



Making the Connection

Bruce Anderson

Information Systems Specialist

Cumberland Electric Membership Corporation /
Cumberland Connect

Agenda

- ▶ Learn a little about CEMC / Cumberland Connect
- ▶ Challenges
- ▶ Walk through of Online Signup Process
- ▶ What happens after signup?

Agenda cont.

- ▶ Encouraging Online Signups
- ▶ Review Statistics
- ▶ Feedback from Members
- ▶ Questions?

About CEMC

- ▶ 105,000+ Electric Accounts
- ▶ Using NISC's iVUE & related products since 2008
- ▶ Located in northern middle TN
- ▶ Formed not-for-profit broadband subsidiary Cumberland Connect in May 2019

About Cumberland Connect

- ▶ Started billing internet and phone services in May 2020
 - ▶ Started billing video in June 2020
- ▶ 11,700+ Internet Accounts
- ▶ 1,700+ Phone Accounts
- ▶ 1,400+ Video Accounts

About Cumberland Connect cont.

- ▶ Internet infrastructure through Calix
- ▶ Phone provider is Alianza
- ▶ Video provider is TiVo (formerly Mobi)

The background features a complex geometric design. On the left, there are overlapping, semi-transparent shapes in various shades of green and a dark blue-grey. These shapes create a sense of depth and movement. The right side of the image is a solid, bright lime green. The text 'Challenges' is centered in the white space between the dark shapes and the green background.

▶ Challenges

Challenges - Broadband

- ▶ In June and July of 2020, wait times were over an hour on zone opening days.
- ▶ Reviewed Formstack and similar alternatives and did not find the needed time savings.
- ▶ Reached out to NISC to gather options. They were working on additional functionality to make this a reality.

Challenge Accepted - Broadband

- ▶ Activated online signups for broadband on July 29, 2020, at 2:30 PM.
- ▶ Started to work on announcement.
- ▶ At 2:50 PM, with no announcement, a member had already signed up.
- ▶ Today, call wait times are back to normal times.

Challenge - Electric

- ▶ Members were able to sign up online for broadband but were unable to sign up for electric.
- ▶ The biggest challenge was digitizing our process, like application signing, informing our members what is required, etc.

Challenge Accepted - Electric (Mostly)

- ▶ Workflows were reviewed and modified to put what was needed most first.
- ▶ In early April 2021, online electric new locations, reconnects and transfers were activated.
- ▶ A couple of days later, new locations were deactivated.
- ▶ Disconnects were reviewed in May 2021. The functionality was not enabled.



Online Signup

▶ Walkthrough



Check Availability or Start New Service

What is the address of your new service location?

* State

* Complete all required fields.

Cancel

Continue

Thank you for your business.



What happens after
▶ signup?

What happens after signup?

Broadband

- ▶ Email is sent to member confirming service order creation.
- ▶ Order is placed in queue to schedule the drop.
- ▶ CPNI, Porting Number, etc. is gathered when install is scheduled.

What happens after signup?

Electric

- ▶ Email is sent to member confirming service order creation.
- ▶ Credit Check is manually run. Email is generated explaining charges including deposit other fees.
- ▶ Application is emailed to member to be electronically signed same or next business day.
- ▶ Member can email in Right to Occupy to complete requirements at any time during this process.



CEMC Fee Notification

Account Number: 1234567001
Name: John Smith
Service Address: 123 Main St

Here is a summary of the fees required to establish your service:

Deposit: \$250.00
Membership Fee: \$10.00
Service Charge: \$35.00

Total: \$295.00

Amounts may be paid online via SmartHub by clicking the link below.

[Log In](#)

Next Steps for Electric Service

The next step to set up your electric service is to send in your proof of residency to CEMC by attaching it to an email to application@cemc.org. Valid proof of residency options are listed below.

- Ask us to verify via TN Property Data Verification
- Lease Agreement
- Rental Agreement
- Deed
- Signed Purchase Contract
- Lease Confirmation
- MLS Number (Real Estate Agents Only)
- HUD Settlement Statement
- If none of these apply, please contact our office for a form that can be filled out by your property owner.

This institution is an equal opportunity provider and employer.

Example CEMC Fee Notification Email



Encouraging Online

▶ Signups



Check Availability

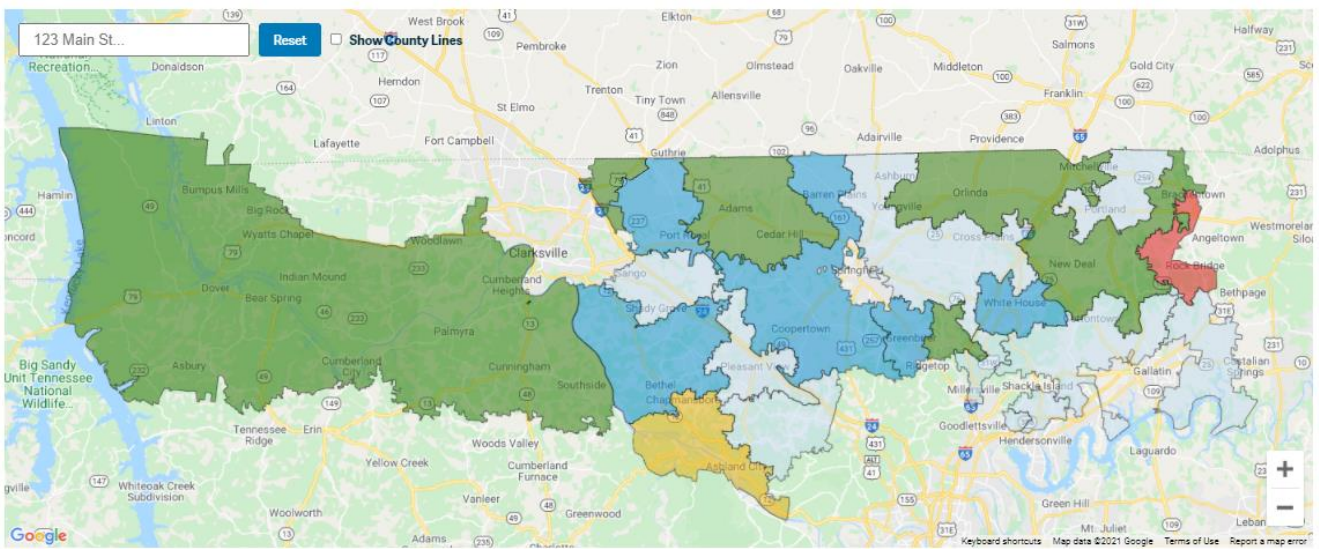


Status Map

Note: Map is approximate and subject to change. If you are an existing, eligible CEMC member, you will receive a postcard at your billing address and an email notifying you when services are available in your area and you're eligible to sign up!

-  CCFiber Services Available Sign Up Today!
-  Under Construction/ Zones Opening Soon
-  Phase 3 - Service Availability Projected in 2022
-  Future Phases & Service Area
-  Ineligible Area

Enter your address to see available services, or click on the map.



Chat with us!

Signup Emails



Congratulations!

You are receiving this email because Cumberland Connect Fiber Services are now available in your area and you can sign up for *CCFiber* services today!

We would love the opportunity to serve you!

We want your *CCFiber* experience to be awesome from the start, so we offer several ways to sign up for Cumberland Connect Fiber Services, to make it simple and convenient.

You can get started right now by clicking the "Log In" button below, signing into your SmartHub account, and clicking "My Services" to begin your *CCFiber* account set-up

Log In

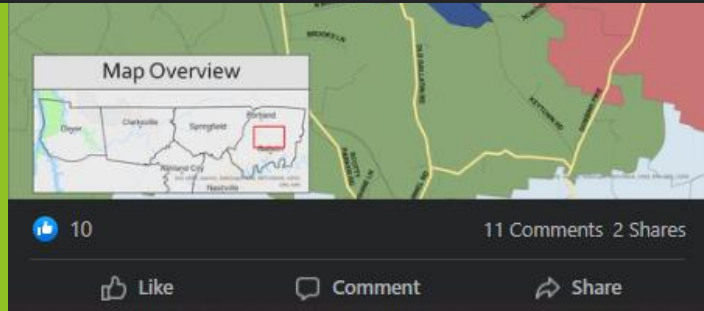
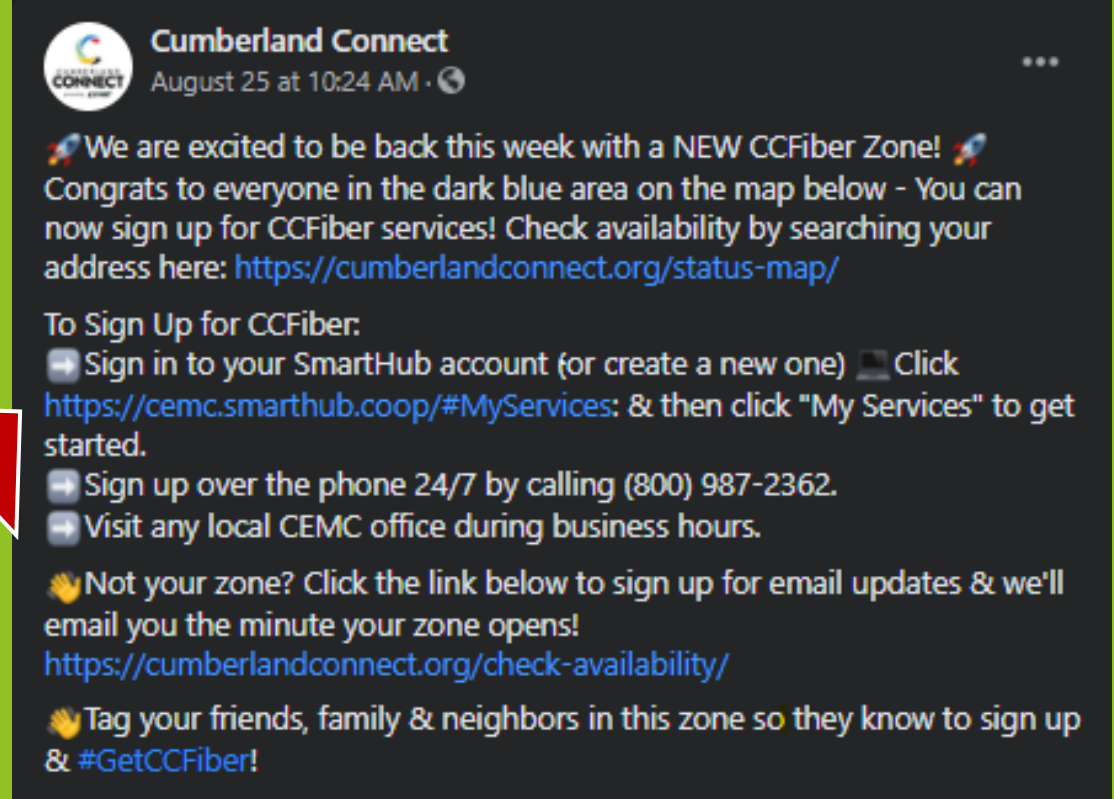
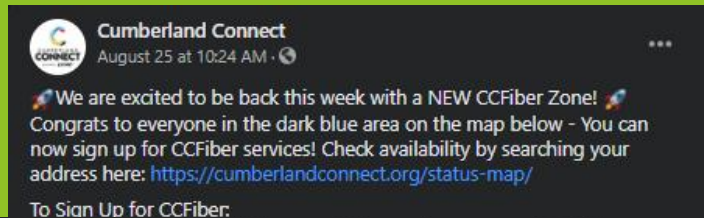
OR

Sign up for *CCFiber* by visiting your local CEMC office

OR

Call us directly at [\(800\) 987-2362](tel:800-987-2362).

Social Media Post





COVID Updates for our Members: CEMC wants to assure the communities we serve that we are prepared to safely continue our operations throughout the duration of this public health crisis. Find continuous updates for our members.

Sign up Online for Electric, Internet, Video, and Phone

Learn more about Cumberland Connect fiber internet services, pricing and availability [here](#).

Add Services

Start a New Service

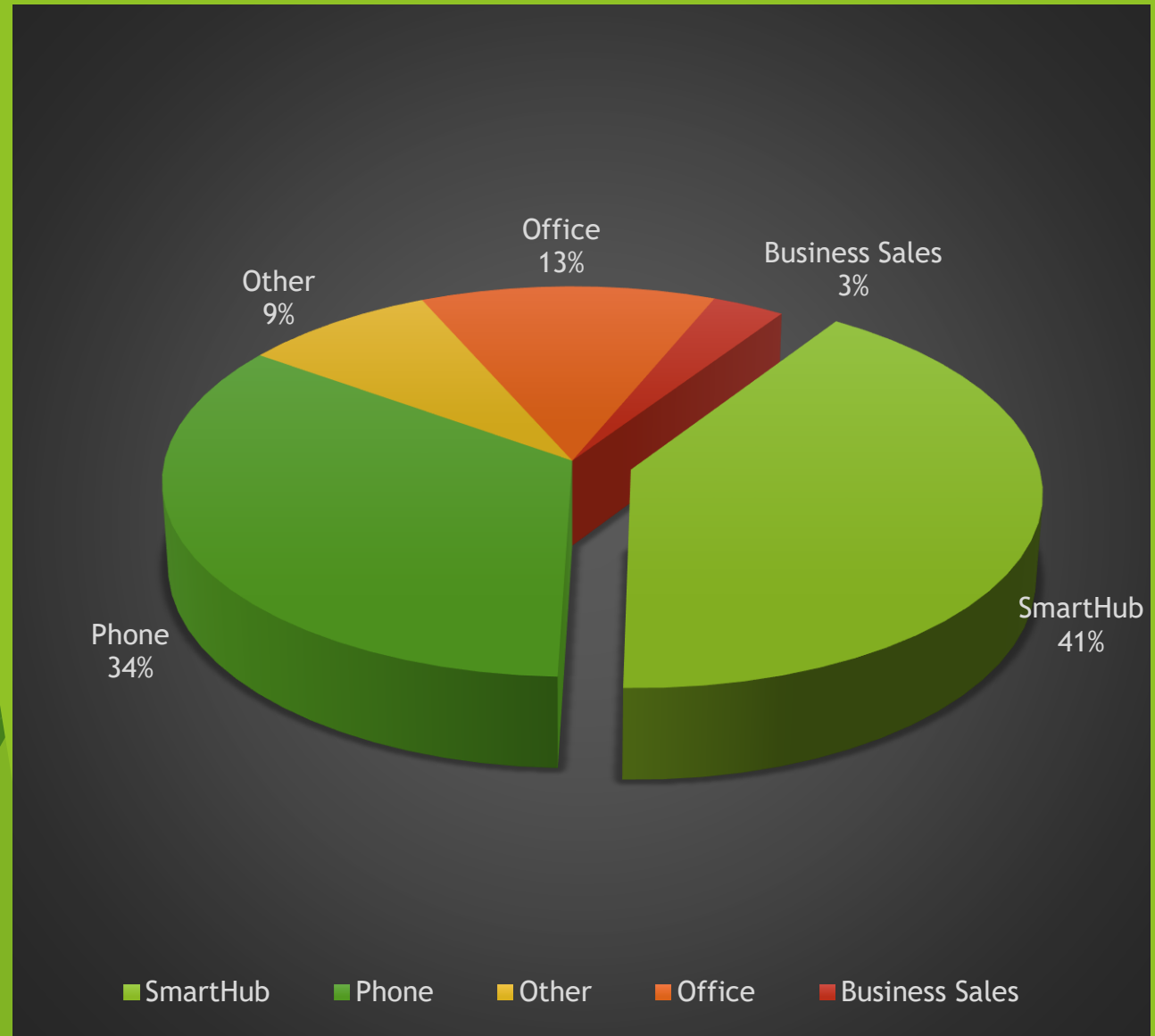
Welcome to Cumberland Electric Membership Corporation





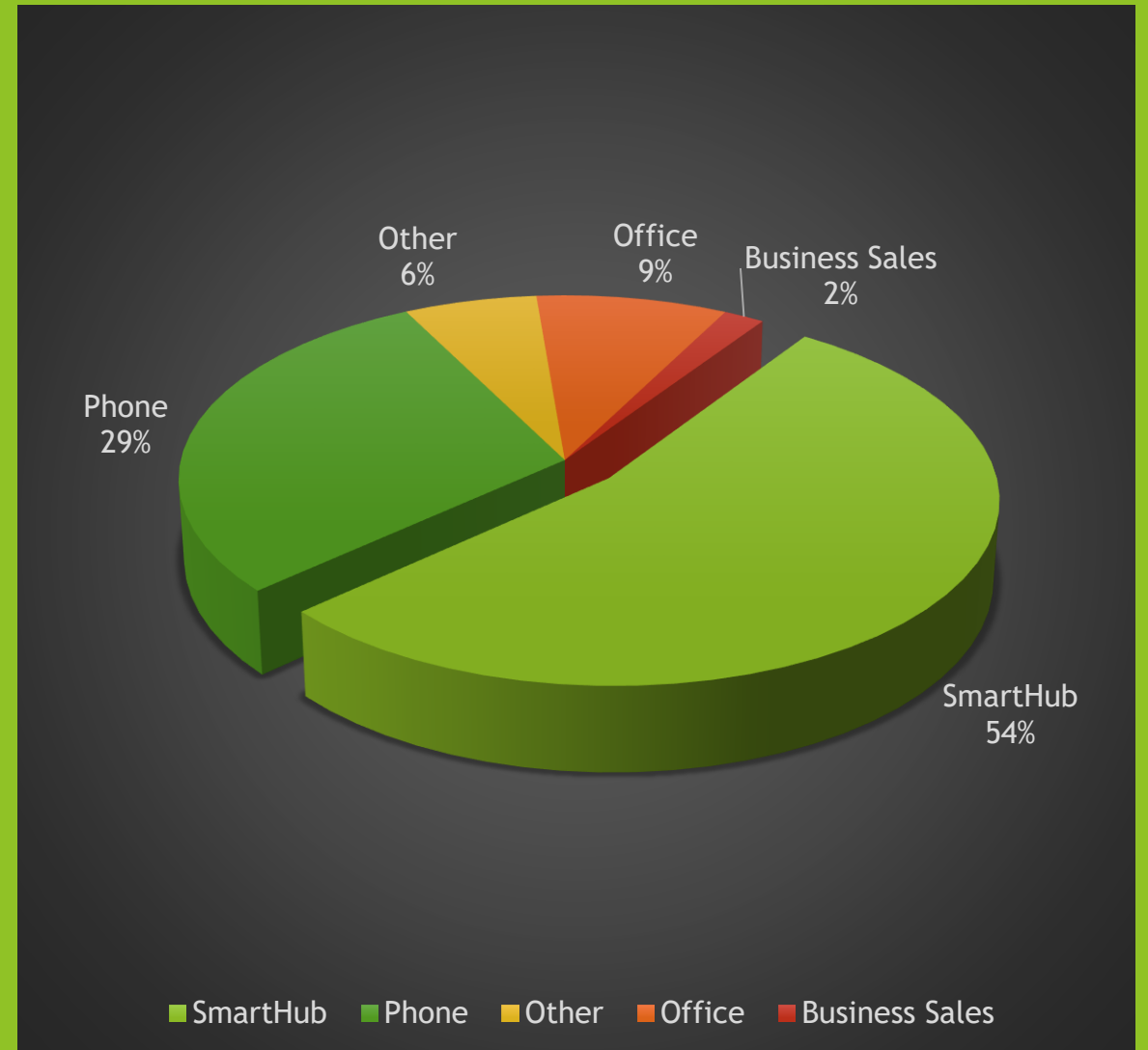
▶ Stats

Broadband Signup Method for Pending & Active Accounts

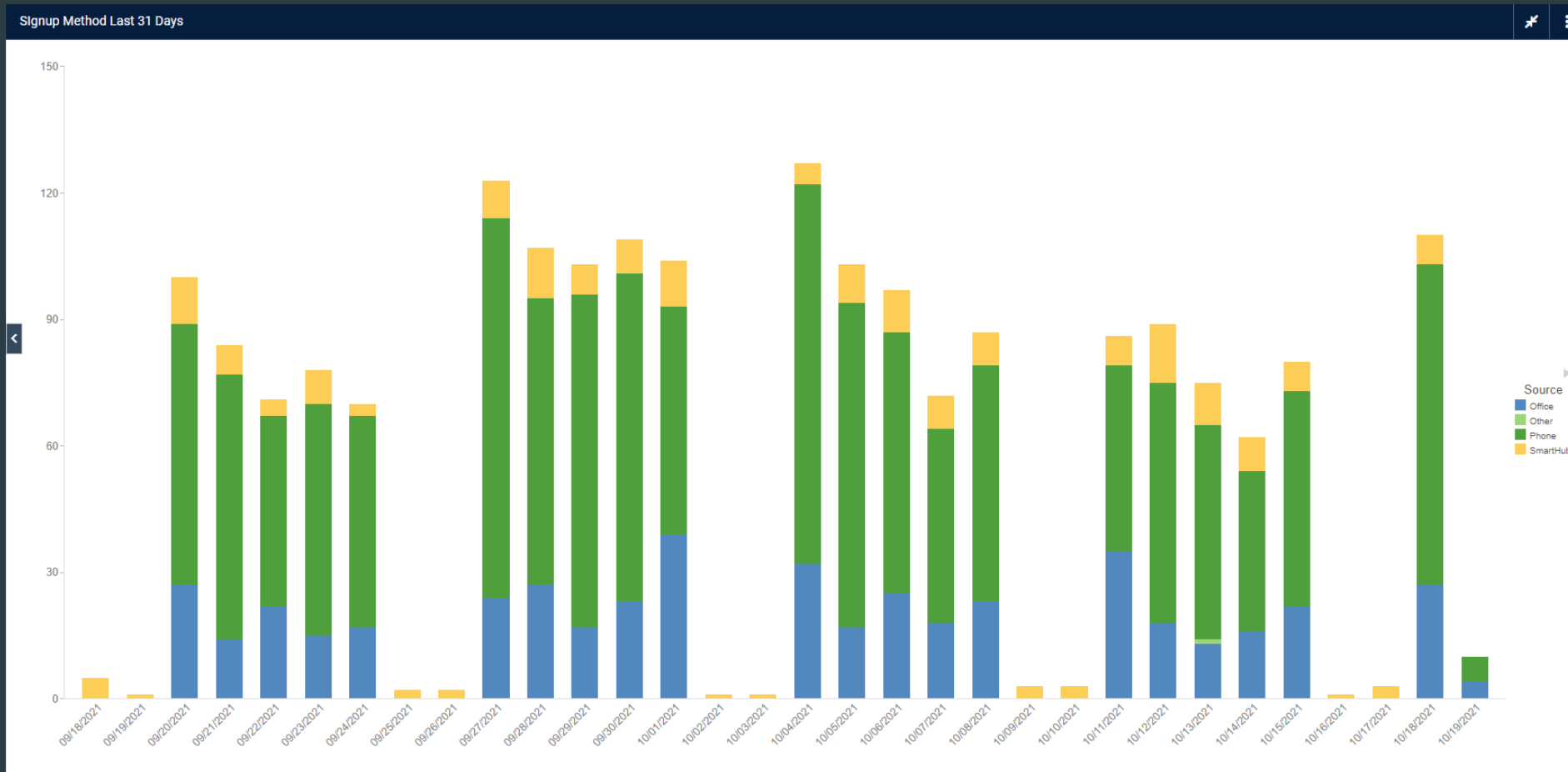


Broadband Large Zone Opening Days

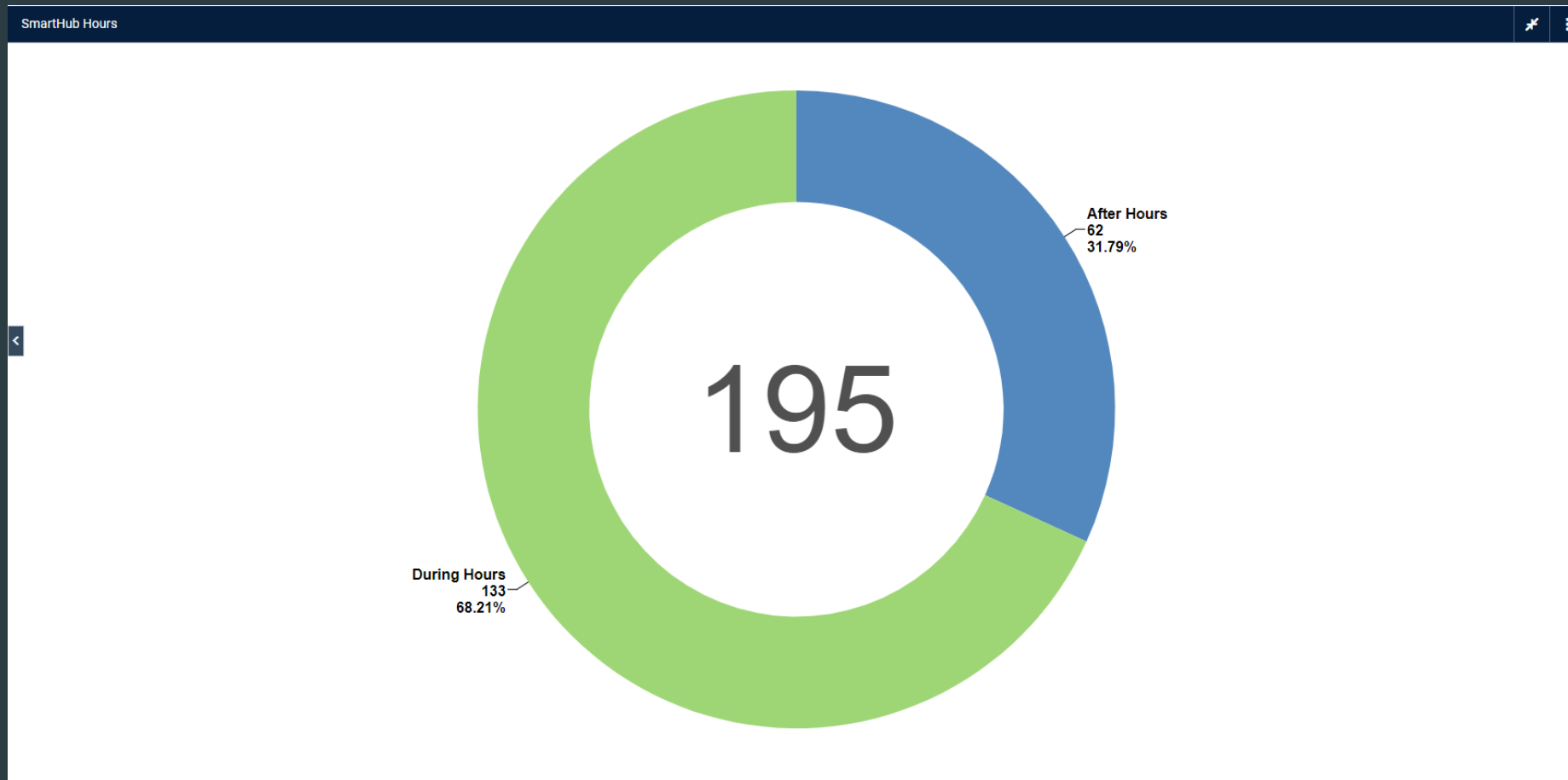
*Over 40 Signups



Electric Online Signups Over Last 31 Days



Electric Online Signup - Initiated During or After Hours



The background features a dark blue area on the left side, transitioning into a vibrant green area on the right. The green area is composed of several overlapping, semi-transparent geometric shapes, including triangles and polygons, creating a layered, abstract effect. The text is positioned in the center-right of the image.

▶ Member Feedback

Member Feedback



The overall Cumberland Connect sign-up and install was great. Thanks for giving us Internet where we had no options before.

— BENJAMIN, SOUTHSIDE, TN



The whole process of signing up online through installation in the home was super. I was informed, the 3-step process was timely, and the service technician was courteous and knowledgeable.

— TONYA, BIG ROCK, TN

More Member Feedback

“

Everything has honestly been great so far. Sign-up was fast and easy through SmartHub, and installation was faster than any company around. I give all 10/10 — and I sincerely mean it!

— TABITHA, PORTLAND, TN

“

It was a seamless process — from initiating the service through SmartHub to the final install. We are extremely pleased with our speed!! The hubby was kind of skeptical but as soon as he witnessed it in action he was a believer! We have always paid for 250 from Spectrum but never came close to that. HUGE difference and we love it!

— STEPHANIE, CUNNINGHAM, TN

Even More Comments...

- ▶ “Everything was simple and easy to sign up for.” - Hailey
- ▶ “Easy seamless process.” - Melissa
- ▶ “I did not find it difficult at all.” - Donald
- ▶ “Couldn't be better! It is great!!” - Craig
- ▶ “Everything was very easy to set up.” - David
- ▶ “It was easy to use!” - Kimberly
- ▶ “The entire program was perfect from start to finish.” - Grady



▶ Questions?