

Delivering on the Value You Promise

ELEVATING YOUR COMMUNITIES THROUGH EXCEPTIONAL EXPERIENCES

Thank you for joining us at CRRBC Eastern Conference. Use the following worksheet as a framework for starting the conversation as you look to elevate your positive impact in the communities you serve.

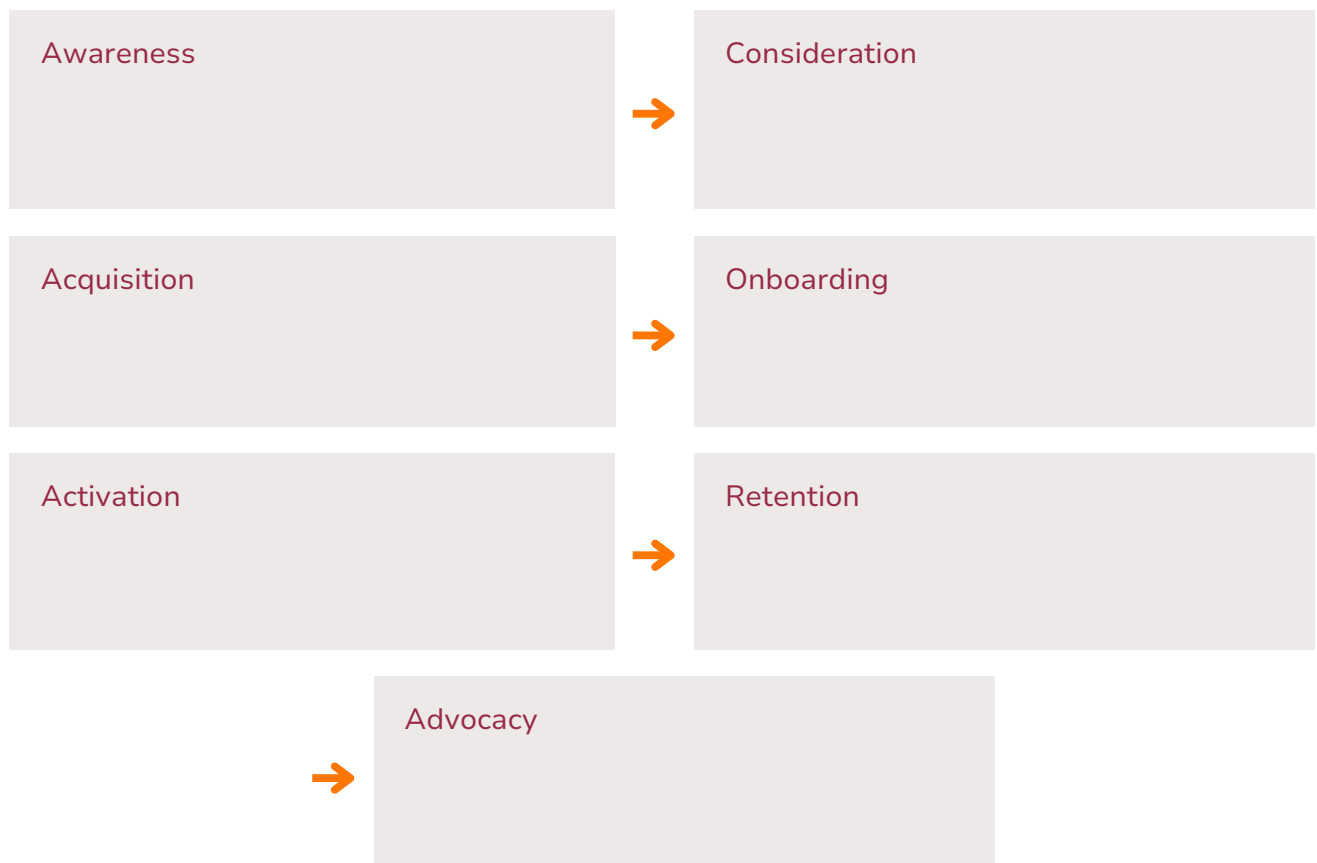
The Why

Explore your 'Why' -

What is your organization hoping to build for future generations? Why does it matter?

The Value Journey

Consider how you're delivering value at each stage of the Subscriber Journey. Where can you deliver more? How?



Go Beyond the Service

What are some ways that you are or could be engaging and serving your communities and subscribers beyond the limits of your telecommunications or broadband services?

Standing Out

Without mentioning speed or price what makes your offering unique?

Do you have...

- *Unique community programs?*
- *Supporting local business?*
- *Remote work support?*
- *Elevated gamer experience?*
- *Digital inclusion initiatives?*

Map Your Experience

How does your current offering support (or could support) each segment in your communities?

Community Segments

☐ **EDUCATION**
How do you support students, schools, online learning?

☐ **HEALTHCARE**
What role does your service play in telehealth or health access?

☐ **SMALL BUSINESS**
How do you enable local entrepreneurs, artisans, and commerce?

☐ **FIRST RESPONDERS**
How does your network support emergency services?

☐ **ELDERS**
What programs or tools help seniors stay connected and safe?

☐ **YOUTH**
How do you support digital literacy or safe online habits?

What other segments exist that you currently address or need support?



Build Your Impact Playbook

Create a tangible takeaway that supports long-term impact with your communities. Use the table below to start conceptualizing.

Objective	Prompt	Brainstorm
Improving Onboarding	<i>What's one thing you can do to make onboarding smoother or more memorable?</i>	
Surprise & Delight	<i>What's one new way you could exceed expectations for a subscriber?</i>	
Empower Your Team	<i>How can every department contribute to loyalty and subscriber experience?</i>	
Community Connection	<i>What's one initiative that builds trust and connection locally?</i>	
Challenges <i>What's standing in your way from implementing the initiatives above?</i>		

Resources

Explore these yourself or pass them along.

Tribal Broadband Bootcamp

A 3-day intensive learning experience focused on building and running tribal internet networks.
tribalbroadbandbootcamp.org

Indigenous Resilience Network

An indigenous-led network that works to provide skills that strengthen digital inclusion.
www.n50projct.org

Calix Broadband Academy

An online curriculum available to all, at no cost, that guides you through the five stages of building a successful broadband business.
www.calix.com/bba

Calix Education Services

Workforce development and training for tribally-led companies from Calix University available at no charge.
www.calix.com/services/education.html

The Broadband Success Playbook for Tribes

www.calix.com/tribal-broadband

Contact

Questions? Don't hesitate to reach out.



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Calix helps broadband service providers
simplify, innovate and grow