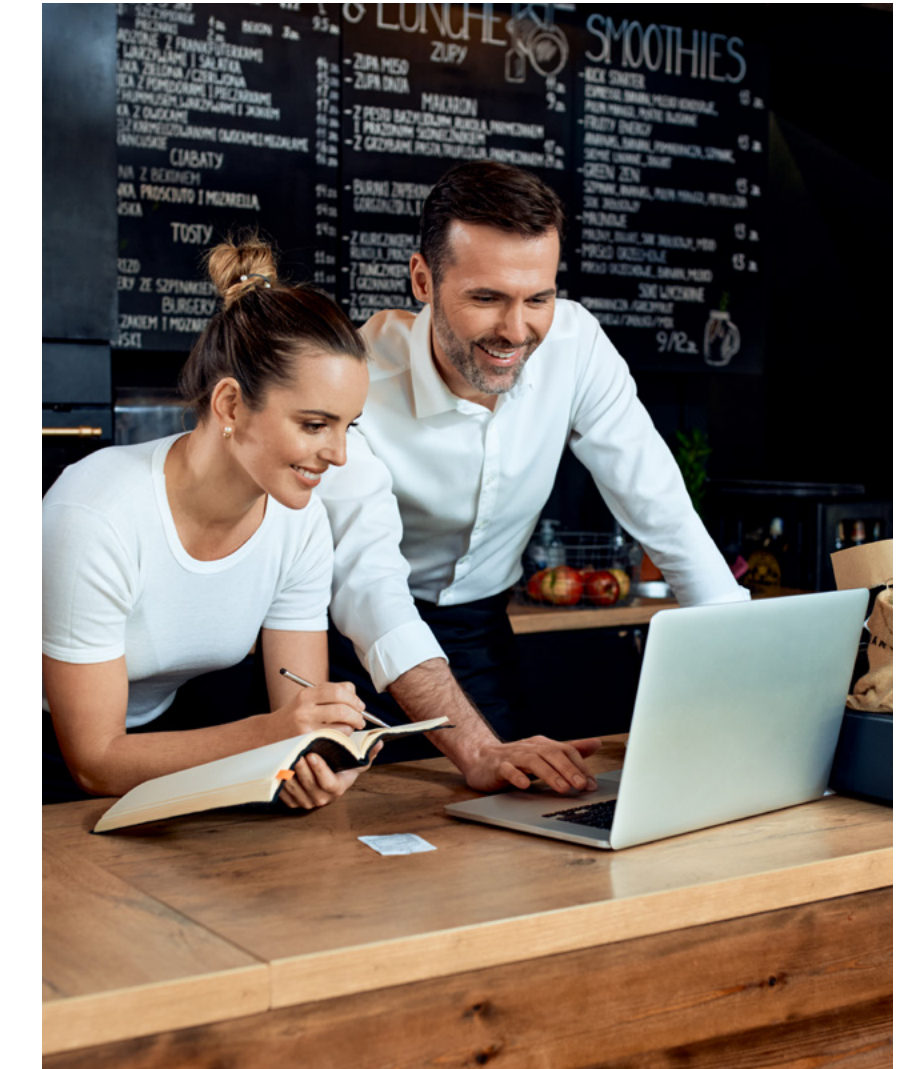
Enhanced customer experiences

Consumers expect Wi-Fi connectivity at the businesses they frequent, whether they're at the coffee shop, hair salon, or car dealership. Support businesses and your community by offering safe, secure Wi-Fi that creates a great experience for both.



Robust network-based security

Small businesses are targets for cyberattacks. Offer peace of mind with solutions that have network security measures built right in.



Network resilience

For small businesses, network outages can be catastrophic. Businesses need to operate even if their fiber connectivity is interrupted. Critical capabilities like WAN failover ensure that small businesses stay up and running—and productive—no matter what.

Benefits of Broadband for MDUs



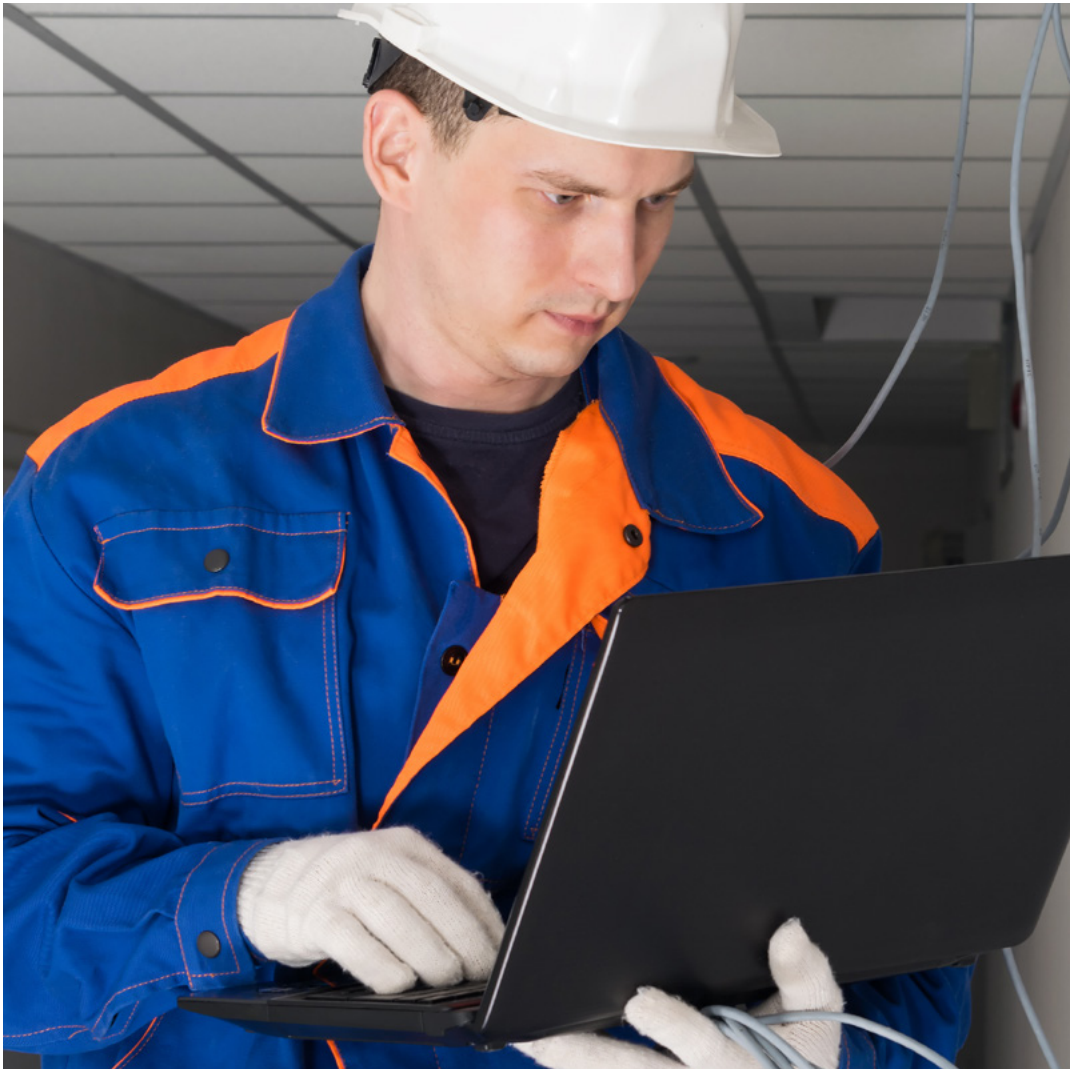
Management systems integration
Drive operational efficiencies for the property manager and service provider with cloud-based systems integration.



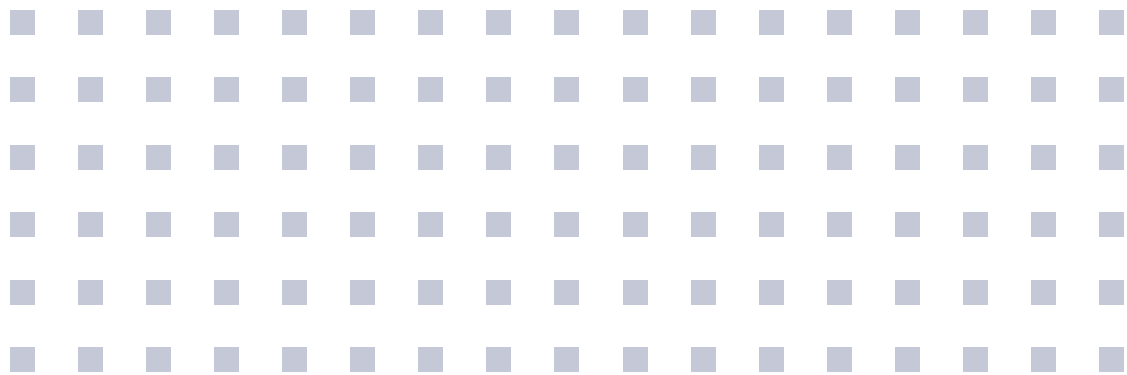
Community-wide managed Wi-Fi
Delight tenants with a personalized in-unit and property-wide Wi-Fi lifestyle experience.



Tenant broadband services automation
Eliminate truck rolls for routine operations with automated instant-on tenant services and upgrades.



Security and IoT networks
Meet the concurrent tenant and building infrastructure needs with a shared Wi-Fi infrastructure.



Community Wi-Fi



Venues

These can include sports arenas, convention centers, amphitheaters, and more. Attendees may want to share their experience on social media, or they may require connectivity to deliver a presentation at an industry conference.



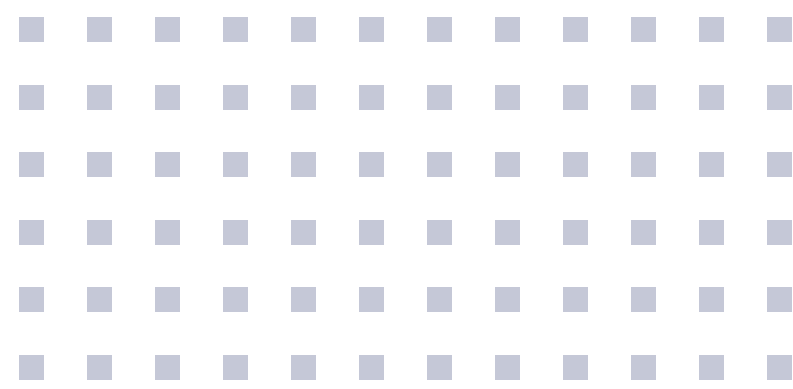
Campuses

In today’s learning environment, connectivity on college campuses is an absolute must. Fast and reliable connectivity is key to attracting top students and faculty and remaining competitive.



Entire towns and rural communities—including farms

U.S. Census Bureau data from 2020 and 2021 shows a significant migration of more than one million people from urban centers to less populated parts of the country. Help municipalities, neighborhoods, and farms get connected. Deliver community Wi-Fi as a ubiquitous, secure, and managed experience that opens doors to new markets and relationships with the public sector.



Benefits of Community Wi-Fi

- **Greater community engagement.** Community Wi-Fi networks can help bring neighborhoods together online and strengthen community cohesion.
- **Improved digital infrastructure.** Outside Wi-Fi can create rich multimedia experiences for outdoor events, bringing additional tourism and economic activity to rural areas.
- **Rising property values.** Availability of high-speed broadband increases property values and attracts new residents to the area, often from more urban areas.
- **Offloading capabilities.** Users can use community Wi-Fi to complement cellular networks, potentially being able to get online faster and without incurring data charges.
- **Delivering smart infrastructure.** Community Wi-Fi can be used to deliver smart city infrastructure such as smart parking and security cameras.
- **Supporting emergency services.** Providing critical connectivity to support first responders and disaster relief services, for example when traditional connectivity infrastructure has failed.
- **Connecting municipal services.** Community Wi-Fi can remotely connect students to schools, patients to healthcare, and users to public services such as libraries and e-government.
- **(Future) Roaming/MVNO.** Connect with other networks nearby and beyond in the future through roaming alliances and reduce MVNO usage with high-capacity Wi-Fi offload.

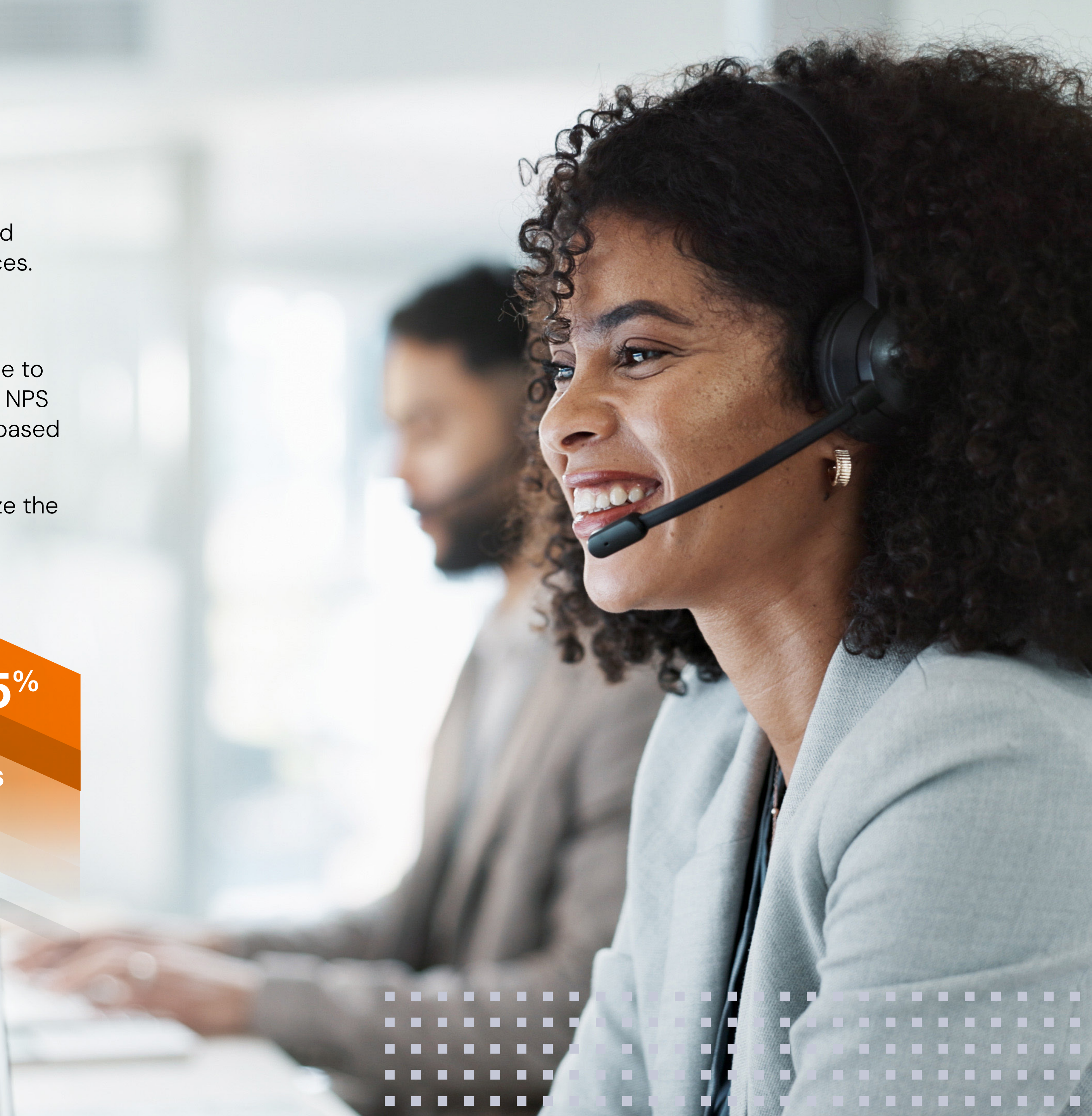


Adopt a Digital-First Mindset

Adopting a digital-first mindset means prioritizing digital technologies and strategies to enhance the delivery and management of broadband services. Everything from back-office functions to customer support, sales, and installations can benefit from a digital approach.

For example, most cable subscribers do not have the time or the patience to wait around for service calls, which in turn negatively influences operator NPS ratings. Cable operators that integrate digital technology such as cloud-based platforms can reduce annoying service calls and truck rolls immediately.

Cable operators that transform their core operations can expect to realize the following benefits:



Use Data Analytics To Make Smarter Decisions

A digital-first mindset can transform your operations, but extending it into data analytics can elevate your entire business as a cable operator. Becoming data-driven falls naturally after pivoting to digital technologies. Beyond simply using the tools, you want them to teach you how to evolve—and big data is how this transformation can occur.

How can you easily implement a data-driven approach to accelerate subscriber acquisition in existing service areas, deliver services that subscribers want and need, and prioritize service area expansions?

Businesses that tap into big data from cloud-based platforms can better understand what their customers really want. For example, data can help identify gamers, who use a lot of bandwidth and would welcome a higher-speed package. Likewise, subscribers who call in often to reset their passwords might benefit from a mobile app. And demographic information can pinpoint the potential homeowners and parents within your base that would appreciate physical and online security services.

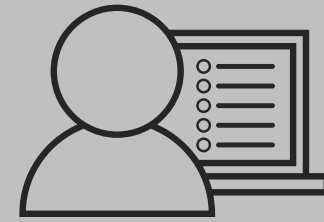
These data insights are just as helpful for operators that are resource-constrained, but want to market like their bigger, more sophisticated competitors.



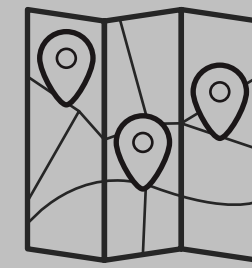
Benefits of a Data-Driven Approach



ACCELERATE
subscriber
acquisition



ENHANCE
targeting of
personalized
services



PRIORITIZE
service area
expansion to
maximize ROI



Going All-In on Cloud-Based Platforms

Cloud-based platforms give cable operators immediate access to the data and analytics that empower them to anticipate subscribers' needs, quickly resolve problems, and improve satisfaction. This technology aggregates subscriber insights, network intelligence, and platform performance to give support teams a 360-degree view of the subscriber experience.

- End-to-end visibility enables support teams to identify and act on issues proactively, track call outcomes, and gain a better understanding of the overall subscriber experience. These insights help reduce inbound support calls, cut unnecessary truck rolls, increase first call resolution, and boost subscriber satisfaction and loyalty
- Marketing teams can build personalized campaigns, capture performance metrics to make data-driven decisions, and boost conversion rates by targeting the right customers. These insights help increase revenue and drive new market growth. Cloud-based platforms can also work with, complement, and enhance existing data-driven cloud analytics solutions operators already have in place.
- Operations teams can rapidly provision new services, monitors network health, automates real-time notifications about outages, offers predictive analytics, and delivers visual geo-mappings of network outages. These insights help reduce the cost and complexity of network operations.

Leap Ahead of the Competition With Successful Go-To-Market Strategies

The key to winning new markets is by delivering exceptional subscriber experiences. Cable operators that create compelling and differentiated experiences will retain existing subscribers, attract new ones, and foster brand loyalty.

There are four main ways for cable operators to win in competitive markets.

First, offer managed services that elevate the subscriber experience, such as mobile apps, home network security, fully managed connected cameras, and social media and content monitoring. This gives subscribers the tools they need to enhance, operate, and secure their connected lifestyles and truly enhance quality of life.

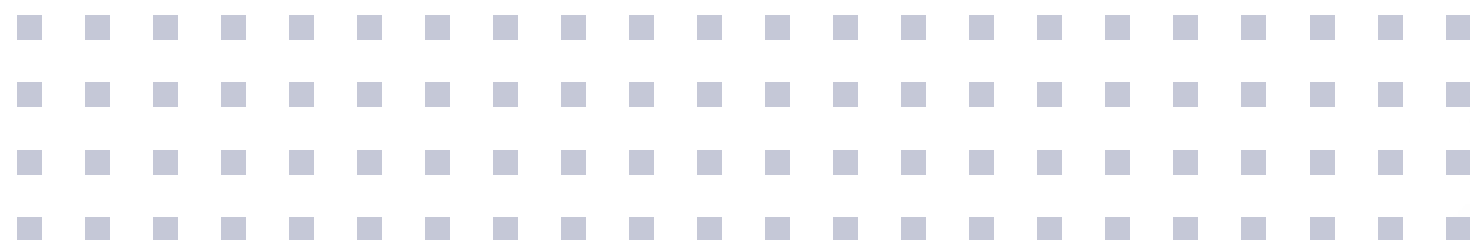
Next, consider expanding beyond the residential market to small business, MDU, and community Wi-Fi segments. This market expansion can be a great way to unlock new revenue and increase your subscriber base.

Additionally, pivot your operations to a digital-first mindset and embrace cloud-based technologies that help you improve efficiencies and keep costs low.

Finally, leverage data analytics from your cloud-based technologies to accelerate subscriber acquisition in existing service areas, deliver managed services, and prioritize where you'd like to expand your service area.

A diversified go-to-market strategy built on delivering broadband managed services to residential, business, and community-focused market segments via a data-driven, cloud-based approach enables operators to 1) easily launch new and exciting subscriber experiences, and 2) offer differentiated services that set you apart from the competition.

Schedule a free consult with Calix experts to learn more about how cable operators and MSOs can set themselves apart from the competition and win subscribers in the broadband industry.





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