



# Building for the Future

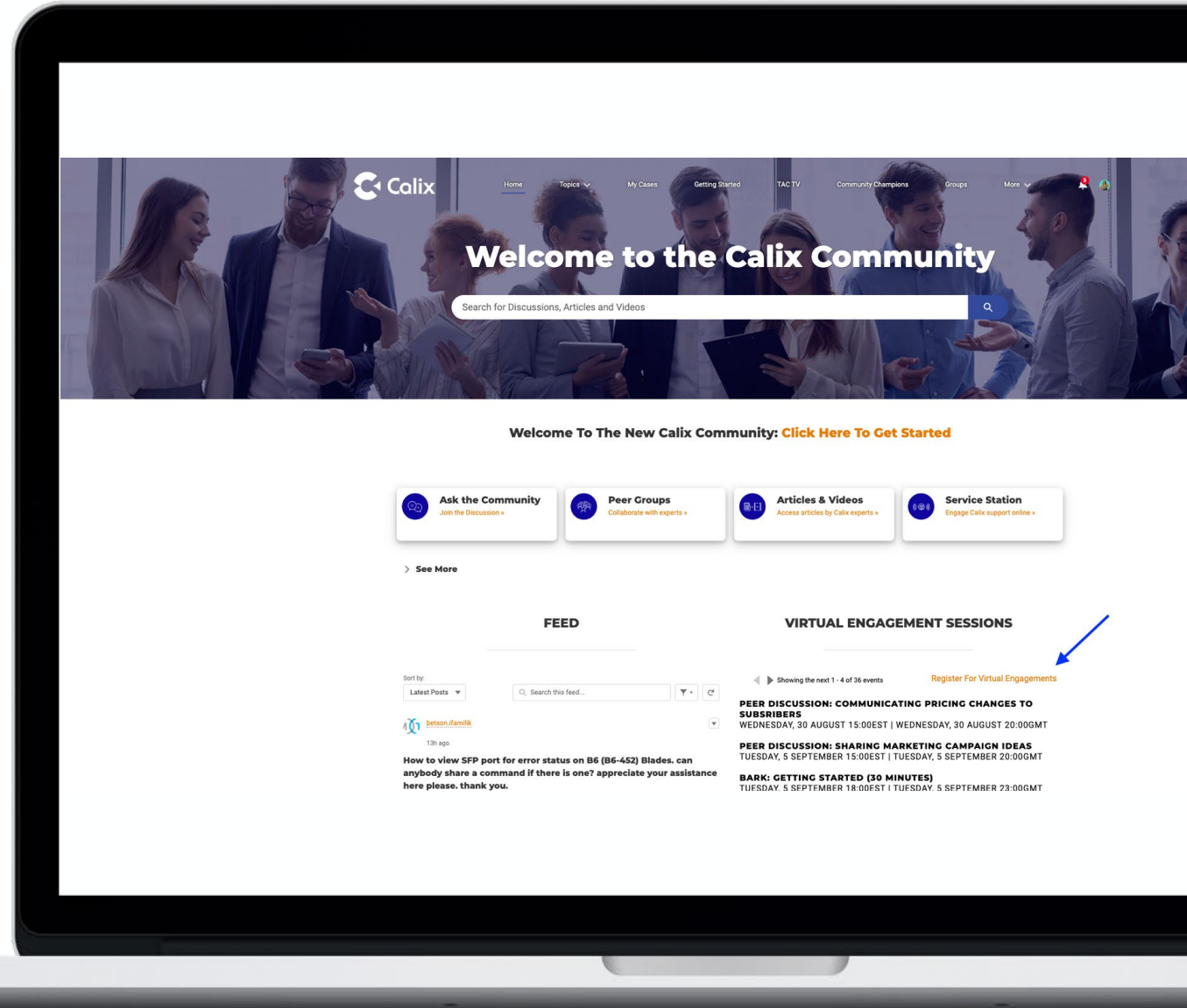
**Achieving success through brand evolution and workforce transformation**

**John Durocher**  
**Chief Customer Officer**



# Importance of Circles of Success

- **We don't know everything**
- **Most powerful: Peer advice, experiences, and practices**
- **Encourages knowledge sharing and networking**
- **Trusted place for sharing**



# It's a journey, we're here to help.





Every community, no matter how small, should be able to

## Grow

via efficient, simple-to-use broadband connectivity.



Communities should be able to maintain and

## Sustain

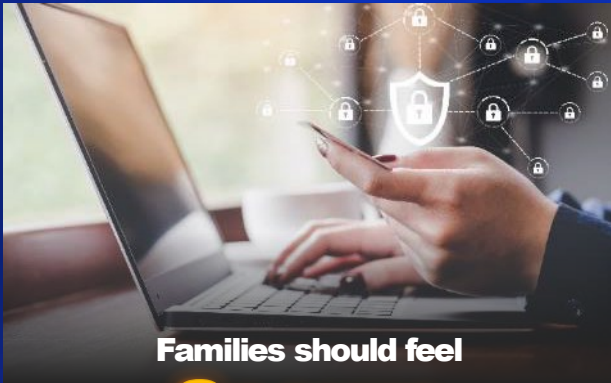
the best standards with fast broadband.



Patients in rural communities should have access to the best

## Care

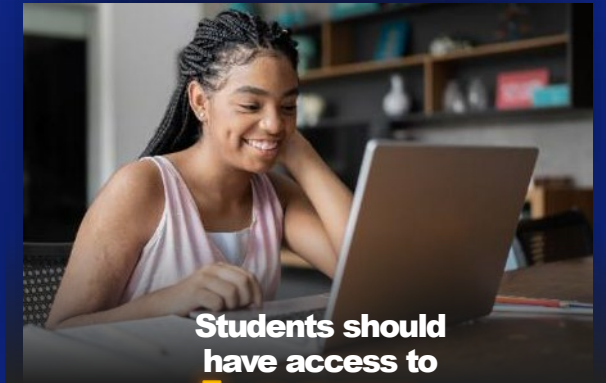
through Telehealth.



Families should feel

## Secure

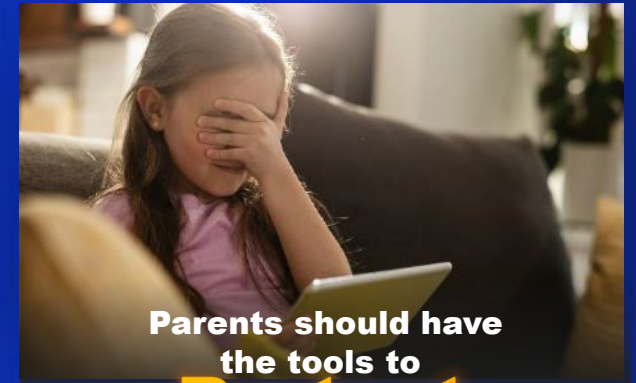
online and their personal information should be protected.



Students should have access to

## Learn

from the comfort of their home.



Parents should have the tools to

## Protect

their kids from malicious content.



# BSP's Strategic Priorities

Calix is equipped to help you with your most important initiatives

## Secure

Secure Capital to Enable Growth and Transformation

## Build

Design & Build a World Class/ Future-Proof Network

## Transform and Simplify

Transform and Simplify End-to-End Operations

## Engage

Differentiate Go-To-Market to Engage and Acquire Subscribers

# What We Do at a Glance:

We provide the right expertise, at the right time, to create the value our customers need

## Drive Our Customer's Desired Outcomes

✔ World-Class  
Network & Systems

✔ Operational  
Efficiency

✔ Subscriber Acquisition  
& Retention

✔ Grow Relationship  
with Subscriber

## Expertise

- Technical Product Experts
- Calix Cloud Specialists
- Business Domain Expertise

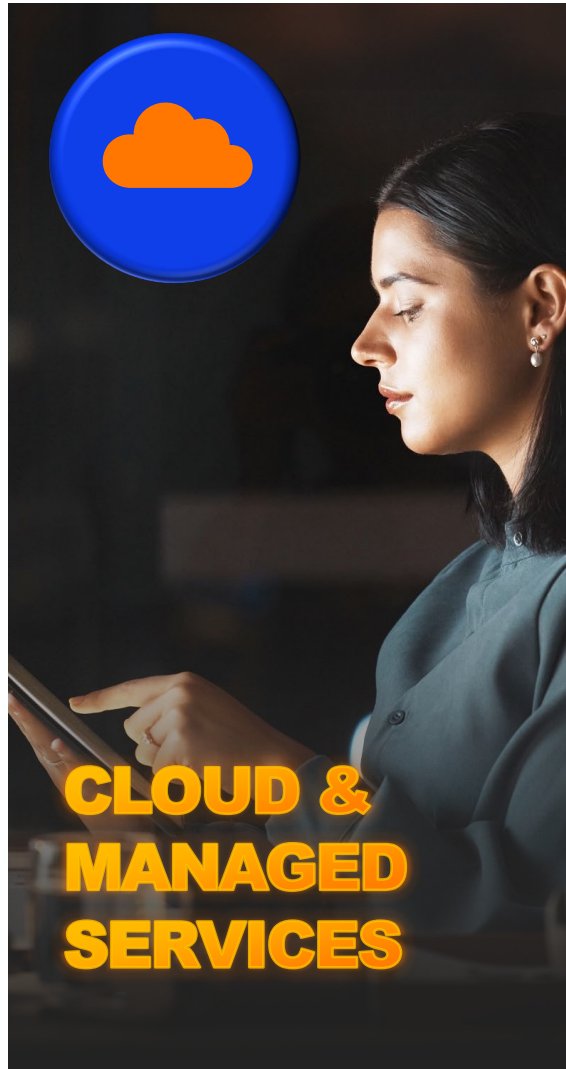
## We Meet You How You Want to Engage

✔ Do it Myself

✔ Show me How

✔ Do it With Me

# Areas of Focus



# Workforce Transformation Playbook



## FIND

Do You See Yourself in Broadband? We Do.



## RETAIN

Make It the Best Job Ever.



## UPSKILL

Achieve Technical and Service Excellence.



## SCALE

Move Them Up, Backfill & Grow!



# Go to Market Transformation

## 1. Brand Positioning

#1

Brand  
Positioning  
Guidelines



A Virtuous  
Cycle for  
Brand  
Experience

#2

## 2. Offering Strategy



Commercial  
& Product  
Offering

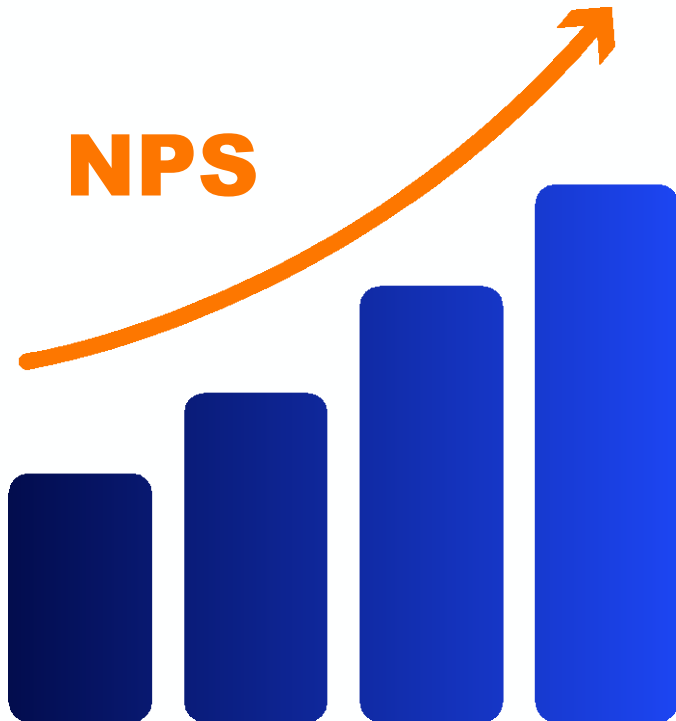
## 3. Campaign Execution Playbook

#3

Campaign  
Playbook



# Calix Recipe for Subscriber Satisfaction




- ✓ **Deliver Speeds  $\geq$  to 250M+**
- ✓ **Provide a next-generation WiFi system**
- ✓ **Amazing Customer Service**
- ✓ **Ensure Reliability**
- ✓ **Provide Value Add Managed Services**
- ✓ **Focus on continuing to Wow your subscribers past the honeymoon period**

# We are Invested in Your Success

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# In Closing

- Provide a Great Experience for Your Community
- Build Your Own Skilled Workforce
- Important to Network and Knowledge Share

**Your Success is Our Success**