

GOCare™ Reduces Operational Costs & Improves Customer Satisfaction

OVERVIEW:

enTouch Systems, Inc. (“enTouch”) is a small operator in the greater Houston, TX market and serves residential and small business subscribers with voice, video, high-speed data, and home security services. enTouch was the first operator to deploy GOCare Mobile Customer Care. They recognized GOCare’s ability to (a) adopt a mobile-first mindset in offering an alternative to the call center / IVR; and (b) differentiate the company among other service providers in an effort to “be easy to do business with.”

enTouch did not have the budget to develop their own mobile solution and GOCare represented a turnkey, economic solution. It was deployed in May 2015.

OBJECTIVES:

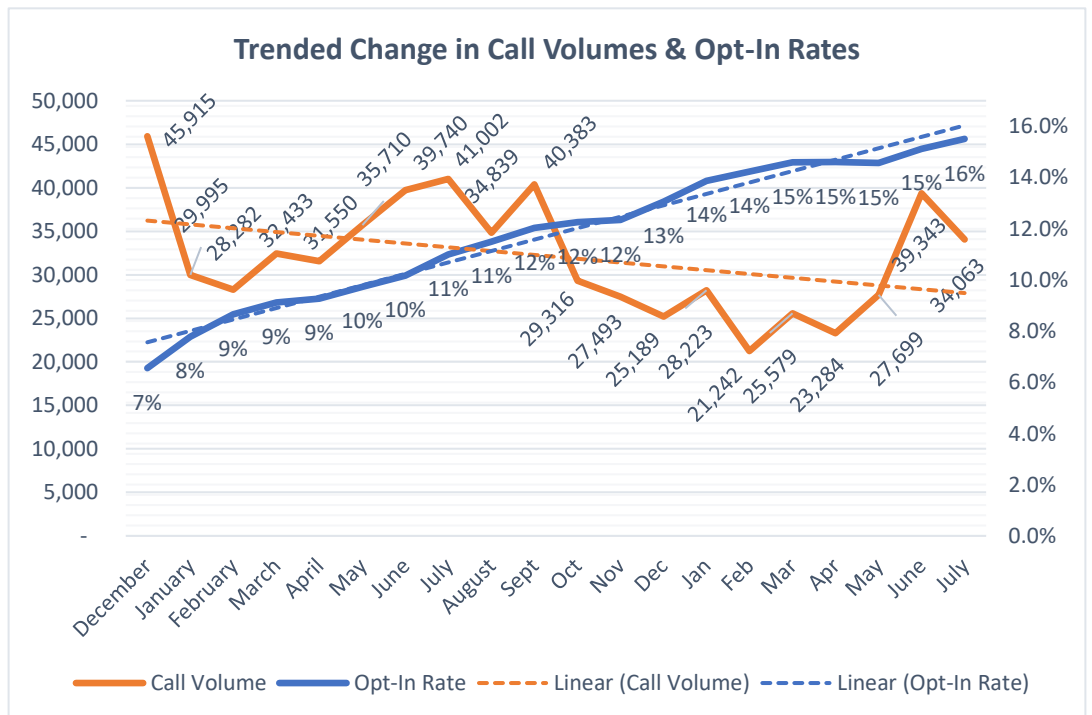
1. Reduce routine call volume into the call center by offering alternate channels;
2. Reduce missed appointments and make reschedules more convenient for subscribers;
3. Deliver proactive outage notifications to only affected subscribers
4. Enable mobile outage inquiries and self-reported outages without inbound calls; and
5. Be easy to do business with!

KEY TAKEAWAYS:

1. GOCare subscribers are **27% LESS LIKELY** to call than non-GOCare subscribers. That average is trending higher;
2. Total call volume for July YTD **Call volume is down 17%** over the corresponding prior-year period;
3. **Most importantly**, GOCare diverts calls from the call center when the contact rate (call volume) is the highest.

CUSTOMER ADOPTION:

GOCare adoption is consistent month over month. Customer preference for mobile communications is proven. CSRs and a solid (NuTEQ-provided) marketing plan drive awareness and customer adoption. The decline in call volume is (with a couple of exceptions) consistent.

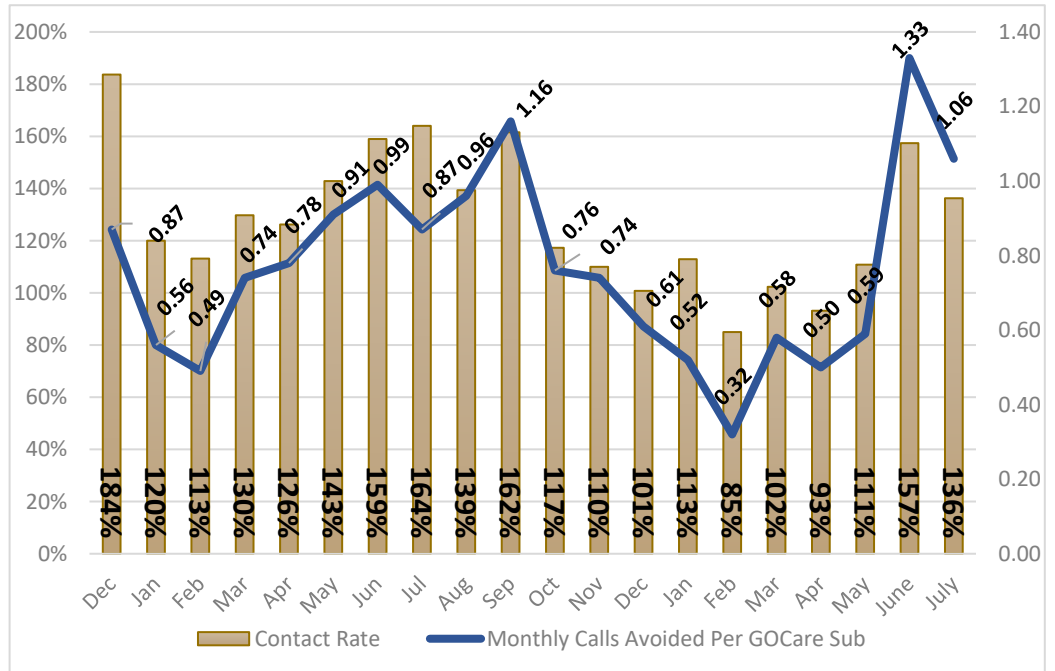
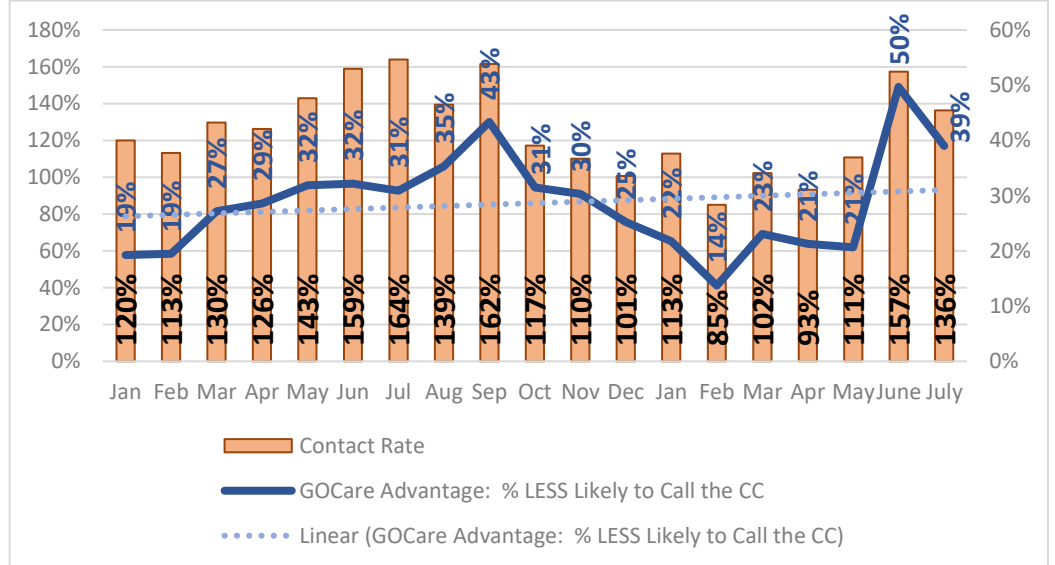
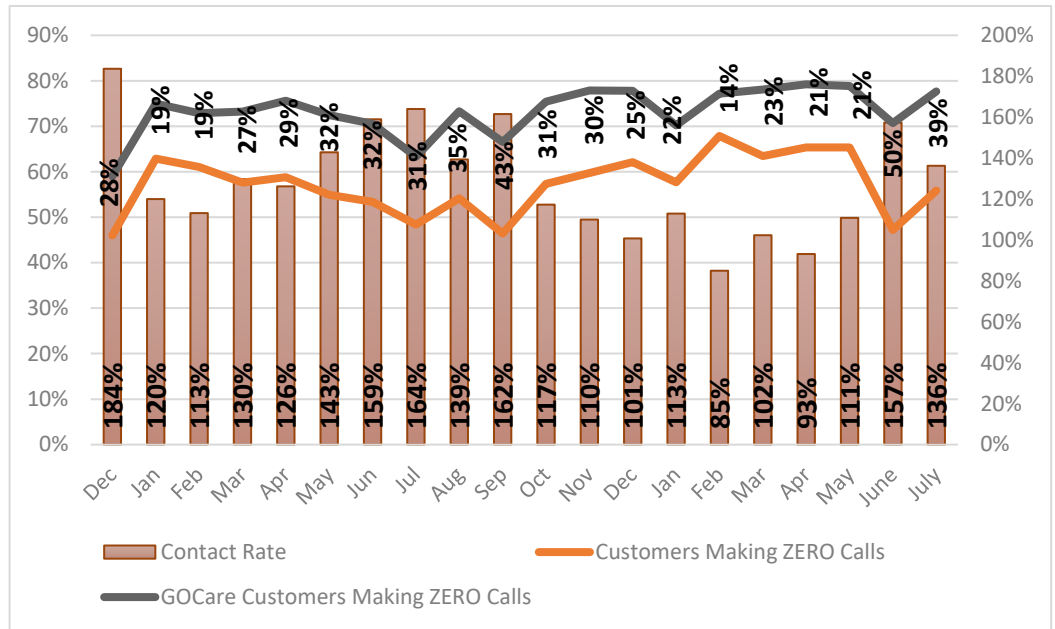


CALL CENTER IMPACT:

GOCare customers are significantly **LESS LIKELY** to call the call center. We monitor the calling patterns of GOCare vs. non-GOCare customers – and the ensuing operational impacts. GOCare customers call between 19% and 50% **LESS** often than non-GOCare customers. GOCare customers are **LEAST** likely to call during the **BUSIEST** months. Extrapolated over an entire operation, the impact is significant - fewer calls, lower headcount, and higher customer satisfaction.

The reduction in likelihood of calling is referred to as the “GOCare Advantage”. That “advantage” varies by month but is most prominent during months of high call volume. GOCare customers are most likely to utilize the GOCare channel to access information rather than a busy call center or IVR when hold times are the greatest. RESULT: Lower costs and a better customer experience.

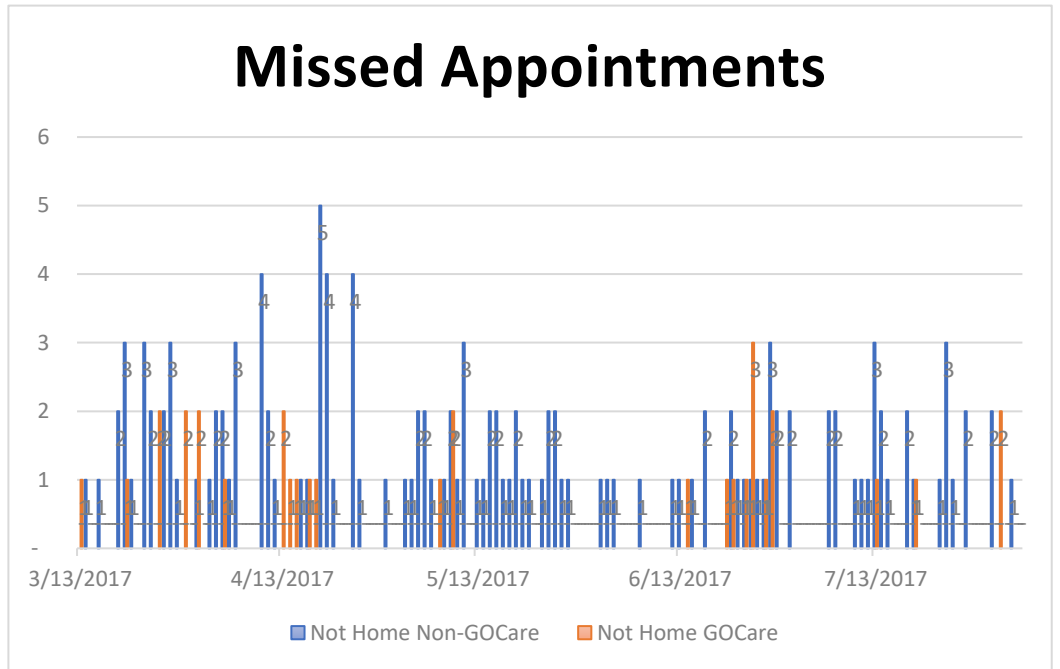
Applying the 27% GOCare advantage (reduced likelihood to call) to an average of 2.7 calls per caller and each GOCare subscriber represents an average savings of .77 monthly calls deflected. At \$6 per call, GOCare represents \$4.60 in monthly call center savings per GOCare subscriber – a 920% ROI on GOCare costs. The graph @ left shows the call savings vary monthly, and range from .32 calls to 1.3 calls for each GOCare subscriber – a monthly savings range of \$1.80 to \$7.80 for each GOCare subscriber. That is an ROI range of 360% to over 1500% monthly.



MISSED APPOINTMENTS:

GOCare subscribers continued to outperform non-GOCare subscribers with far fewer missed appointments. In fact, through the first week of August, GOCare subscribers missed only four appointments back to July 1st, and seventeen appointments back to May 1st. The average is about one per week back to the beginning of tracking.

In fact, for 92% of the days in our study, GOCare had **ZERO** reported missed appointments.



Extrapolating each of these metrics over the entire subscriber base would materially alter the call volume, head count, and cost structure of the operation and provide customers a communications channel that is now the communications channel of choice.