

CaseStudy

Transforming Network Visibility: Giggle Fiber's Success Story with TruVizion

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OLD TOWN MONROVIA

INTRODUCTION

Nestled at the base of the San Gabriel Mountains, 20 miles northeast of Los Angeles, Monrovia is a charming city with nearly 40,000 residents. Known for its small town appeal combined with a growing tech industry, Monrovia stands out as a community on the rise. Among its local businesses is Giggle Fiber, a telecommunications provider founded in 2011 that serves Monrovia and surrounding communities with internet, digital TV, and phone services. The company began as a DOCSIS overbuilder, providing broadband service in their area via GPON, but they also acquired a cable operator and manage their own DOCSIS network.

Despite being in a competitive market dominated by large broadband operators, Giggle Fiber has carved out a niche with personalized service to subscribers, competitive pricing, and a strong commitment to community involvement. However, as the demand for reliable internet services grew, Giggle Fiber wanted to ensure that they could meet that demand to reduce churn and stay ahead of the competition.

THE CHALLENGE

Giggle Fiber was concerned about encroaching competitors and realized they needed to up their game on their cable modem service, specifically when it came to network diagnostics and customer satisfaction. Their DOCSIS network was more vulnerable to RF issues, and they lacked the necessary tools to troubleshoot service problems effectively. At the time, their only method of seeing any issues was through the command line interface of their CMTS. When subscribers reported connectivity problems, or there was an outage, Giggle Fiber had to deploy field technicians to investigate without having full visibility into where the problem originated. And if an issue was intermittent, they had no way to see what had been occurring earlier when the report about the problem was received.

This manual process and lack of diagnostics information often led to frustration for both technicians and subscribers. In some cases, persistent issues went unresolved, and Giggle Fiber saw subscribers leaving due to repeated service interruptions that couldn't be identified or fixed quickly.

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AT A GLANCE

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THE SOLUTION: TRUVIZION

After exploring various diagnostic tools, Giggle Fiber adopted TruVizion, a comprehensive diagnostics platform designed for broadband operations. With TruVizion they suddenly gained unprecedented visibility into their DOCSIS network, allowing them to:

- **Identify issues in real-time:** Giggle Fiber could now see network problems, often before subscribers called in to report them.
- **Pinpoint problem areas:** With TruVizion's mapping features they could quickly determine which modems, neighborhoods, or even individual homes were being impacted by a problem.
- **Analyze historical data:** By reviewing past performance, they could see patterns of recurring issues, identify the causes, and implement permanent fixes.

This new capability allowed Giggle Fiber to deliver better service, reduce subscriber churn, and improve their overall operational efficiency.

"With TruVizion we can often detect issues before subscribers call and pinpoint the affected area. We can also see the full history of the problem. It's transformed how we manage our network."

*Stan Voong,
Vice President, Giggle Fiber*

EXPANDING TO FIBER

As Giggle Fiber grew and began expanding its fiber services, they wanted the same level of visibility and diagnostic capabilities for their fiber subscribers. They added the TruVizion fiber module and can now view current and historical PON performance and optical levels from their fiber equipment, which has improved their troubleshooting ability on the fiber side. TruVizion's support of both technologies allows them to monitor both their DOCSIS and fiber networks simultaneously from the same interface. This eliminated the need for separate tools, further increasing efficiency and improving response times.

One example of TruVizion's impact was when another company accidentally severed one of Giggle Fiber's fiber lines. TruVizion immediately flagged the issue, showing all affected subscribers in red on the map. Giggle Fiber was able to quickly pinpoint the location of the cut, inform subscribers of the outage, and expedite repairs.

THE RESULTS

TruVizion has become a central tool for Giggle Fiber, and is used across all departments, including field technicians, network engineers, maintenance staff and customer service representatives. With improved diagnostics for both its DOCSIS and Fiber networks Giggle Fiber has positioned itself as a competitive force in the Monrovia area. As they continue to expand their fiber services, TruVizion remains an essential part of their strategy, helping them maintain high levels of customer satisfaction and operational efficiency.

THE BOTTOM LINE

By adopting TruVizion, Giggle Fiber gained critical visibility into both their DOCSIS and fiber networks, allowing them to proactively address service issues. TruVizion is now an essential part of their daily operations, empowering Giggle Fiber to remain competitive and deliver superior service in a highly challenging market.

ZCorum is the leading provider of innovative diagnostics and managed broadband solutions to telecommunications companies, helping them reduce costs, increase operational efficiency and improve the subscriber experience. For more information on our advanced diagnostics application, visit ZCorum.com/solutions/broadband-diagnostics/truvizion/



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