

Topic: NPS & Customer Experience

Keeping subscribers happy and building subscriber loyalty has been shown to lead to increases in profitability. So, how do you determine if you have subscribers who won't ditch you for the competition? Understanding where you stand with your subscribers is the first step, and according to recent A New Digital-First Imperative for Customer Support report, nearly 50 percent of broadband service providers are looking at customer-focused metrics like Net Promoter Score (NPS) and customer satisfaction scores. But knowing is only the first step. To improve loyalty, it is critical that you take the next step and introduce these powerful indicators to your business in a scalable and repeatable way.

Hear from broadband marketer Kaitlyn Bonds at Cumberland Connect and Calix Success Manager Bianca Assi who will share their best practices for improving the subscriber experience and using NPS to measure progress.

Speaker: Bianca Assi – Customer Success Manager, Calix



Bianca has been working as a Customer Success Manager supporting Calix's Marketing Cloud for over a year and a half, including Cumberland Connect. Bianca's experience spans over many different industries including SaaS and Cloud-based products all with a focus on Marketing.

Speaker: Kaitlyn Bonds – Creative Director, Cumberland Connect



Kaitlyn Bonds is the Creative Director for Cumberland Connect. Kaitlyn began her career with Cumberland Connect in August of 2019. She has served in creative, marketing, sales, and social media management roles over the past years bringing knowledge and her passion for creativity, economic development, company culture, and making a difference in others' lives to Cumberland Connect. She obtained a Bachelor of Business Administration Degree with a concentration in Marketing from Austin Peay State University in 2010. Kaitlyn's responsibilities at Cumberland Connect range from Marketing, Social Media management, Communications management, creative design, community engagement, public relations, and brand and reputation management.

Kaitlyn and her husband Ben have been married for 9 years and they have a son, Fox. She and her family call Clarksville, TN home. When not working, Kaitlyn enjoys traveling, binging Netflix, all things Marvel Universe, Mario Cart, singing karaoke, and currently learning to crochet.