



"Thanks to Channel Integration, when we're in the door as a unified team, we are only talking about Frontier."

– Craig Pahl, Communication Network Solutions

Communication Network Solutions Finds Success with Frontier's Channel Integration Model



The Team is Top-Notch

One of the original members of Frontier's Partner Program, Craig Pahl and his team at Communication Network Solutions have been a Master Agent for Frontier since 2006. After so many years in the program Pahl is still enthusiastic about his experience with Frontier. "The team is top-notch. They think outside the box. They're willing to work with subs, clients, or myself on some quirky deals," says Pahl.

Thinking Outside the Box

One example of this is a CNS client located "in the middle of nowhere in Idaho," explains Pahl. "Frontier actually had to put in network for this client to meet the bandwidth they were requesting. It wasn't a vanilla deal but it's paid dividends over the last few years since we've done it."

Success with Channel Integration

The Channel Integration model employed by Frontier is working beautifully for Craig and his team. "Why bump heads with Direct Reps when we can work as a unified team and put together a solution that makes sense for the client, the sub agent, and the Direct Rep," he says. He adds that Channel Integration program provides a united front and smooth experience for the customer, which allows CNS to go head-to-head with the major cable carriers. "When we're in the door, as a unified team, we are only talking about Frontier."

When preparing to Channel Integrate with a new Direct Rep, Pahl and his team create a game plan with the Direct Rep. "This works so great for us," he explains. "Who calls, who emails, who is point of reference, etc. It makes for such a smooth experience for all involved."

Meet CNS

Craig Pahl, Vice President of
Communication Network
Solutions

Located in Des Moines, IA

Runs "lean and mean" with
191 active sub-agents

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