



Exceeding Lifeline Recertification Goals

Situation

In response to the Federal Communications Commission (FCC) Lifeline Order, a northwestern regional telecommunications provider needed a solution to quickly design and deploy a Lifeline recertification platform to quickly renew its entire Lifeline subscriber base. They required a partner with expertise and a proven track record in Lifeline programs to deliver accurate, high recertification rates to comply with the FCC order. Solix was selected to provide the needed support.

Objectives

- Implement an effective, multichannel outreach strategy to quickly connect with the large existing customer base to recertify their Lifeline eligibility
- Recertify 50% of current subscribers
- Complete the program by aggressive deadline to avoid FCC fines

Challenges

- Balancing cost, program effectiveness and regulatory compliance to verify eligibility for thousands of landline and wireless customers
- Effectively reaching and recertifying extremely rural or difficult to reach customers to keep them active

Solution

- Developed multi-channel customer communication options, including Interactive Voice, allowing subscribers to engage in the recertification process in the way that was most comfortable
- Designed and executed a multi-touch marketing program that included easy to use web application, Response (IVR), and a hard copy mail application to reach entire customer base
- Created a customized Lifeline technology platform to verify customer eligibility based on their participation in at least one of seven federal benefit programs or at least one of 15 additional state benefit programs
- Implemented an automated recertification process whereby customers renew annually on their anniversary

Results

- Recertified 69% existing customer base, exceeding 50% goal
- Reduced program costs
- Introduced customers to an anniversary renewal program to increase ongoing efficiencies to the program
- Met FCC deadline, thus avoiding fines