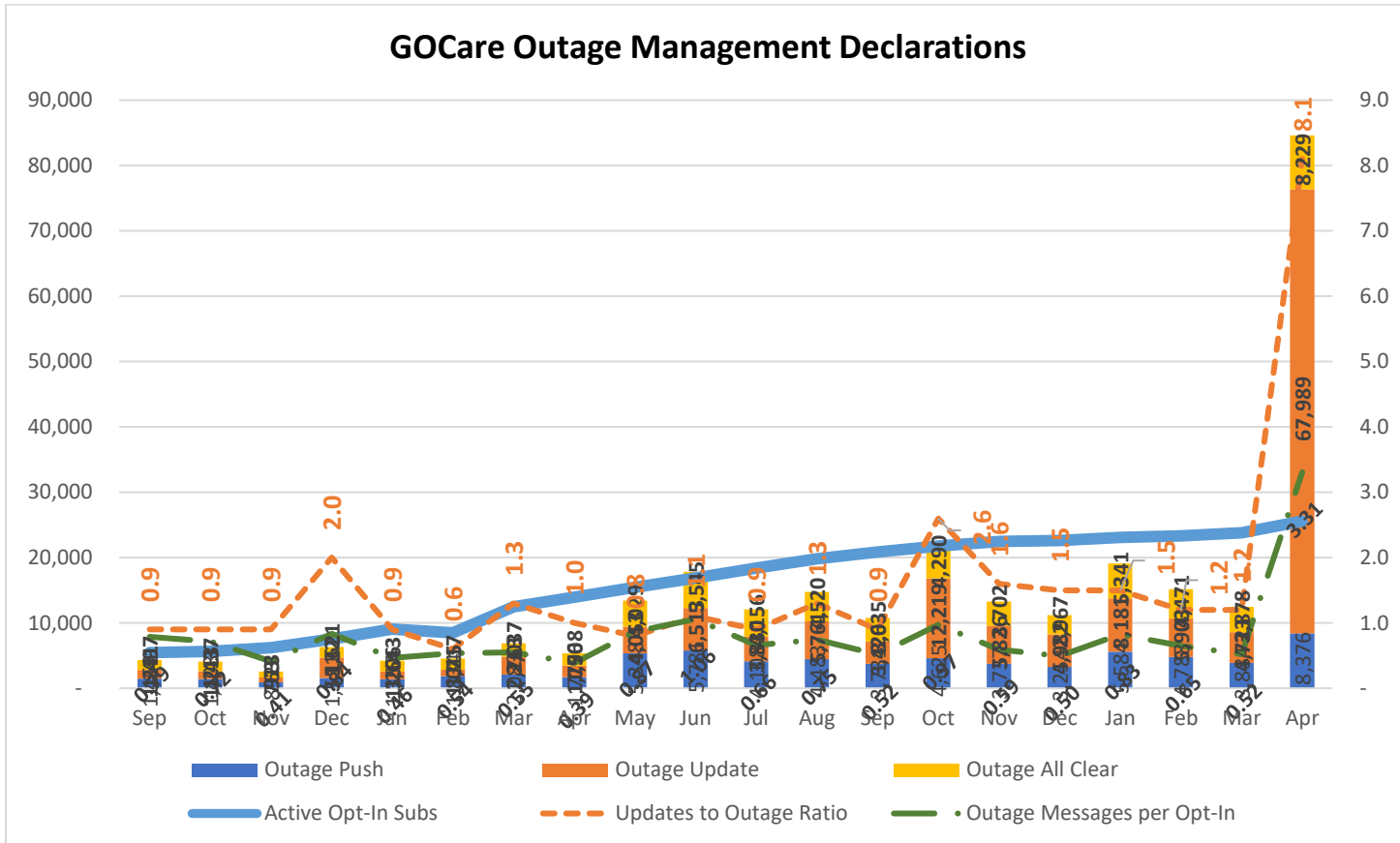
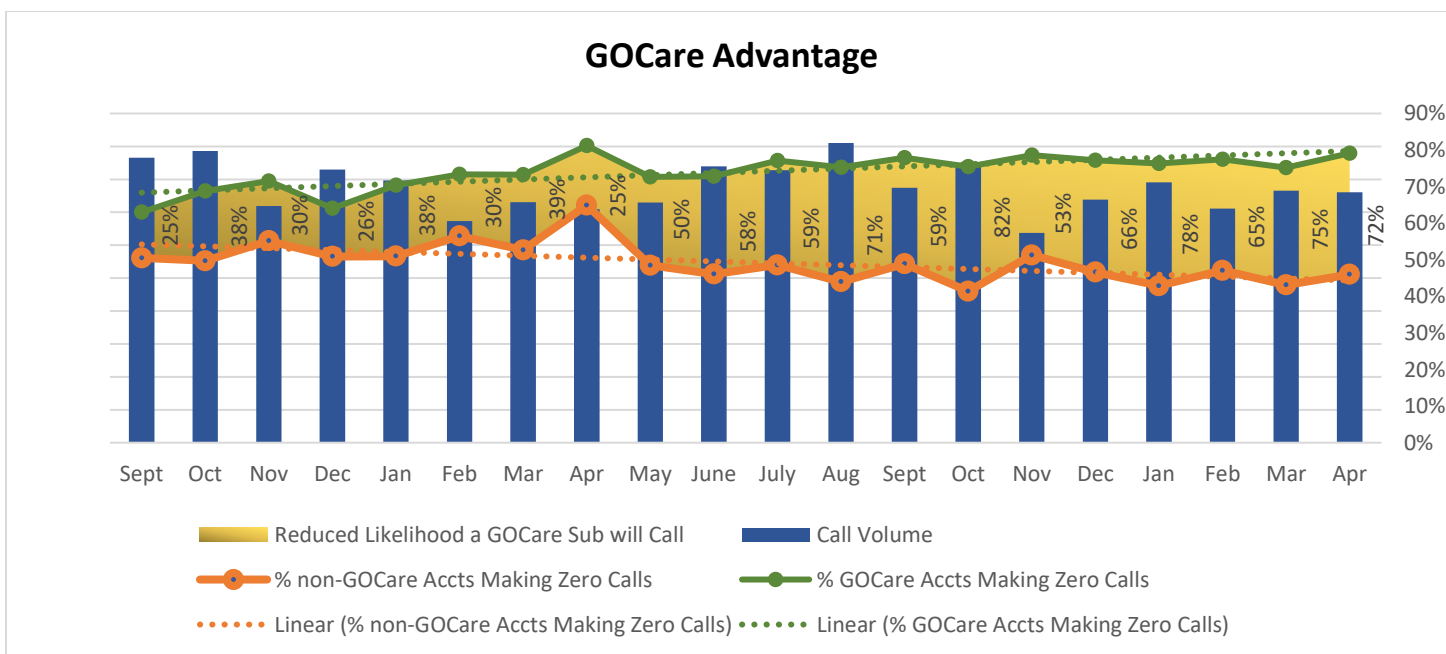


A Tale of Two Clients

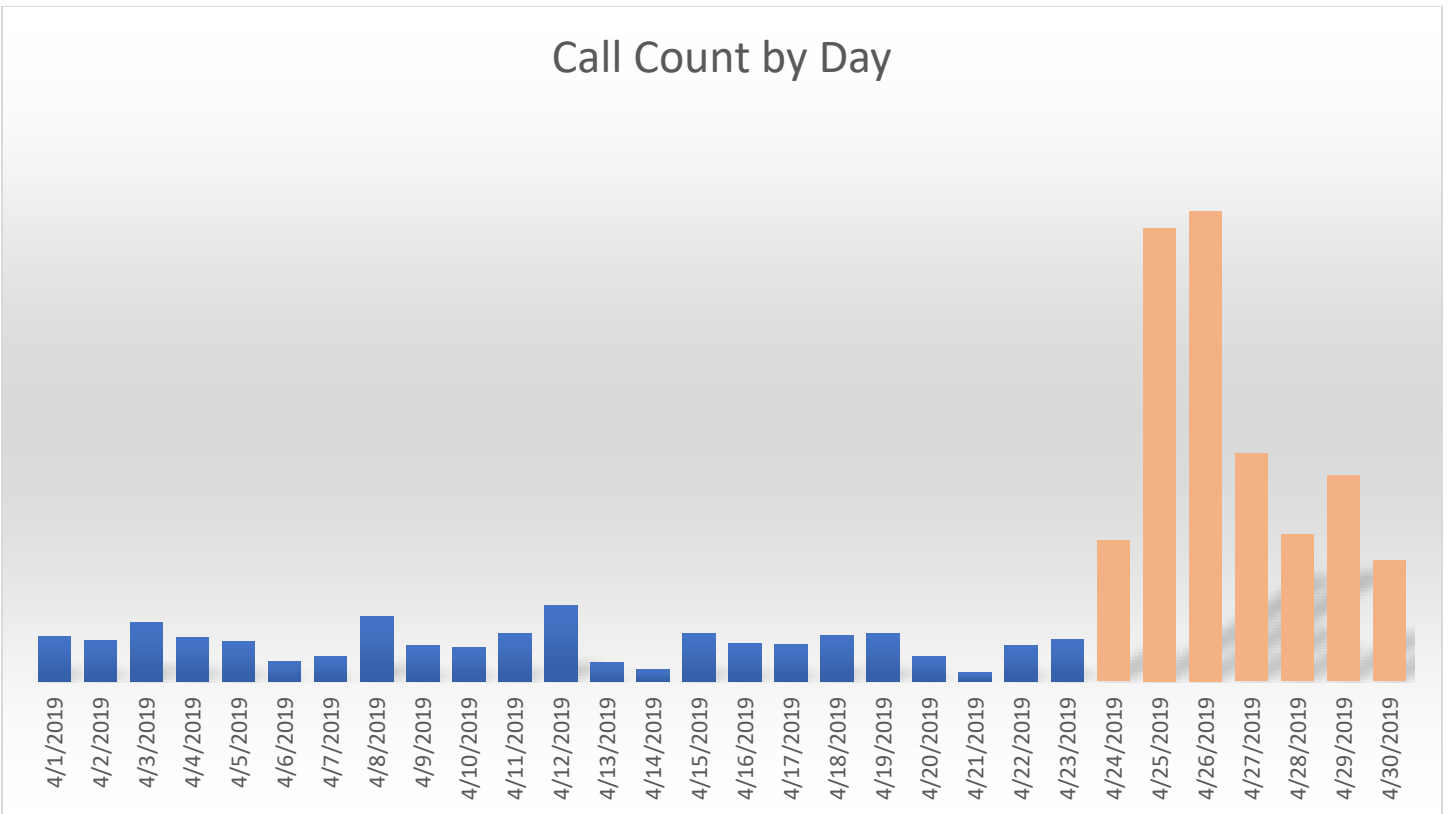


Client 'A' experienced an extended outage (four days) in April as a result of a severe winter storm. GOCare's targeted Outage Management notifications to subscribers communicate service interruptions at regular intervals. Outage notifications for April were more than 400% above normal volumes.



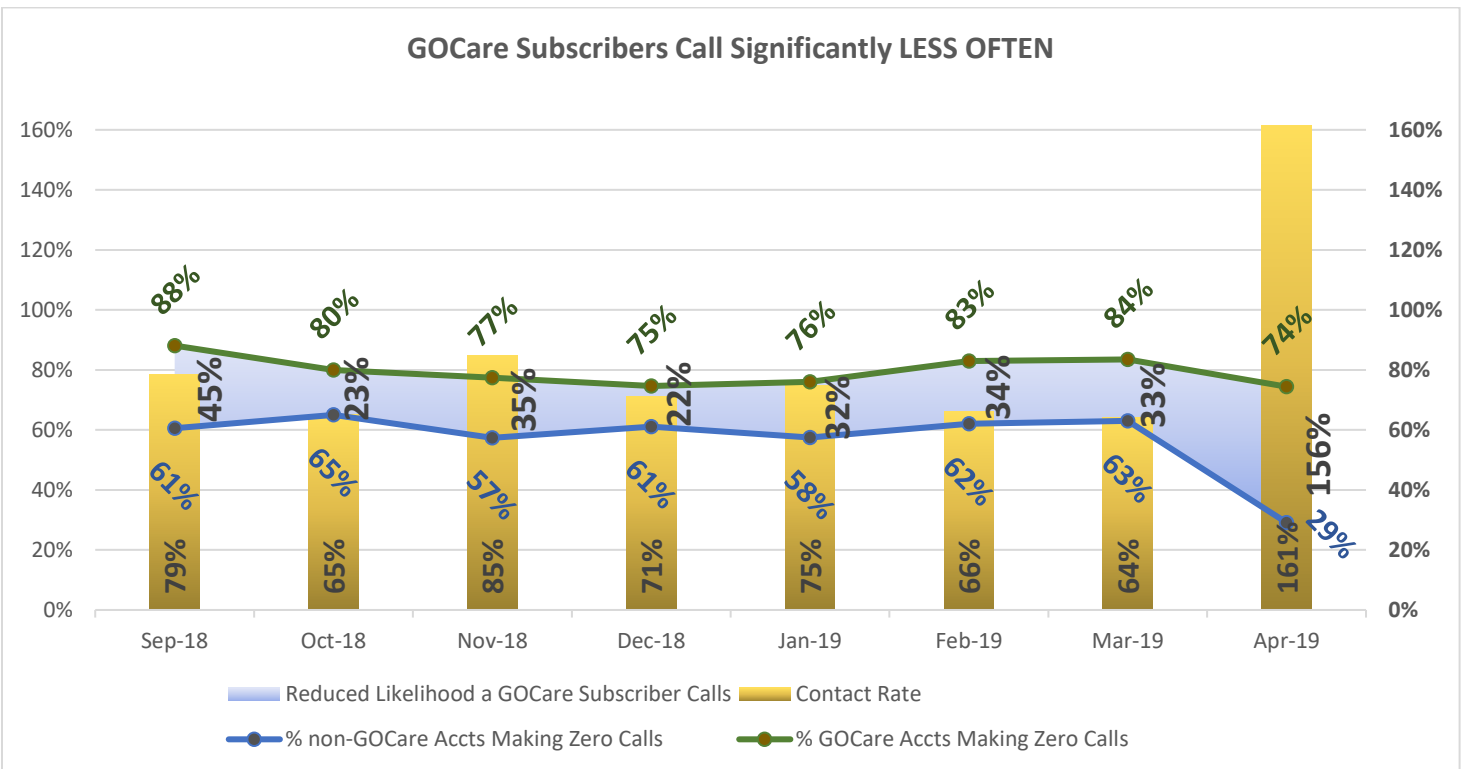
As a result of regular (proactive) Outage Management communications with subscribers, Client 'A' saw their contact rate FLAT or DECLINING in April from prior months. In fact, only 5% of GOCare subscribers made a call and those subscribers called at just ½ the rate of the non-GOCare subscribers.

Call Count by Day



Client 'B' does not use GOCare's Outage Management capabilities and experienced an extended outage for the last week of April. In the final week of April, their call volume exceeded their normal monthly average causing obvious subscriber anxiety and operational challenges.

GOCare Subscribers Call Significantly LESS OFTEN



Client 'B' saw an increase in volume from all subscribers in April due to the outage, but the largest increase did come from non-GOCare subscribers. GOCare subscribers can originate mobile inquiries about Outages rather than call – a “passive” outage notification channel that worked for a subset of subscribers, but not enough to halt the impact of the outage.