

GOCare™ Reduces Operational Costs & Improves Customer Satisfaction

OVERVIEW:

Broadstripe is a small operator in Anne Arundel County Maryland and serves residential and small business subscribers with voice, video, and high-speed data services. The Company is a competitive overbuild in its service area. Broadstripe, like most small operators seeks to differentiate itself on the customer experience.

OBJECTIVES:

1. Provide customers an alternate contact channel that may reduce routine call volume into the call center;
2. To reduce missed appointment truck rolls, GOCare appointment reminders (including the ability for customers to request changes) are delivered to GOCare subscribers;
3. Allow customers to inquire about outages (and status) or report outages via the convenience of texting; and
4. Differentiate Broadstripe in a crowded field of broadband providers (& improve the customer experience) by allowing two-way communications via fully-automated texting.

KEY RESULTS:

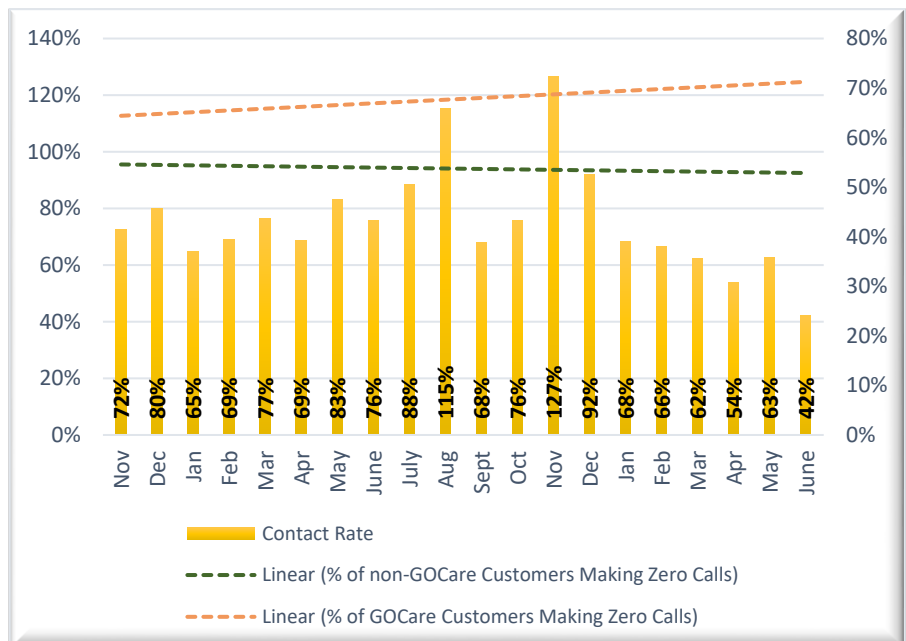
1. GOCare customers consistently call 27% **LESS OFTEN** than non-GOCare subscribers (“GOCare Advantage”);
2. Eliminating seasonality, total call volume for Jan-June 2017 was over 13% **LOWER** than the same period in 2016;
3. **MOST** importantly, GOCare diverts calls from the call center when the contact rate (call volume) is the highest;
4. GOCare customers pay 20% - 50% **FASTER** once they hit late pay status; and
5. GOCare subscribers are almost 80% **LESS LIKELY** to miss a scheduled appointment than non-GOCare subscribers.

GOCare’s operational gains equal over \$5 in MONTHLY savings for each GOCare subscriber - \$3.73 of call volume, \$1.50 in avoided truck rolls, and \$0.50 in faster collection. Assuming only a 20% Opt-In rate, GOCare represents \$12 of annual EBITDA opportunity every subscriber.

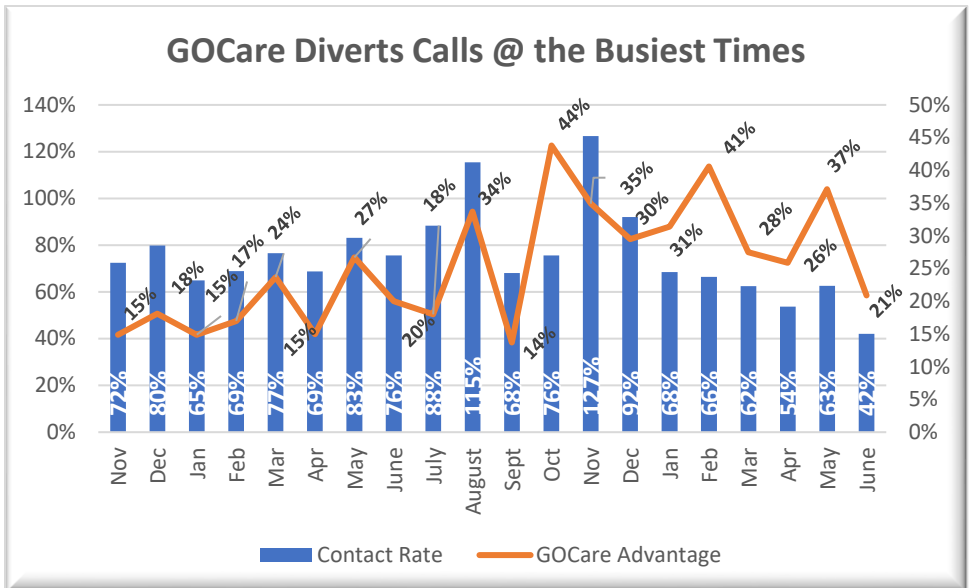
CALL CENTER IMPACT:

As with all call centers, monthly call volume varies significantly to due to a variety of issues - outages, the number of Mondays, Fridays, and Holidays, etc.

GOCare customers are (on average) 27% **LESS LIKELY** to call the call center – that is the “GOCare Advantage”. That advantage is typically greatest during the busiest months of call volumes – i.e. when hold times are the greatest or outages spike volumes. GOCare customers are most likely to utilize the GOCare channel to access information rather than the traditional call center – easing call volume and offering a better customer experience.

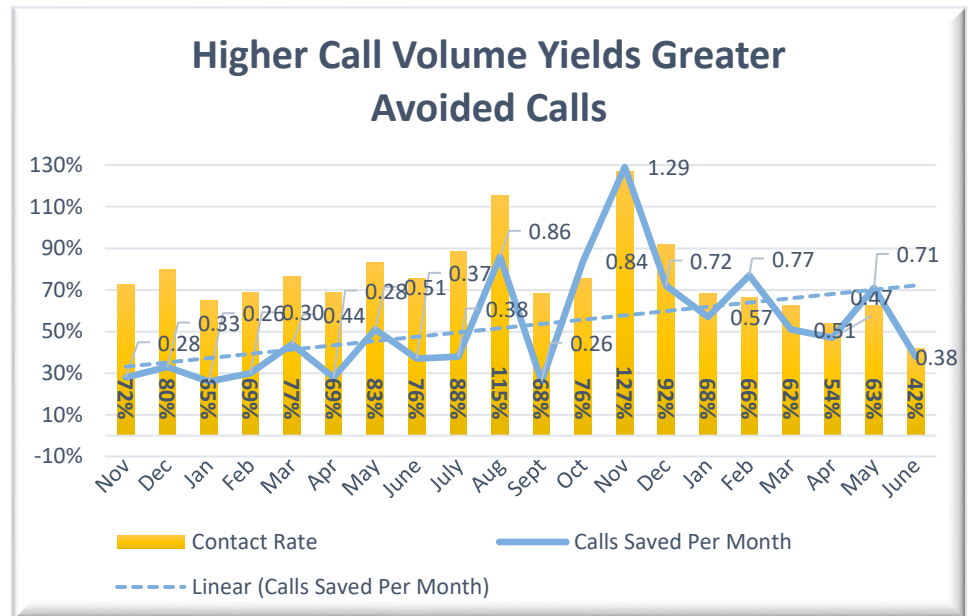


Applying the 27% GOCare advantage (reduced likelihood to call) to an average of 2.3 calls per subscriber and the result is that each GOCare subscriber represents an average savings of over 1/2 of a call each month. 0.62 calls times \$6 cost per call suggests the GOCare savings in call volume alone averages \$3.73 per month (650% ROI). The graph @ right shows the call savings vary monthly, and range from .25 calls to 1.3 calls for each GOCare subscriber – a cost savings of \$1.50 to \$7.80 per month for each GOCare subscriber. That is a Return on Investment range of 300% to over 1500% monthly.



MISSED APPOINTMENTS:

GOCare subscribers continued to outperform non-GOCare subscribers in the missed appointment metric by meaningful margins. GOCare subscribers have missed 78% fewer of their scheduled appointments than non-GOCare subscribers during the study period. With an average 78% improvement in missed appointments for GOCare subscribers, overall Missed Appointments declined for Broadstripe. In fact, GOCare subscribers experienced **ZERO** missed appointments for 60% of the study months.



GOCare customers call LESS Often (savings = \$3.73), miss FEWER appointments (savings = \$1.50). That is over \$5 in monthly EBITDA. Assuming a 20% Opt-In rate, GOCare represents \$12 in ANNUAL EBITDA for EVERY customer in your operation!

