

COMPANY 	INDUSTRY <b>Telecom (rural cooperative)</b>
MEMBERS <b>~9,000 across rural Indiana</b>	USE CASE <b>Public status page, Xurrent IMR</b>

## How Endeavor Communications keeps rural Indiana online, and informed

A member-owned telecom co-op replaced its in-house status tools with three audience-specific pages on Xurrent IMR.

A cooperative answers to its members, not to shareholders, which changes what good service looks like. When the internet goes down in a small Indiana town, the people affected are not anonymous customers. They are the members who own the company. For Endeavor Communications, that makes clear, honest communication during an outage less a feature than an obligation.

Endeavor had built its own tools for tracking and reporting IT issues. They worked for responding to outages, but as the co-op grew, it needed something more proactive: a way to tell members about uptime and incidents before the phone started ringing. It found that in Xurrent IMR.

### At a glance

**~9,000**

members kept informed across rural Indiana

**3**

status pages, one per service line

**By county**

navigation built around how members search

**Outcome: pages live quickly, each tailored to its audience, with proactive alerts about planned downtime rather than after-the-fact reports of problems.**

## About Endeavor Communications

Endeavor began in 1950 as the Clay County Rural Telephone Cooperative, formed to bring telephone service to the small towns and rural areas of Indiana that larger providers overlooked. Between 1955 and 1980 it acquired nine exchanges across an eight-county area.

Today Endeavor serves roughly 9,000 members with high-speed internet, television, IT services, security solutions, business phone, and wireless. Seventy-five years on, its purpose has not changed: connecting communities that depend on it.

## The challenge: homegrown tools that could report, but not reassure

Endeavor's custom-built tools were good at one thing: responding once an outage had already happened. What they could not do was get ahead of it. As the co-op's customer base grew and its service lines multiplied, reactive reporting stopped being enough. Members increasingly expected to know about issues and planned maintenance proactively, the way they would from any modern provider, and Endeavor was managing that across multiple separate in-house tools rather than one consistent place.

The co-op set out to consolidate: to move from a patchwork of internal tools to a single hosted status page solution that could deliver clear, consistent incident communication across the business. Crucially, it needed to serve three distinct areas, each with its own audience.

## **The solution: three pages, each built for its audience**

Endeavor evaluated status page tools from several leading providers. Two things set Xurrent IMR apart. It was easy to implement, and the dashboard was simple to customize, which mattered a great deal given the plan to run a status page across three different parts of the business, each speaking to a different set of members.

The deciding factor was social media. The ability to publish an IT status update to a status page and to social platforms at the same time was a major draw for a co-op whose members often turn to social channels first when something stops working. Posting once and reaching members everywhere they look is exactly the kind of efficiency a lean rural operation needs. Endeavor also valued the personalized sales and technical support throughout the evaluation.

## **The result: proactive communication, organized the way members think**

With Xurrent IMR, Endeavor stood up its three status pages quickly and customized each to the audience for that service line. Just as importantly, the co-op shifted from simply reporting problems to proactively alerting members about planned downtime, the difference between a member finding out their service is off and a member knowing in advance it will be.

The pages are organized by county, mirroring how members actually think about where they live and which exchange serves them. For a status page serving nearly 9,000 members spread across rural Indiana, that navigation choice turns a wall of system information into something a member can scan and immediately understand. The result is communication that fits the community it serves, which for a member-owned cooperative is the whole point.

## Transparency as the cooperative promise

For a co-op, openness is not a marketing posture. It is built into the ownership model. By giving members a clear, proactive view of service status, organized around their own communities, Endeavor turned incident communication into a visible expression of the promise it has kept since 1950: that the people it serves come first, especially on the days something goes wrong.

**Get started with Xurrent today.**



See how Xurrent IMR keeps every audience informed across as many status pages as your business needs



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