

# YK Communications Differentiates with Customer Service Excellence Leveraging the Calix Broadband Platform



## The Challenge

Faced with competition from Tier 1 providers, as well as mobile and satellite operators, YK Communications (YK) needed to differentiate in a crowded broadband market.

YK serves over 3,200 subscribers in South Texas and has evolved to offer advanced communications for homes and businesses with strong subscriber-first values. Threatened by new competition, YK had to innovate to prevent churn, increase loyalty, and secure their long-term growth.

As a local provider, YK recognized their key differentiator is delivering the best possible subscriber experience. By leaning into their hyper-local, high-touch and personalized approach to customer support, YK can differentiate with unrivaled service excellence. In parallel, they launched a managed services strategy to address growing subscriber needs and withstand increasing competitive pressure.

## The Solution

As a Calix customer for over a decade, YK has revolutionized their support and go-to-market strategies and created a business model centered on service excellence leveraging the power of [Calix Broadband Platform](#). Partnering with [Calix Success](#), YK aligned their organization, from leadership to technical support, to prioritize exceptional subscriber experiences.

With [Calix Service Cloud](#), YK shifted customer support from reactive to proactive in 18 months. Today, every YK subscriber enjoys a seamless, high-quality experience. Plus, access to real-time customer data and insights enables frontline teams to be brand ambassadors, sharing best practices and upgrade opportunities for better experiences.

To enable subscribers to use self-service support, field technicians include the setup and education about YK's branded [CommandIQ](#)® mobile app during home visits. Field techs demonstrate their three favorite app features—and take the opportunity to visit other nearby subscribers, maximizing ROI on the truck roll. But YK doesn't end the experience there—they have a "2-2-2-2" program to maintain high engagement, ensuring a dedicated account manager checks in with the subscriber at two days, two weeks, two months, and two years post-installation.



### COMPANY

YK Communications

### YEAR FOUNDED

1948

### COMPANY TYPE

Broadband Service Provider

### WEBSITE

[ykc.com](http://ykc.com)

### LOCATION

Ganado, Texas

### SERVICES

Residential, Business





## Case Study

Subscriber insights from [Calix Engagement Cloud](#) enable customer service representatives (CSRs) to educate subscribers on how to optimize their home Wi-Fi experience. Data helps CSRs proactively advise subscribers on bandwidth issues or recommend relevant [SmartLife™](#) packages, such as YK's [Family Guardian](#) plan. These personalized insights enable the marketing team to provide friendly service updates or promote new offerings (such as their popular outdoor Wi-Fi service using [Unlimited Subscriber GigaSpire®](#) systems) on relevant social media channels.

# 92 NPS

Overall NPS  
(up from 80 in 2022!)

## The Results

YK's combination of high-touch personalization and self-service capabilities reinforces their value while fostering lasting subscriber relationships. This is best reflected in their stellar Net Promoter Scores<sup>SM</sup> (NPS<sup>®</sup>). Their overall 92 NPS (up from 80 in 2022) is phenomenal, but even more remarkable is their 97 NPS among subscribers who called in seeking a resolution for an issue. Even in service-impacting situations, frontline teams outperform and positively influence subscriber satisfaction and loyalty.

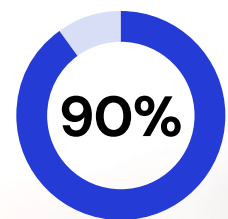
YK's efforts in enabling self-service capabilities resulted in a 90 percent CommandIQ app adoption rate among subscribers with GigaSpire systems. And those with the app rated YK nine NPS points higher than those without, demonstrating the value of self-service. This approach also dramatically reduces truck rolls and inbound support calls.

To build on these already outstanding results, YK engaged [Calix Business Insights](#) to identify areas for improvement. This included extending their innovative "2-2-2-2" program for longer-tenured subscribers, as satisfaction levels typically shift after two years. Harnessing the Calix Broadband Platform, YK has combined service excellence and go-to-market sophistication to win in their competitive market and deliver consistently outstanding subscriber experiences.

**[Watch our webinar](#) to hear directly from YK's president about their unique approach to service excellence.**

# 97 NPS

Among subscribers  
who called in for  
issue resolution



Adoption of self-service  
app among subscribers with  
GigaSpire systems

*"Subscribers in our communities have many choices, so we need to stand out. We're differentiating on customer service and experience, taking a hands-on approach to subscriber education, and even using trouble ticket exchanges to strengthen relationships. Most importantly, we actively participate in our community—we're accessible, responsive, and anticipate their needs. Thanks to collaboration and innovation on the Calix Broadband Platform, we've redefined what it means to be a 'local' provider and made it our core strength."*

**Russell Kacer, President, YK Communications**

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