

CBS Oregon Partners With Calix for Tailored Telco Offerings That Help Reach Up to 90% CSAT Scores

CHALLENGE

CBS Oregon was designed by telcos—for telcos.

Built on the cooperative mindset of collaboration, CBS Oregon launched with three telephone cooperatives (telco) partners to fill a critical gap in the North Willamette Valley region in Oregon. Instead of having different payrolls for every function, from back office to marketing, regional telcos can share resources from CBS Oregon—and access top-tier services, teams, and tools.

This helps telcos save on costs, streamline operations, and increase member acquisition and loyalty. But teams at CBS Oregon were navigating multiple hardware brands, which required everyone to learn how to troubleshoot each device—and teach customers.

Additionally, there was no end-to-end cloud platform to aggregate data and help teams make data-driven decisions. CBS Oregon knew they could up-level their offerings by understanding audience demographics and behaviors to create targeted services launches, marketing campaigns, and training sessions. They just needed the right partner.



COMPANY

Consolidated Business Services
(CBS Oregon)

COMPANY TYPE

Resource provider for local telephone cooperatives in Oregon

WEBSITE

cbsoregon.com

LOCATION

Mount Angel, Oregon

SERVICES

Accounting, Central Office, Consumer Insights, Customer Service, Data Operations, Executive Management, Human Resources, Billing, Knowledge Management, Marketing, Outside Plant

PARTNER COMPANIES

SOLUTION

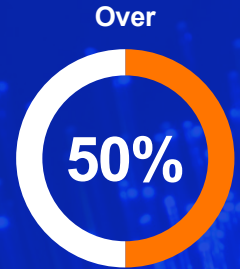
CBS Oregon recognized the best way to align their team and cross-functionally ramp was to find a single source for tried-and-tested hardware—and an innovative cloud platform with a services ecosystem.

DirectLink, one of the current seven partners within CBS Oregon, spearheaded a solution with Calix Cloud (particularly Engagement Cloud), Gigaspire routers, the CommandIQ mobile app (branded as OMNI IQ), and the commercial offering from Calix, SmartBiz (branded as OMNI Pro).

By aligning from the network edge to the subscriber, training became streamlined as Calix teams could work directly with CBS Oregon to develop materials, courses, and talk tracks. This extended from on-site technology to the cloud, where teams could access rich data to make decisions.

CBS Oregon has always supported a “use what you want, when you want” mentality. Not every customer leverages every offering at a given time. Because Calix also scales, not every partner or customer at CBS Oregon needs to use every Calix tool right away. As each telco grows, they are free to adjust as needed.

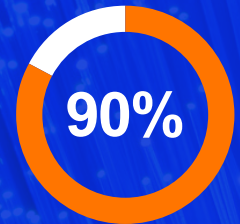
This flexibility aligns with CBS Oregon—and helps them stay true to their cooperative roots. Cooperatives learn from each other and share. As one telco succeeds, another can launch based on their example. This works at every turn—allowing each telco to individually tailor their offering as it works for them. And because both Calix and CBS Oregon hold brand presence for customers, white-labeled services maintain a cohesive look and feel.



Over

OMNI IQ mobile app adoption

CSAT scores up to



90%

700

small businesses to target for SmartBiz

RESULTS

The CBS Oregon mission is to enrich and maintain the local community.

The region surrounding CBS partner companies is buzzing with new development, and every telco in the area knows that it takes more than just fiber to keep people local and boost the economy.

There are over 700 small businesses in Canby, the bedroom community to Portland serviced by DirectLink. After a multi-month testing period for SmartBiz, DirectLink is excited to roll out this new commercial offering in October of 2023. From there, they'll share what they've learned with other interested partners at CBS Oregon.

By offering unique services like SmartBiz and OMNI IQ coupled with education and training, DirectLink has averaged up to 90 percent on Customer Satisfaction (CSAT) scores. Over 50 percent of members have adopted OMNI IQ for self-service functions like password resets.

DirectLink learned that members crave engaged support teams and value-add services, not just speed or competitive pricing. By partnering with Calix, they continue to differentiate themselves in the market—and streamline their ongoing work with CBS Oregon.

With data from Calix Cloud, CBS Oregon can offer pinpointed strategies to telcos, such as suggesting an engagement program instead of an acquisition program to those with 100 percent fiber networks and zero competition. By sharing DirectLink's success with other partners and telcos, CBS Oregon is positioned to embed themselves in the community with Calix as a supportive partner—spreading the spirit of cooperatives with every next move.

To learn more about how Calix can help telcos, [visit our website](#).

“Our communities thrive on broadband—and telcos are the right leaders to deliver it. By choosing Calix as the backbone of our broadband service offering, CBS Oregon partner companies can simplify and streamline the delivery of hardware, cloud-based services, data-driven insights, and training. Just like DirectLink & CBS, Calix is focused first on member experience. Our collaboration with Calix ensures we launch successfully and see true results. It's this cooperative mindset that brought us together and allows us to add value to our broadband offering as we grow our member base.”

Janet Bailey,

Chief Member
Services Officer

