

Stupp Fiber Assures the Broadband Experience, Delivers Service Excellence with the Calix Broadband Platform



The Challenge

To cost effectively deliver rock-solid network performance while providing exceptional broadband experiences, Stupp Fiber required integrated tools that could leverage insights across subscribers, services, and systems to deliver service excellence with ease and efficiency.

Stupp Fiber launched in 2023 to address a gap in the market and give Kentucky communities equal access to high-speed fiber internet. As a result, Bowling Green was the first city in Kentucky to benefit from a 6-Gigabit offering. Stupp Fiber offers a range of plans, including three multi-gig packages.

But speed alone is not enough. As a new provider, subscriber satisfaction is paramount—and Stupp Fiber needed a network solution with unrivaled reliability. They also needed to find ways to differentiate in the market and compete with large national players by focusing on value-added services and delivering the ultimate subscriber experience.

The Solution

To deliver unparalleled subscriber experiences, Stupp Fiber launched their broadband business on the Calix Broadband Platform. Their solution includes a simplified network foundation with Intelligent Access, a portfolio of systems for every use case with Unlimited Subscriber, and Calix Cloud® to provide data, insights, and automation for their marketing, support, and operations teams.

Stupp Fiber is differentiating with SmartHome™ managed services. Every subscriber gets premium managed Wi-Fi featuring GigaSpire® systems, ProtectIQ® home network security, and advanced home network controls with ExperienceIQ®.

Subscribers can manage their internet experience with Stupp's version of CommandIQ®, like resetting a password or SSID, running speed tests, parental controls, or basic troubleshooting. This self-service option increases customer satisfaction and mitigates support calls.



COMPANY
Stupp Fiber

YEAR FOUNDED
2023

COMPANY TYPE
Fiber Provider

WEBSITE
www.stuppfiber.com

LOCATION
Bowling Green, Kentucky

SERVICES
Residential





Case Study

Components of Calix Cloud®—Calix Operations Cloud and Calix Service Cloud—enable Stupp Fiber to manage services and networks with less complexity at lower cost. Service Cloud provides a 360-degree view of the home network, from the WAN to the residential gateway, Wi-Fi, managed services, all connected devices, and even apps. Plus, Service Cloud's on-demand multi-gigabit speed and latency testing capabilities enable Stupp Fiber to validate the subscriber experience and troubleshoot issues easily. With deep insights, predictive analytics, and automation technologies, Operations Cloud simplifies how Stupp Fiber runs their network.

The Results

Stupp Fiber leverages the Calix Broadband Platform to assure the broadband experience and deliver service that exceeds subscriber expectations. With the GigaSpire u6 family of systems, they can meet varying subscriber needs with packages ranging from 350 Mbps to 6 Gbps. Their multi-gig offerings are proving very popular, with 10 percent of subscribers selecting the 3 Gbps and 6 Gbps plans.

To manage the in-home experience, Stupp Fiber prioritizes downloading the Stupp Fiber IQ app for every subscriber. The app can run speed tests to confirm the performance of multi-gig offerings of up to 6 Gbps. Customer support can also use the robust, multi-gigabit speed testing in Service Cloud to validate the experience and take steps to improve performance.

Automated notifications in Operations Cloud help Stupp Fiber optimize network performance and improve efficiency. For instance, after powerful storms passed through Bowling Green, they could see a geo map of the affected subscribers, services, and systems to focus restoration efforts.

The combined insights from Service Cloud and Operations Cloud enable Stupp Fiber to approach customer support proactively, such as identifying a subscriber with poor signal strength or devices that aren't connecting and immediately rectifying the issue.

Stupp Fiber's commitment to experience is winning over subscribers, as demonstrated by their +94 Net Promoter ScoreSM (NPS[®]). This strategy also differentiates Stupp Fiber in the market, helping them beat out larger national players and solidify their brand as an experience provider.

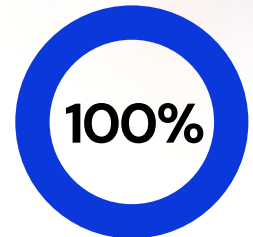
[Download our solution brief](#) to learn more on how to assure your broadband experience.

"Stupp Fiber is delighted to make Bowling Green the first city in the Commonwealth to offer 6 Gig internet service to residential subscribers. They rely on our service for working from home, remote learning, telehealth, and supporting an evergrowing list of smart devices. We deliver unmatched performance, and we can back that up—it's important that subscribers see the value they get from our service."

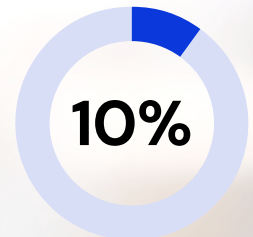
John Roosa, CIO, Stupp Bros

94 NPS

As a result of focusing on the subscriber experience



Adoption rate of the CommandIQ mobile app for self-service



Of subscribers are on multi-gig plans

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