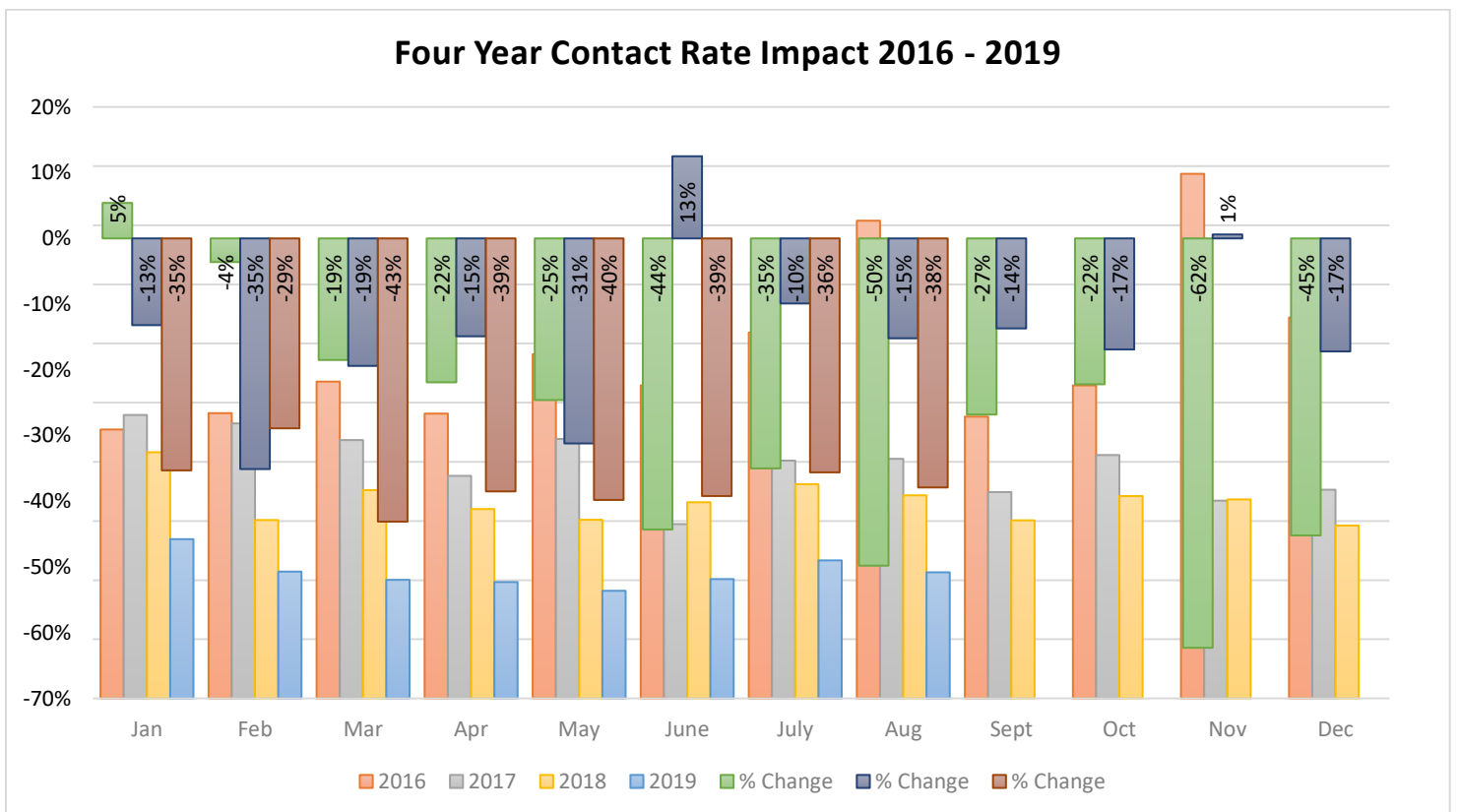
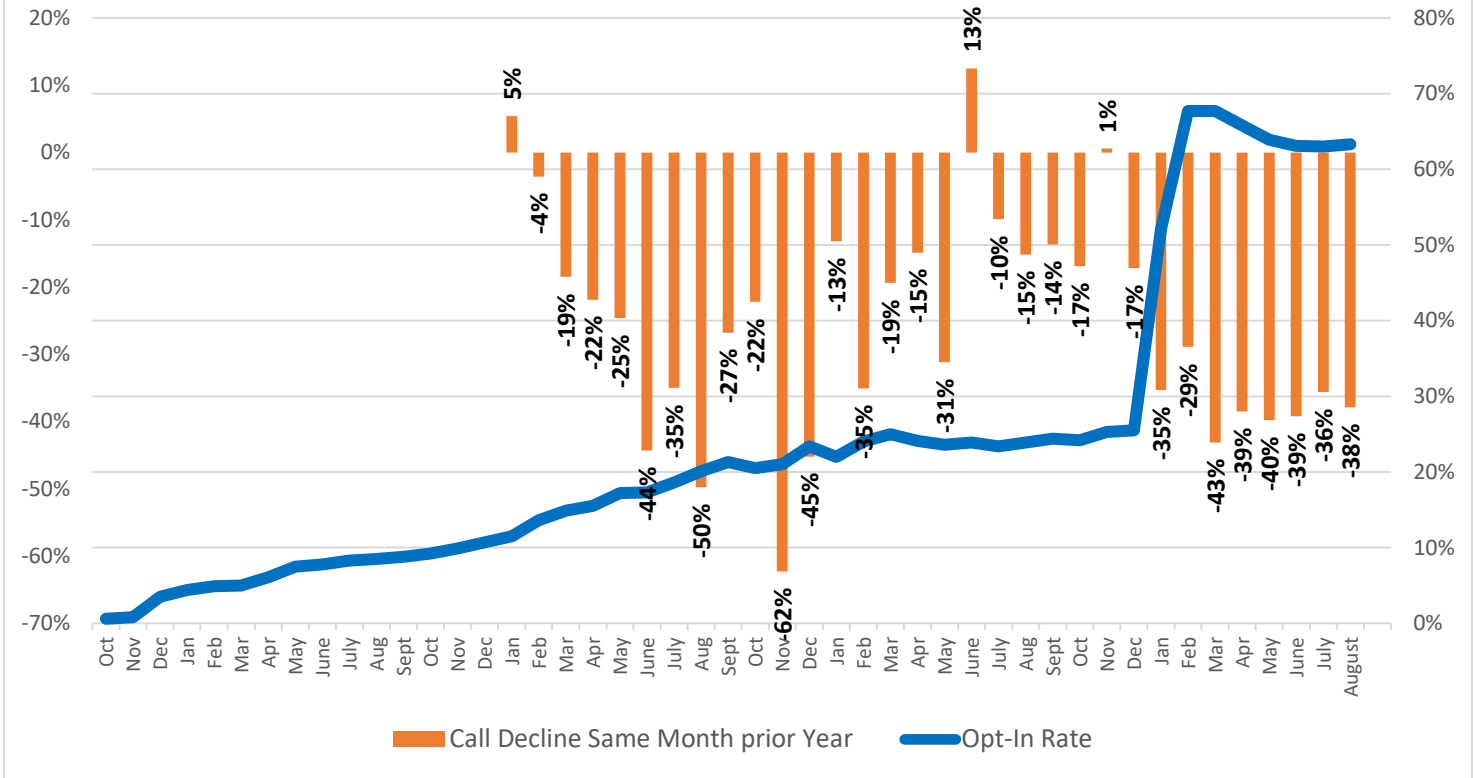


GOCare subscribers have averaged 76% LESS LIKELY to call in 2019. Call volumes in 2019 remain at record low levels since the emphasis on driving the opt-in rate higher in January.



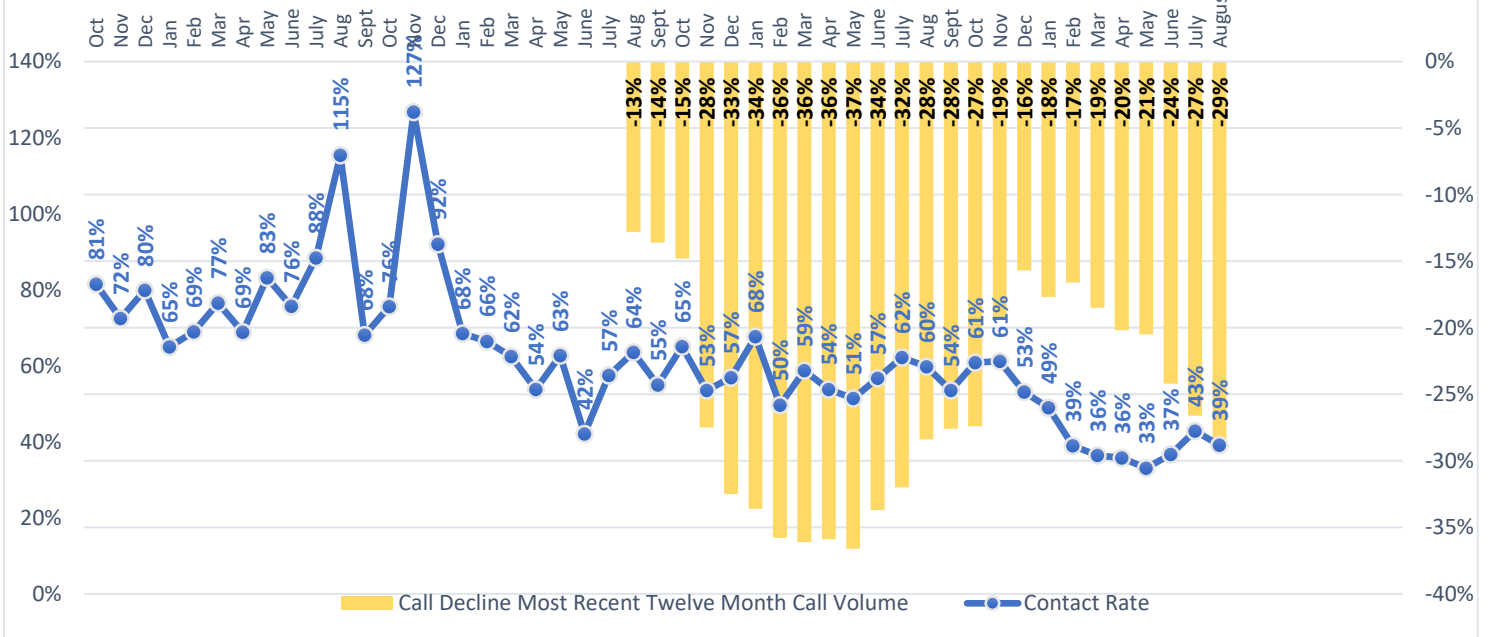
August call volumes in 2019 are approximately 25% of the level of August 2016 with each year showing meaningful reductions from the prior year. 2019 reductions are at or above the early reductions experienced (2017 v 2016) as a result of the opt-in push in January.

## Change in Current Month Call Volume vs. Same Month in Prior Year



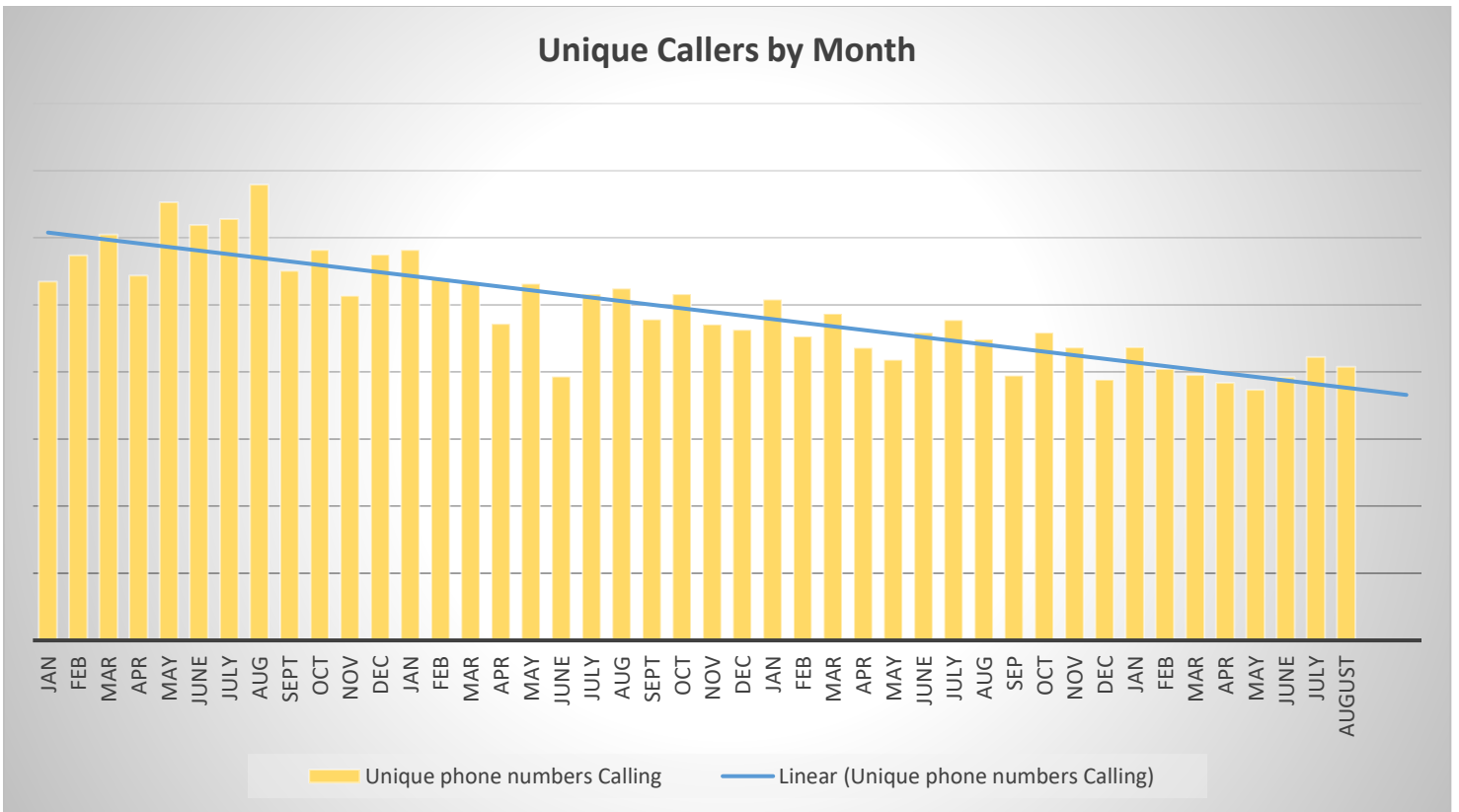
A more detailed view of the monthly call volume declines – but tied to the opt-in rate. August 2019 call volume was 38% below the already low levels of August 2018. The decline for each of the 2019 months is more than doubled that of levels in the 2<sup>nd</sup> half of 2018 periods as a result of the opt-in drive. **Only 3 months since 2017 experienced a call volume increase vs. the prior period.**

## Trailing 12 Mo. Call Volume Changes



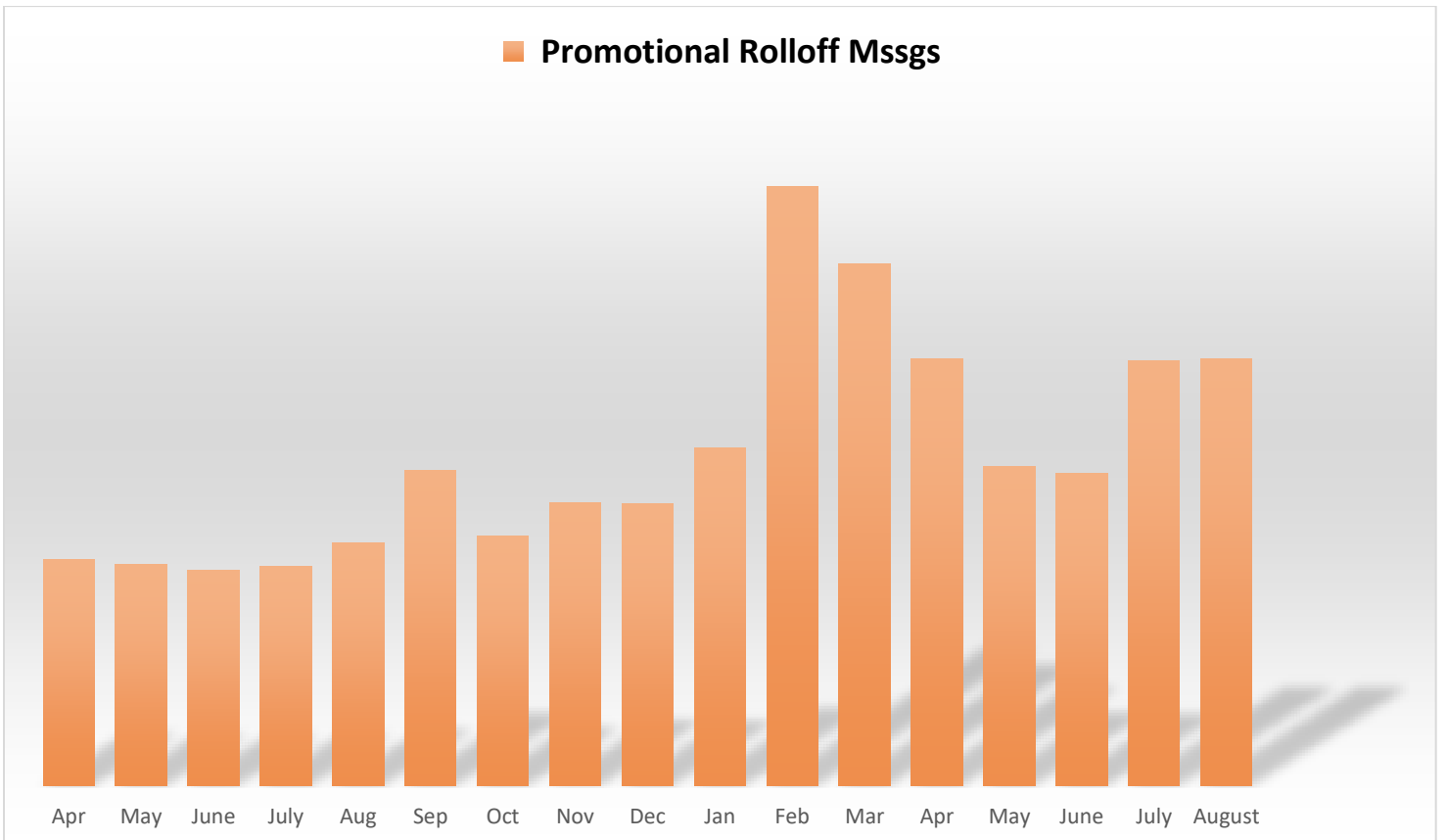
Again, call volumes continue to CONSISTENTLY decline driving DOWN the rolling 12-month call volume. The 2019 opt-in impact is highlighted here as more and more of 2019 volumes influence the trailing 12-month average. August 2019's 12-month decline is 29% below the already low August 2018 twelve-month period.

## Unique Callers by Month

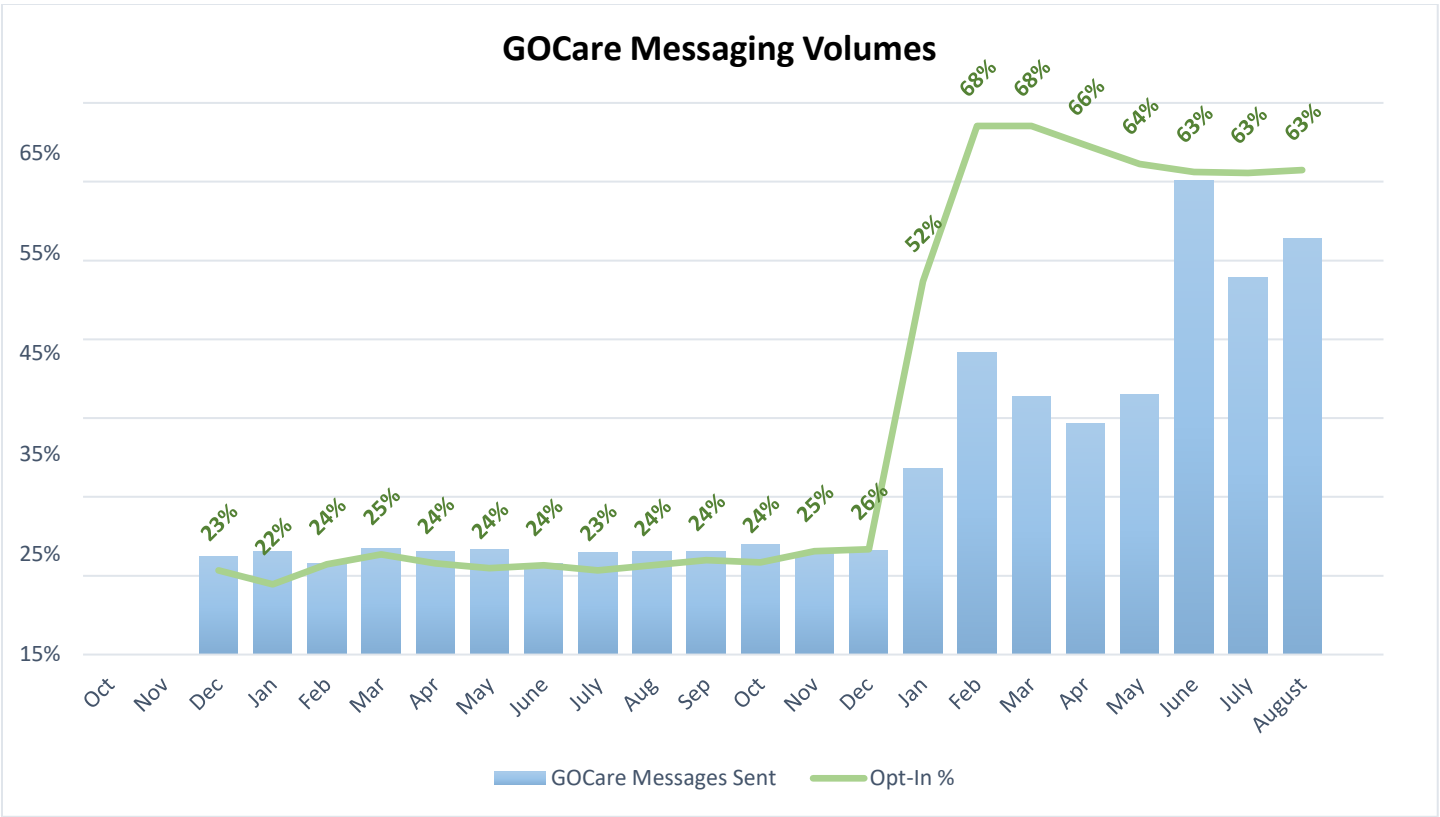


The number of unique callers each month has trended lower since we began measuring in 2016.

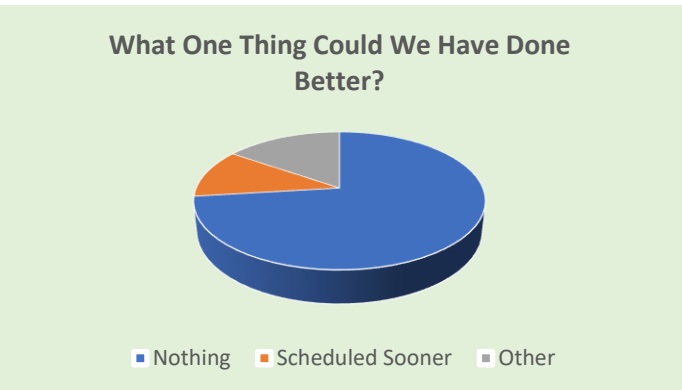
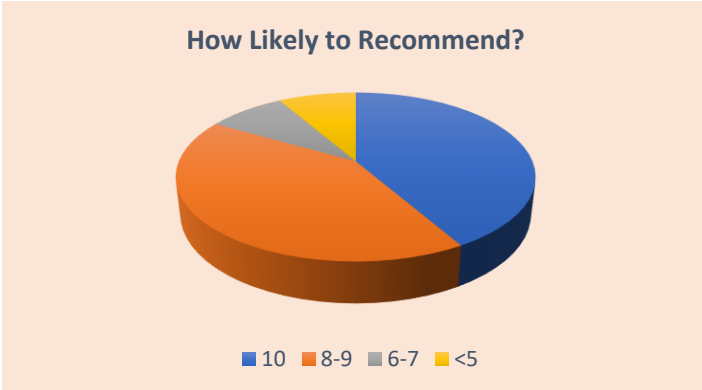
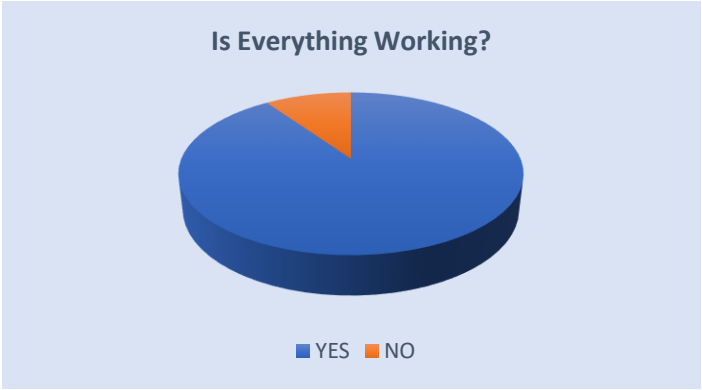
## Promotional Rolloff Mssgs



GOCare proactively shares reminder messages to subscribers rolling off a promotional offer (30 days out) in an effort to avoid “rate shock” and dissatisfaction. These reminder messages have resulted in significantly reduced churn for the affected group of subscribers.

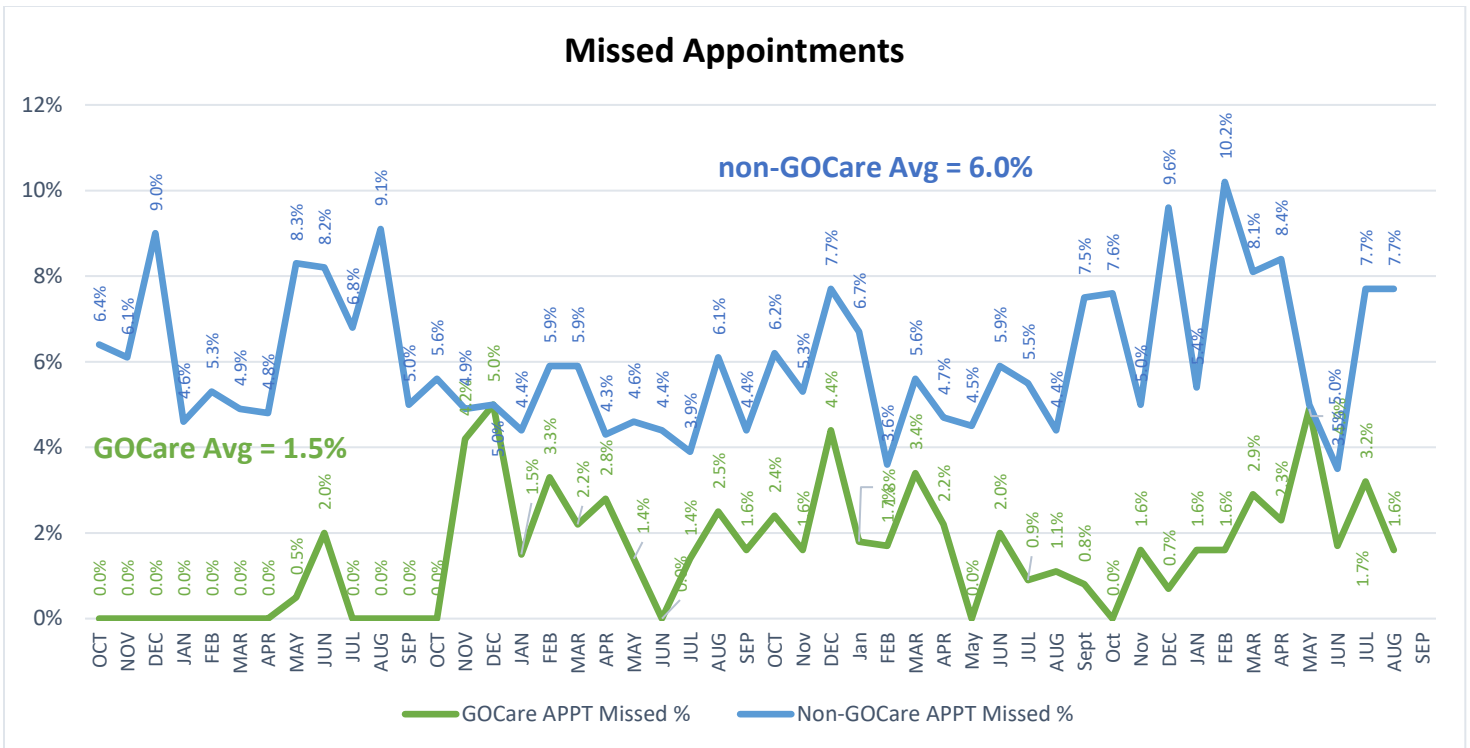


GOCare messaging volumes have increased significantly with the drive to opt-in more subscribers. More recently, the deployment of GOCare’s Outage Management system and the Survey capabilities, message volumes continue to increase. (NOTE: Messaging quantities are GOCare messages, not an industry “message” count.)



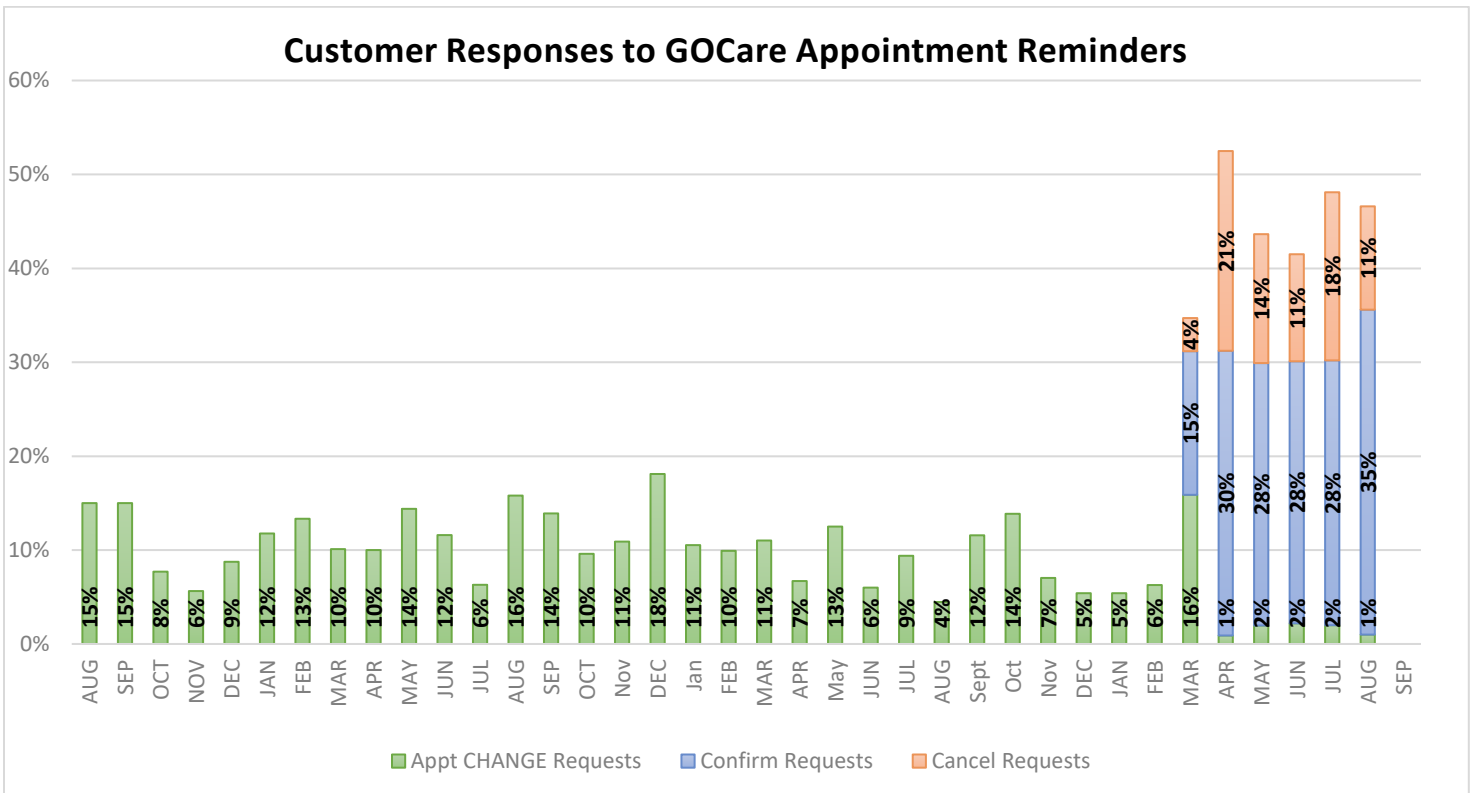
GOCare surveys subscribers of NEW INSTALLS & SERVICE calls **AUTOMATICALLY** when the technician closes out the work order. GOCare provides real time subscriber-feedback to the Company which can be acted upon (i.e., returning the truck to the subscriber). The response rate for the surveys was 15%.

## Missed Appointments

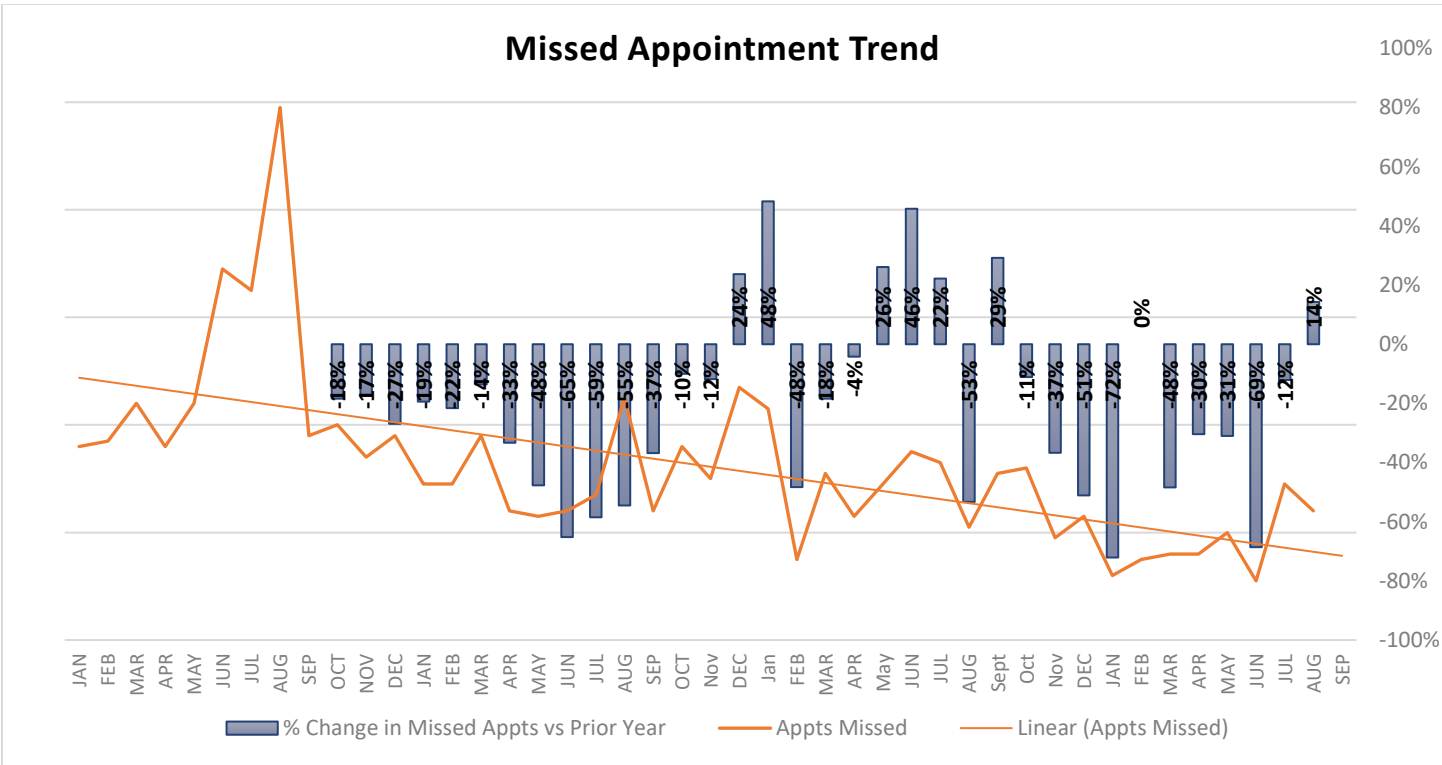


GOCare subs are 75% LESS LIKELY to miss a scheduled appointment – missing a fraction of the appointments non-GOCare subs miss. In August, GOCare subscribers missed only 3 scheduled appointments.

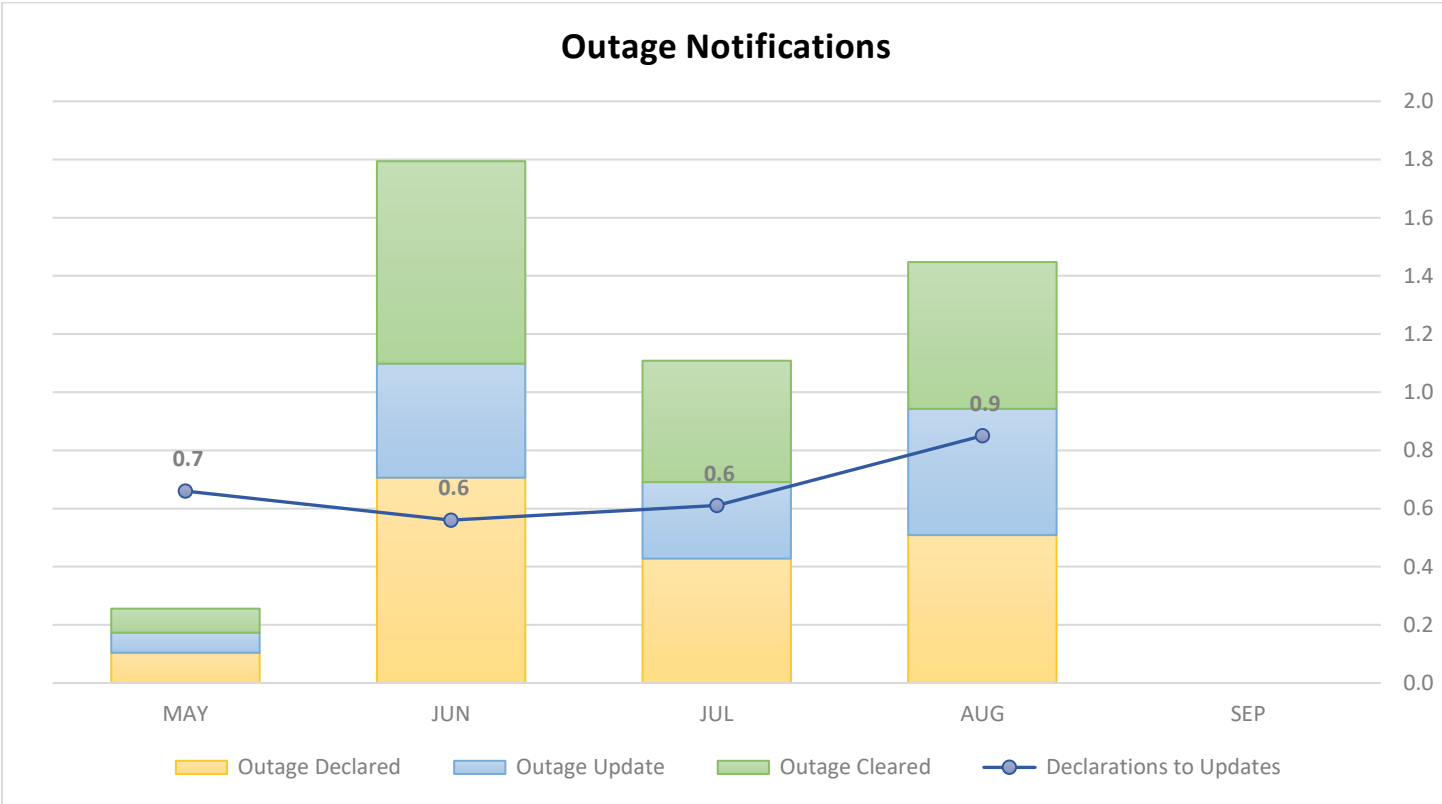
## Customer Responses to GOCare Appointment Reminders



GOCare has been providing Appointment reminders since day 1 – a large contributor to the reduction in missed appts. **MORE IMPORTANTLY**, however, is the ability of the subscriber to **RESPOND immediately & effortlessly** to the reminder – requesting to CHANGE, CANCEL, or CONFIRM the appt. Historically 10% - 15% requested a CHANGE immediately saving an unnecessary truck roll. With the addition of other RESPONSE options, we now see that most of the prior CHANGE requests were really CANCEL requests. This saves not only saves a truck roll but also a call from dispatch to the subscriber trying to reschedule.



Missed appointments continue to trend lower. However, only 12% of missed appointments were GOCare subscribers. That is significant since 63% of the subscribers are opted-in to GOCare indicating that ***non-GOCare subscribers disproportionately drive the 'bad volumes' in the operation.***



GOCare Outage Management tool provides proactive outage notifications, routine updates of those outages, and an “all clear” when the outage is resolved. These messages have proven to be highly effective in deflecting unnecessary call volume during outages, being transparent in service-delivery, and improving the customer experience. August outages were slightly longer (on average) than prior months with almost 1 update for each outage declaration.