

Application: 6208

WOW!'s IT Team: Driving Strategic Growth Behind the Scenes

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company WOW! Internet, TV & Phone
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Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title WOW!'s IT Team: Driving Strategic Growth Behind the Scenes
Category Q08f. Technology Team of the Year - Information Technology - IT Architecture
Technology Team Submission Format Written Answers

a. Briefly describe the nominated technology team: its history and past performance (up to 200 words). Required

WOW! is one of the nation's leading broadband providers, with an efficient and high-performing network that passes nearly 2 million residential, business and wholesale consumers. The company has been in business for 25 years, with a workforce of 1,100 employees. WOW! provides services in 20 markets, primarily in the Midwest and Southeast, across Michigan, Alabama, Tennessee, South Carolina, Georgia and Florida, including the new all-fiber networks in Central Florida, Hernando County, Florida, Greenville County, South Carolina and Livingston County, Michigan.

With an expansive portfolio of advanced services, including high-speed Internet services, cable TV, home phone, mobile phone, business data, voice, and cloud services, the company is dedicated to providing outstanding service at affordable prices. WOW! also serves as a leader in exceptional human resources practices, having been recognized 11 times by the National Association for Business Resources as a Best & Brightest Company to Work For in the Nation, winning the award for the last seven consecutive years and making the 2024 Top 101 National Winners list.

b. Outline the technology team's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

WOW!'s IT team is always working in the background to ensure smooth operations for customers and employees alike. With a line of sight into business priorities across many departments, they're in a unique position to drive strategic growth across architecture, customer and employee satisfaction, operational efficiency, and cost savings. Last year, the team successfully delivered over 182 projects, including critical system upgrades and new feature implementations, with 100% on-time delivery.

As WOW! made significant progress in expanding its all-fiber network in Greenfield markets to reach 400,000 new homes, IT has been the unsung hero behind this initiative – ensuring the smooth rollout of services to 75,600 customers in Greenfield communities since 2023.

The team has implemented AI tools such as Actifai to drive revenue and reduce expenses, in addition to delivering automation that improved productivity and cost reduction by allowing resources to focus on higher value tasks. Operating expenses decreased 12.6% from 2024-2025.

Additionally, the team was behind the successful launch of WOW!'s unique integrated billing option with YouTube TV. They enhanced activation flow to eliminate friction from the experience and monitored metrics to help WOW! understand customer behaviors and quickly pivot strategies as needed to meet revenue and subscriber targets. As of WOW!'s Q1 2025 earnings, the company serves 48,900 video subscribers.

The IT team also boasts a strong culture, scoring above average in areas of management support, caring, and openness based on Peakon measurements, with employee engagement increasing 10% from 2024-2025.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

The IT team's strategic initiatives position WOW! for continued growth. Increased speed of delivery through cohesive service capabilities and improved scalability has allowed WOW! to rapidly adapt to shifting market conditions. In 2024, order processing issues dropped from 7% to ~1.5%, and the average number of outages decreased 35% due to proactive monitoring and maintenance.

Implementing Actifai enabled WOW! to further streamline processes and consolidate disparate systems onto a single platform. Through a modern interface, WOW! has improved capabilities to manage leads for subscriber growth, gather actionable sales and marketing insights, deliver serviceability verification enhancements, and rapidly test and deploy offers, promotions, and communication strategies to meet the evolving needs of consumers. As a result, WOW!'s digital channel has grown significantly. WOW! reported a \$7.4 million increase in average revenue per unit (ARPU) in the company's most recent earnings. This record ARPU combined with low-churn continues to drive growth in new markets.

WOW!'s unique integration with YouTube TV transforms how WOW! offers pay TV service and reinforces its broadband-first strategy, providing best-in-class service options to customers and supporting WOW!'s evolution. The team's nimble operations in WOW!'s market expansion efforts have allowed the company to reach the significant milestone of 100,000 new homes passed since early 2023.

These accomplishments underscore that IT is the unseen engine that continues to propel WOW!'s ability to deliver new capabilities and features quickly to sustain growth, delight both new and existing customers, and be a best place to work.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

- 1. Recent press release highlighting WOW!'s market expansion momentum since early 2023, reaching a major milestone of 100,000 new homes passed
- 2. 2023 announcement of WOW!'s integration with Actifai to enhance operations and customer experience with AI
- 3. Announcement of WOW!'s integration with YouTube TV in 2023, enabling current and prospective residential video customers can take advantage of special promotional offers for YouTube TV and add-on services such as NFL Sunday Ticket
- 4. Out of a US News and World Report list of 25 providers offering all types of internet across the U.S., WOW! ranked first for fastest cable upload speeds, second for best cable internet service providers (ISPs) and fourth overall - highlighting the company's success
- 5. List of IT's architecture-specific initiatives and achievements in 2024
- 6. Image showing the IT team's Peakon scores, highlighting above average scores in areas of management support, caring, and openness
- 7. Chart showing 100% on-time project delivery in 2024

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