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OPERATION "CABLE JIMMY"

Produced by WOW! Stakeholder
Justin Bastian, DevCom Founder & CEO

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MISSION: The mission of Operation "Cable Jimmy" (Operation CJ, Op. CJ) is to restore the founding "WOW! Way" vision, organizational culture, and market impact. Effecting WOW!'s delivery, QA/QC, and management of vital Internet infrastructure to the American public.

OBJECTIVE: Op. CJ's objective is to [intrapreneur](#) with stakeholders and shareholders to drive mission success to WIN new (greenfield) and old (legacy) markets from WOW!'s ISP competitors.

STRATEGY: Op. CJ operates principally from an evidence-based position: the better an ISP cares for its customer, its people, systems, and processes in the delivery of pricing, promises, guarantees, services, and experience the more market share an ISP obtains and retains.

Op. CJ's strategy is to win hearts and minds internally to re-establish effective WOW! Way leadership strategies, practices, and cross-channel TTPs required to exponentially inform, manage, improve, and grow WOW!'s Direct Sales, Quality Control & Assurance, Customer Service & Support, Operations, Partners, Branding, and generational market share.

OPERATORS: Op. CJ is a coalition effort led by WOW!'s leading Regional Manager, James Seiloff and WOW!'s leading Sales & YouTube TV installation-education partner, DevCom CEO, Justin Bastian.

ACTIVATION: Op. CJ operation will activate with the launch of WOW!'s new Greenville, SC's fiber market. This greenfield will serve to produce Op. CJ's scalable model within 90-days. Successful outcomes will produce for mission operators a sphere of greater intraorganizational influence needed to carry the mission forward.

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