

Tombigbee Fiber Delivers Consistent Installations and Subscriber Experiences Leveraging the Calix Field Service App

The Challenge

Tombigbee Fiber (Tombigbee) aims to expand broadband access across northern Mississippi, bringing new connected experiences that transform rural communities. Tombigbee's sustained growth positively impacts their members' lives, as reflected in their 90+ Net Promoter Score™ (NPS®).

To maintain high subscriber satisfaction, Tombigbee strategically decided to only offer onsite installations for new subscribers. They also transitioned to focus on in-house field technicians to further optimize processes driving quality and subscriber satisfaction.

Serving 56 communities with an average of 80 new installs per week, they struggled to keep pace with subscriber demand. Because service excellence is a top priority, Tombigbee needed to transform their workforce, uplevel with new skills, and streamline onsite support processes to ensure frontline teams are equipped to wow subscribers from day one.

**TOMBIGBEE
FIBER**
bringing your fiber to you

COMPANY NAME

Tombigbee Fiber

COMPANY TYPE

Electric Cooperative Subsidiary

LOCATION

Tupelo, Mississippi

SERVICES

Residential and business, high-speed internet and voice

WEBSITE

www.tombigbeefiber.com

SUBSCRIBERS

26,000+ residents and businesses

The Solution

Tombigbee leverages the Calix Broadband Platform to grow value for their members and enrich their communities. With Calix SmartLife™ managed services, Tombigbee delivers differentiated experiences for residents, small businesses, first responders, and the community. Calix Cloud® underpins their data-driven approach—providing insights, analytics, and automation that power their marketing, support, and operations teams.

Extending their Calix investment, Tombigbee adopted the Calix Field Service App to consistently deliver high-quality first touchpoints with new subscribers, while increasing field technician efficiency. The mobile app optimizes installations and troubleshooting—ensuring work is completed correctly the first time by providing:

- Guided and ad hoc workflows for technicians of any proficiency to ensure a high-quality experience.
- Integrated speed and latency testing via Calix Cloud to validate the service experience immediately and ensure optimal network performance.
- A prompt to help the subscriber set up the CommandIQ® mobile app—walking them through key features and encouraging self-service capabilities.
- Insights to make personalized recommendations, such as additional SmartHome™ services, to further enhance the Tombigbee home experience.
- A field certificate that is uploaded to Service Cloud once the installation is complete as evidence of quality assurance.

Post-installation, the onsite data collected via the field certificate gives support and operations teams a reference point for future troubleshooting and upselling.

"Installation is the first big step in a subscriber's journey with us. When we do it right—hands-on and with care—we build trust that keeps them with us for the long haul. Service Cloud is revolutionary for us. We use it to address every trouble ticket, and integrating the Field Service App unlocks even more value. It's helping increase operational efficiencies and ensure our team can deliver these amazing subscriber experiences from the get-go."

Matt Fennell,
Manager of
Fiber Services,
Tombigbee Fiber



The Results

Upskilling frontline teams and improving installation procedures is an investment in the overall subscriber experience. Tombigbee aims to build trust, sustain satisfaction, and earn loyalty from the first subscriber interaction.

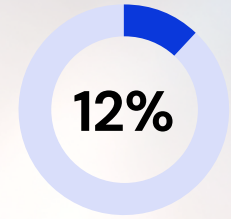
To accelerate adoption, Tombigbee is prioritizing employee engagement. This ensures field techs confidently use the workflows and that new procedures, such as logging the field certificate, become routine. Backed by Calix Success, Tombigbee benefits from best-practice guidance and training to successfully embed new field service processes.

In six months, these efforts resulted in a 12 percent decrease in trouble ticket volume and a 15 percent decrease in trouble tickets occurring 30 days post-install. Tombigbee saw notable improvements related to trouble ticket sources, with a 15 percent reduction in issue frequency for client devices. Service outages as trouble ticket sources went from the top type in H1 to not even notable in H2.

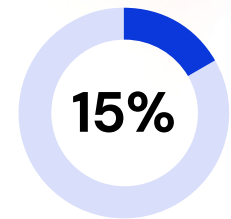
Tombigbee's leadership considers the Field Service App fundamental in simplifying the installation process—and, as their in-house field tech team grows, a way to foster greater accountability. Tombigbee is responsible for onsite data collection, which contractors previously managed. The app gathers detailed installation summaries that technicians must log, providing critical data on around 4,000 new subscribers annually. Additionally, photos uploaded via the app prove a tech's workmanship. With all documentation accessible via Service Cloud, customer service representatives (CSRs) have greater visibility into the subscriber's home setup—speeding up future troubleshooting.

Implementing the Field Service App supports Tombigbee's transformation into a broadband experience provider (BXP). By redefining techs as brand ambassadors and embracing more efficient processes, Tombigbee is increasing subscriber satisfaction and loyalty through service excellence.

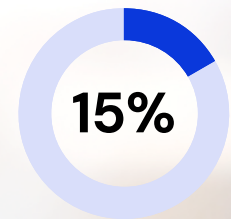
To find out more about how the Field Service App can positively impact your subscriber experience, listen to the replay of our recent webinar, ["Six Steps to Defend Your Broadband Turf and Boost Profits—Immediately."](#)



Decrease in trouble ticket volume



Decrease in trouble tickets 30 days post-install



Reduction in trouble tickets citing client devices as the source

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