

**GOCare™**  
Elevating Broadband CX

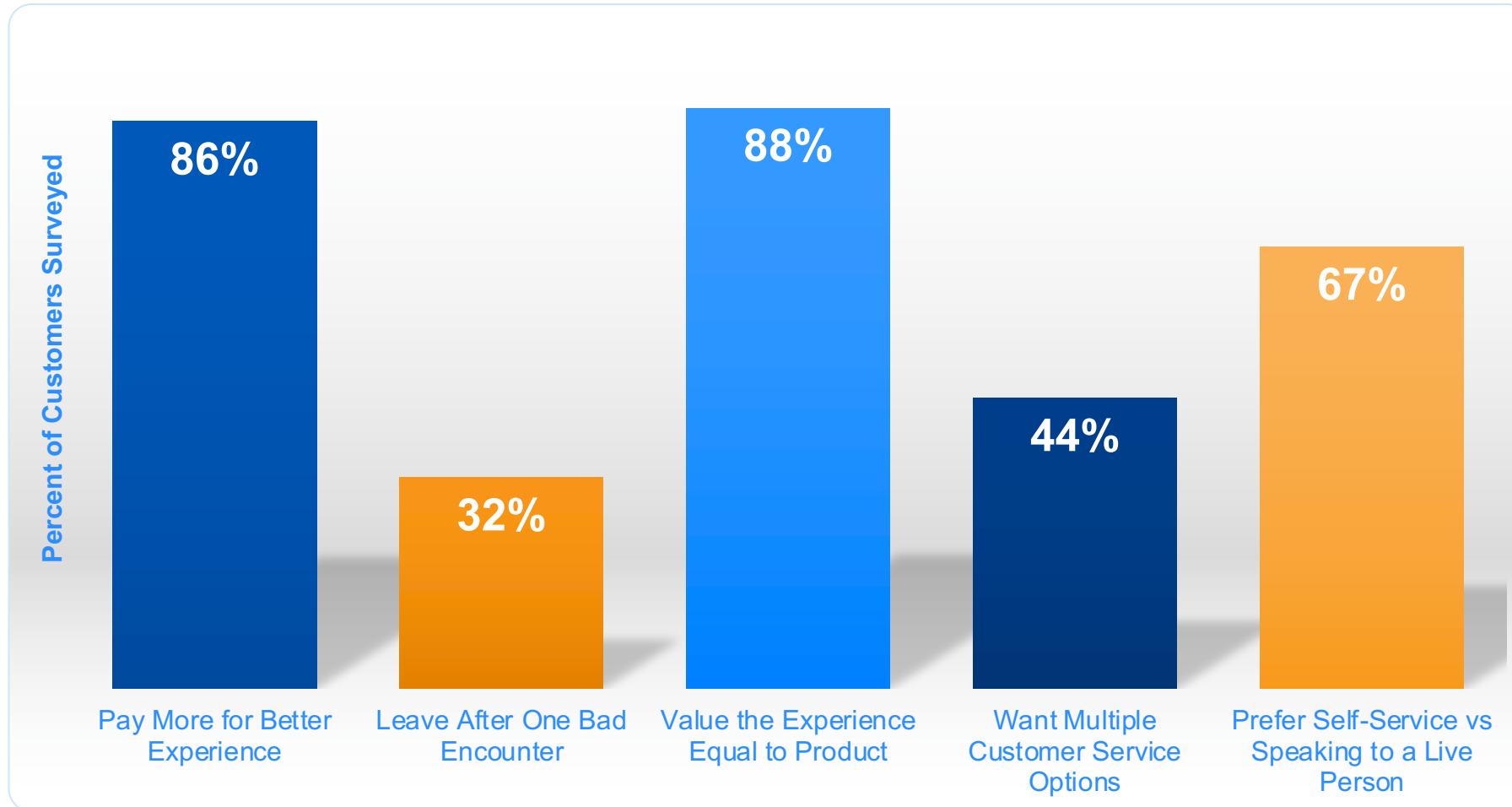


Brandon Johnson  
VP, Sales



**Customers want an  
“easy to do business with”  
service provider**

# CX Matters – Insights that Drive Investments Today



**Nearly  
70%**

of companies see customer service shifting from mostly inbound to mostly proactive outreach in 1-3 years

Metrigy Customer Experience Optimization: 2024-25

# Meeting Customers Where They Are

**Nearly 69%**

of consumers say they WANT  
companies to reach out to them  
proactively

**91%**

of consumers are interested in  
signing up for texts from brands

Attentive, 2022

**“The demand for digital  
channel experience is  
overwhelming. The reason  
customers don’t use them  
is they are not seamless or  
interchangeable.”**

Gartner



# Unified CX Systems

**“The demand for digital channel experience is overwhelming. The reason customers don’t use them is they are not seamless or interchangeable.”**

Gartner



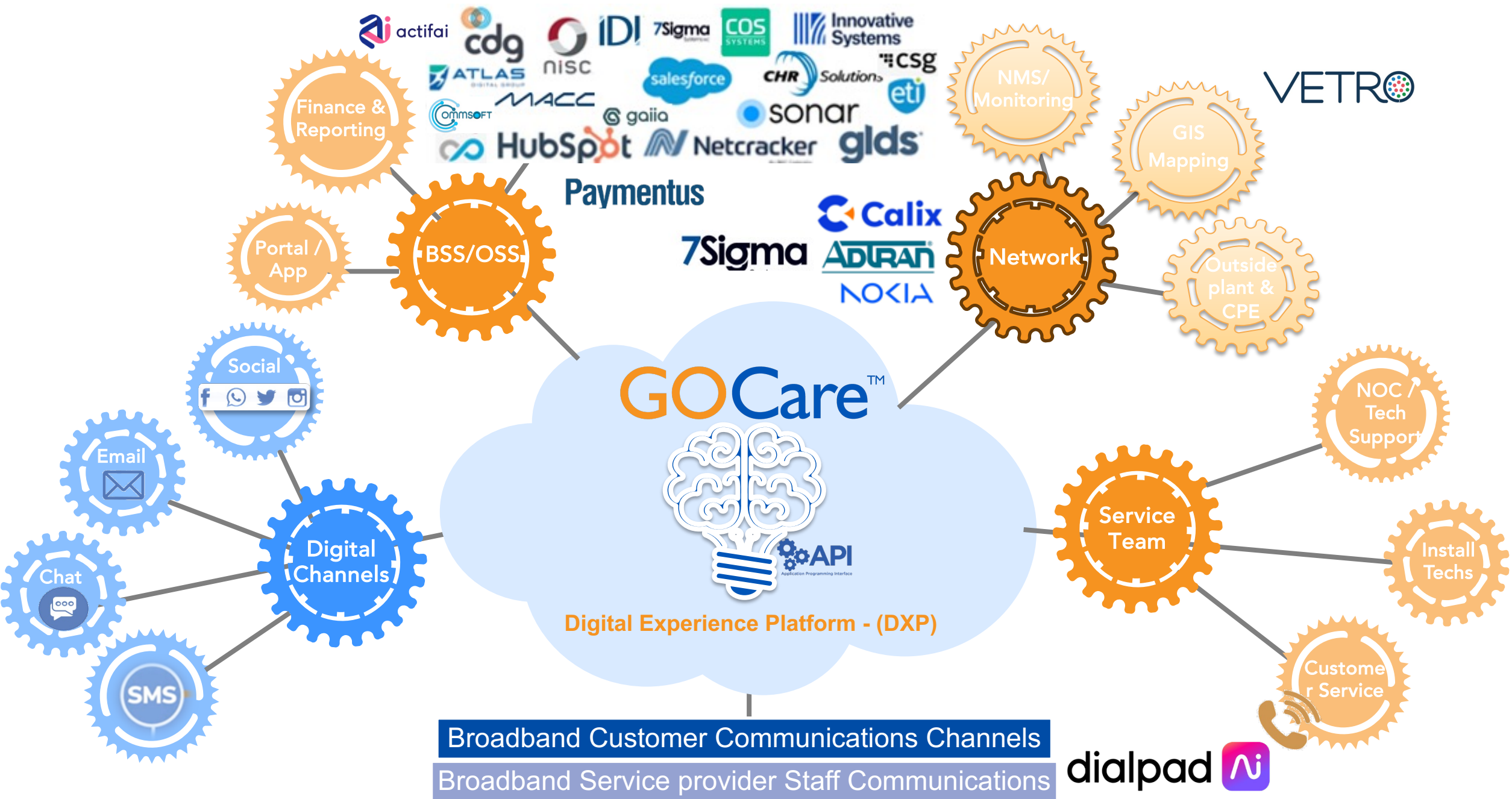
Single pane of glass for all digital channels with full history



Subscriber and network information with BSS and network vendor integration



Play contextual information/messages when customers do call in



# About GOCare

For Operators, By Operators



Trusted By 35+ Leading Broadband Providers



## Results



30%-50% decrease in inbound calls



Up to 70% reduction in missed appointments



50% reduction in non-payment disconnects plus quicker payments



20% subscriber growth  
No additional calls or headcount



5-7x increase in customer engagement with digital channels

# OUR MISSION

Our mission is to consistently provide progressive, affordable, high-quality communication services which will enhance the quality of life for members & customers.



**Elizabeth Brown**

Marketing Manager



Established in 1954, PTCI is a cooperative service in the Oklahoma panhandle and CLECs in a small northeastern region of the Texas panhandle.

- Two of our core values are commitment to service excellence and embrace of drive and innovation. Two of these core values drove us to launch our "year of the customer."

One of our competitive strengths is our premier customer service.

- We needed that level of service and experience to evolve and meet today's standards.

We understand our customers communicate around the clock and on various platforms.

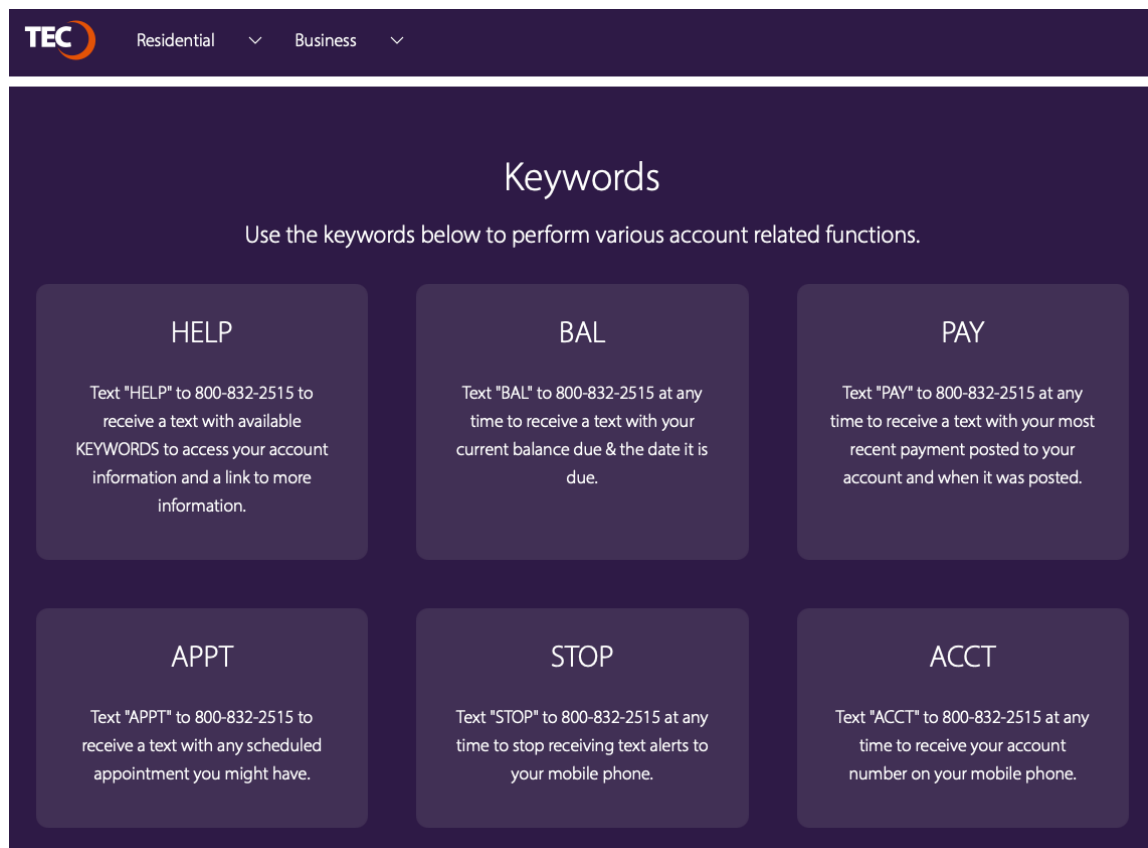
- We needed to integrate a communication platform that integrated SMS and worked well with our existing vendors.

One significant theme of the year of the customer was "being easy to do business with us."



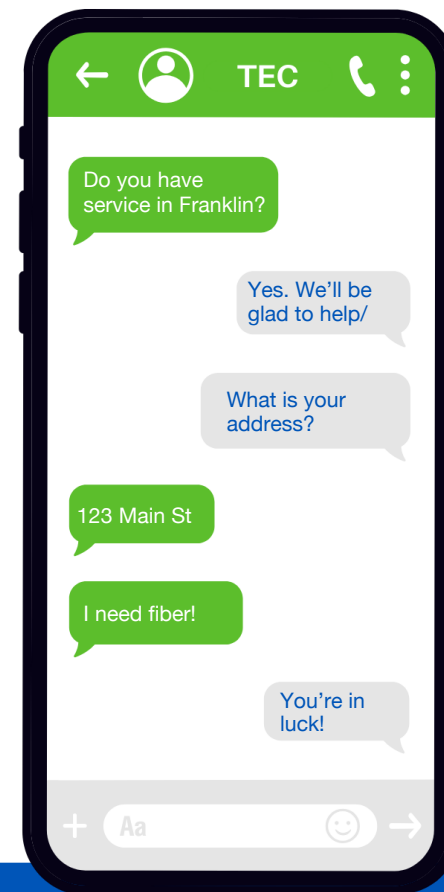
# TWO-WAY SMS

## Keyword automated responses

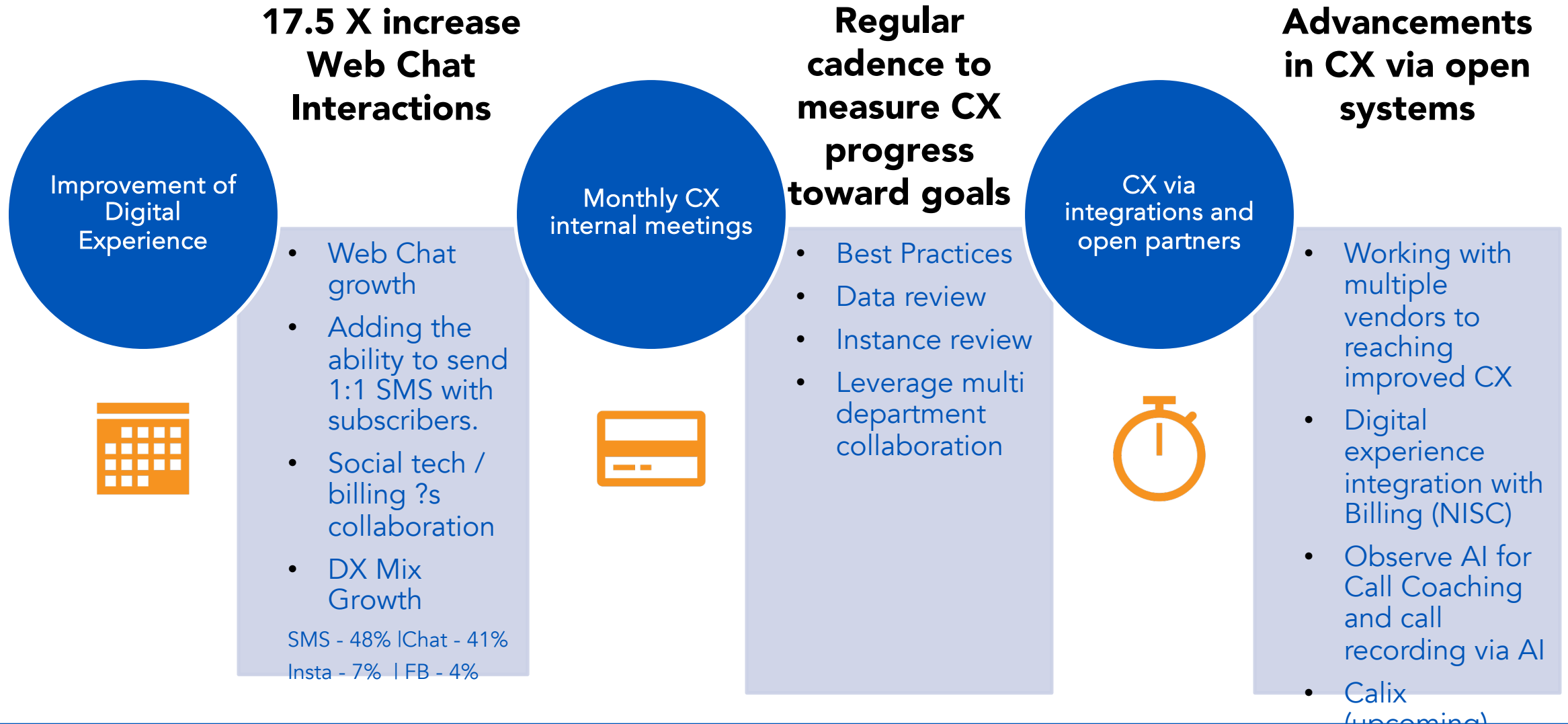


## SMS chat

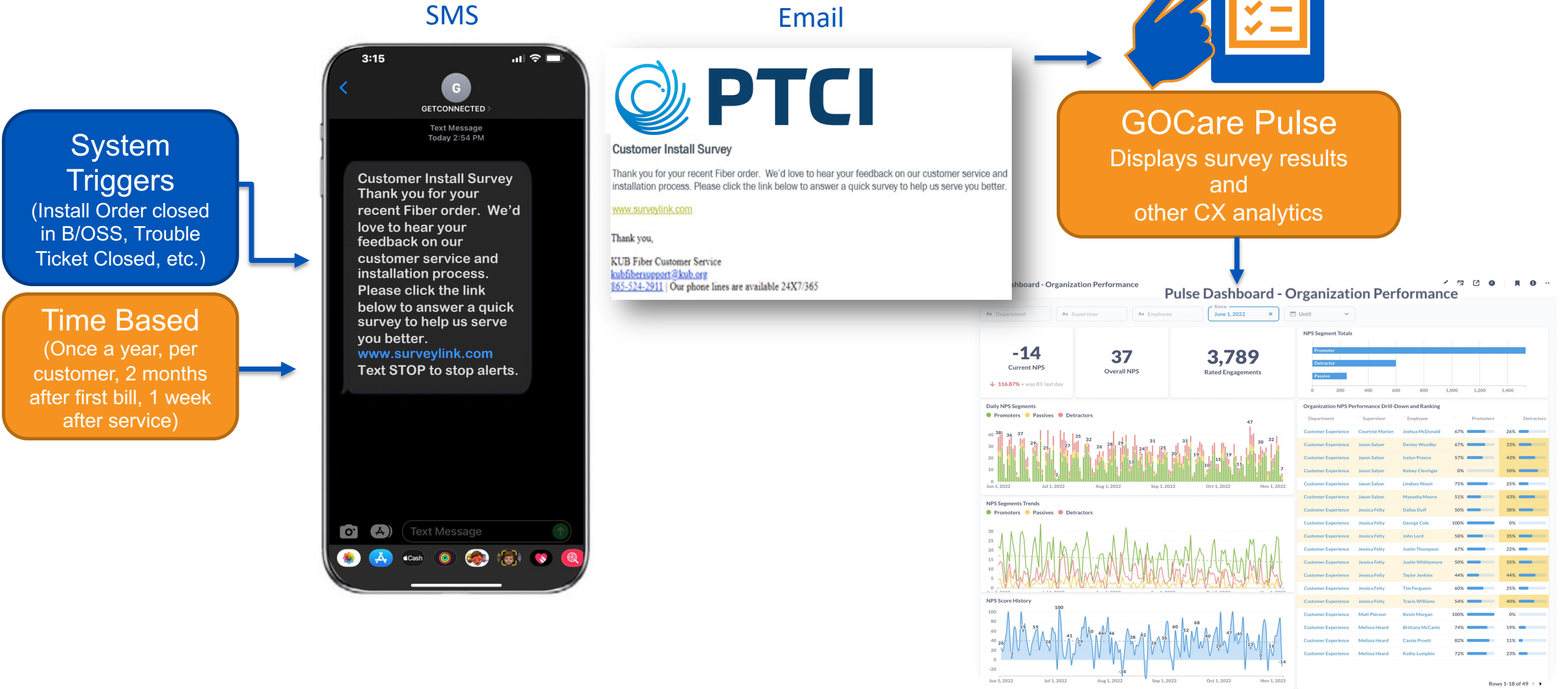
Open-ended messages that contact center staff answer via a central interface with billing, CRM, and network context



# Positive Results on Year of the Customer



# Automated Survey and CSAT Dashboard



# Branded and on target!

## Repair Team Experience



Do you mind answering a few questions about your experience with us?



I would love to!

## Customer Feedback



We need your help! Please use this survey to help us understand your experience with KUB Fiber. Your input will help us continue to improve. This survey should take 1 – 3 minutes to complete. Thank you for your time!



Click to Begin!





**A WYOMING LEGACY SINCE 1914** | As a proud, family-owned Wyoming company, we're on a mission to become the leading telecommunications provider, giving our communities the premier services they deserve.

**CUSTOMER-CENTRIC FOCUS** | Our customers are our compass. We're dedicated to being the provider of choice by consistently delivering exceptional value and a seamless user experience.

HQ: Mountain View, WY  
[www.unioinwireless.com](http://www.unioinwireless.com)

~230 Employees

~40,000 subscribers

1,000+ miles of fiber  
400+ wireless towers

86,000 sq mi service area

FWA, fiber, DSL

IDI billing platform

Calix for fiber and cloud  
systems

# Positive CX Response and User Adoption



## Strong Customer Adoption

(first 60 days)



- 1,400+ digital interactions
- 2.5 days of average call volume converted to digital traffic each month

## Faster Response Times

(first 30 days)



- Consistently achieving 40-60% reduction in MTTR
- Phone calls: 6m AHT
- Web chat: 1m48s
- SMS: 2m58s

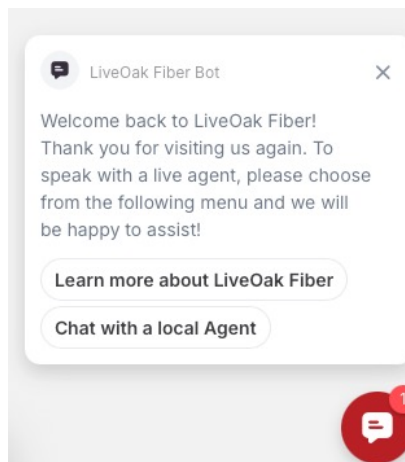
## Optimization



- Averaging \$9,800 reduction in support costs
- 10-15% decrease in utilization rate, increasing availability for training & development

# Educating Customers on Digital

- Educate during phone calls
- IVR message
- Proactive webchat pops up
- Website help center



## Help Center

For additional support or to speak to a member of our support team, please call or text us at [888-454-8362](tel:888-454-8362).

### Consumer FAQs

What is GOCare?	+
Why should I use GOCare Alerts?	+
Will I constantly be getting messages from LiveOak?	+
Will you sell my information to others?	+
How much will GOCare cost me?	+
Do I have to use GOCare?	+
Does Capitalization matter when I am texting to the Company?	+
What if I get a new mobile number?	+
How do I Opt-Out of or stop receiving the GOCare message alerts?	+
Which wireless carriers support the GOCare text message service?	+

### Keyword Reference Guide

#### HELP

Text the word **HELP** to 888-454-8362 to receive a text with available KEYWORDS to access your account information and a hotlink to more information.

#### STOP

Text the word **STOP** to 888-454-8362 at any time during the month to stop receiving text account alerts to your mobile phone.

#### ACCT

Text the word **ACCT** to 888-454-8362 at any time to receive your account number on your mobile phone.

#### BAL

Text the word **BAL** to 888-454-8362 at any time during the month to receive a text message with your current balance due & the date it is due.

#### PAY

Text the word **PAY** to 888-454-8362 at any time during the month to receive a text message with your most recent payment posted to your account and when it was posted.

#### APPT

Text the word **APPT** to 888-454-8362 to receive a text message with any scheduled appointment you might have.





# Broadband Outages Happen

**It's how you communicate that defines the customer experience**

“Law of Candor” from the  
22 Immutable Laws of Marketing:

“When you admit a negative,  
the prospect will give you a positive.”



# Outages: Turn a Negative into a Positive

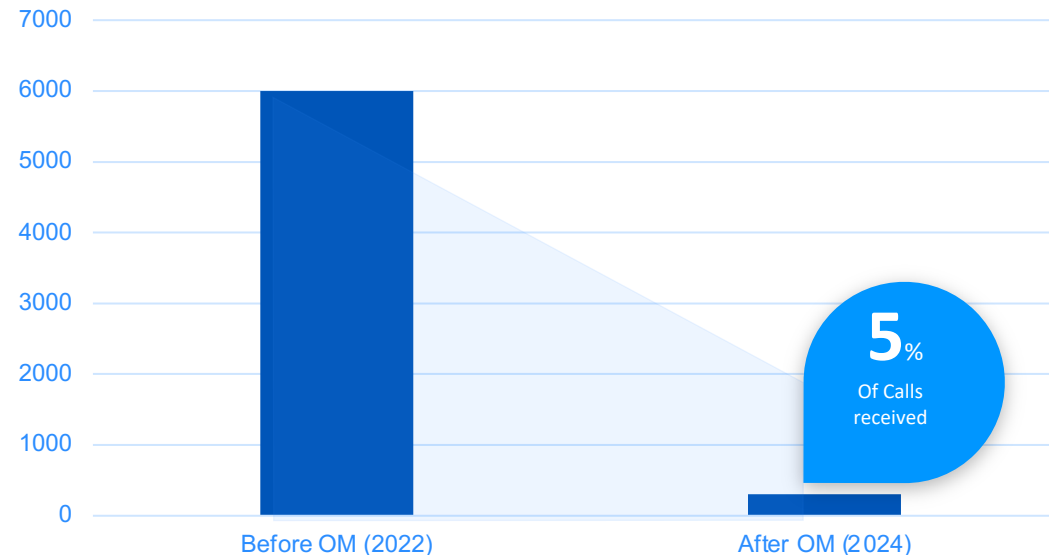
**Overall  
satisfaction  
was 62 points  
higher**

for customers who  
received outage-related  
updates from their electric  
utilities as opposed to  
those who did not.

J.D. Power Customer Satisfaction Study

- In 2022 a major fiber cut triggered 6,000 in-bound calls
- In 2024 after implantation Outage SMS alerts the same fiber cut triggered 300 calls
- SMS notification and Voice message key

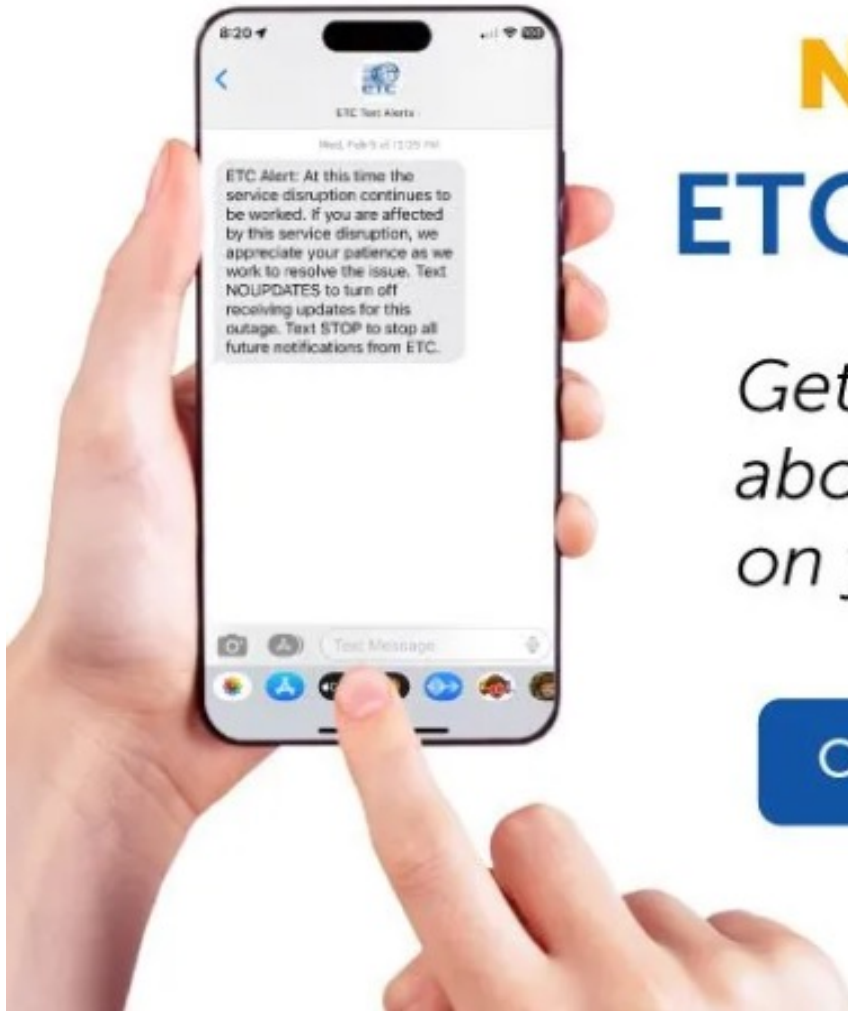
Customer calls during a major outage (Fiber cut)



*“Tell us what  
you know when  
you know it”*

**11,400**  
Minutes Saved  
~24 man days of work

# Now?



## NOW LIVE ETC Text Alerts

*Get live information  
about your service  
on your mobile.*

Click for more info.



ETC Alert: A service disruption has been detected on MY PROPERTY which may impact your service. Our crews are working to correct the issue as quickly as possible. Updates to follow. Text NOUPDATES to turn off receiving updates for this outage. Text STOP to stop all future notifications from ETC.

ETC Alert: Service disruption resolved as of 4:30 PM. Services now in full working order. (Experiencing difficulties? please call 800-717-3710). Text STOP to stop all future notifications from ETC.

Events Dashboard



Active Outages

13

1,368 accounts affected



Active Maintenance

0

0 accounts affected



Network

Select an option

Element Type

Select an option

Element Name

Enter value

Clear Filters

- ☐ Only show outages
- ☐ Only show active maint
- ☐ Only show scheduled maint

Network Type	Element Type	Element Name	Active Outage	Active Maint
Fiber	COLD	1013 McCaysville-MCAY	true	false
Fiber	COLD	1030 Indian Trail-INTR	true	false
Fiber	COLD	1031 Kingtown-KINGT	true	false
Fiber	COLD	1074 Grassy Creek-GRAS	true	false
HFC	COLD	0541 Old Mobile-OLDM	true	false
HFC	COLD	0554 McCaysville-MCVL	true	false
HFC	COLD	0569 Shalom Courtyrd-SHLM	true	false
HFC	COLD	0539 Grassy Creek-GRCR	true	false

766 results



Parent Type  
OLT  
Parent Name  
0235

This was a little larger scale outage where a dump truck tore down a Fiber Line.

Active Outage  
9/3/25 at 12:54PM

Accounts Impacted:  
16  
COLD 1013 McCaysville-MCAY

Refresh Events

[Events History]

1013 McCaysville-MCAY - Outage Update Messaging - Status: Queued - Msgs Sent: 8

9/3/25 2:00 PM

# Q/A and Trivia




Brandon Johnson  
VP, Sales




Visit [www.gocarecx.com](http://www.gocarecx.com)

Meet Us Today at the event



 [bjohnson@gocarecx.com](mailto:bjohnson@gocarecx.com)

 [www.linkedin.com/in/brandonjohnson105/](http://www.linkedin.com/in/brandonjohnson105/)

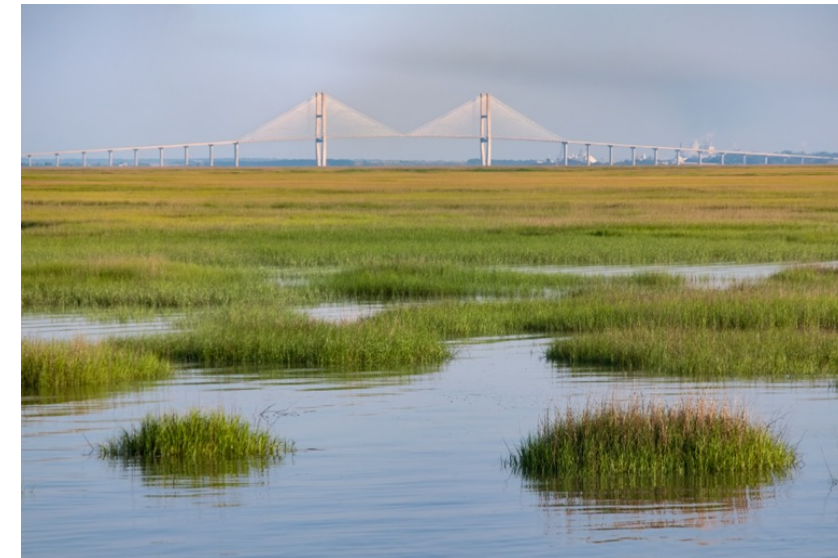


# Backup Slides

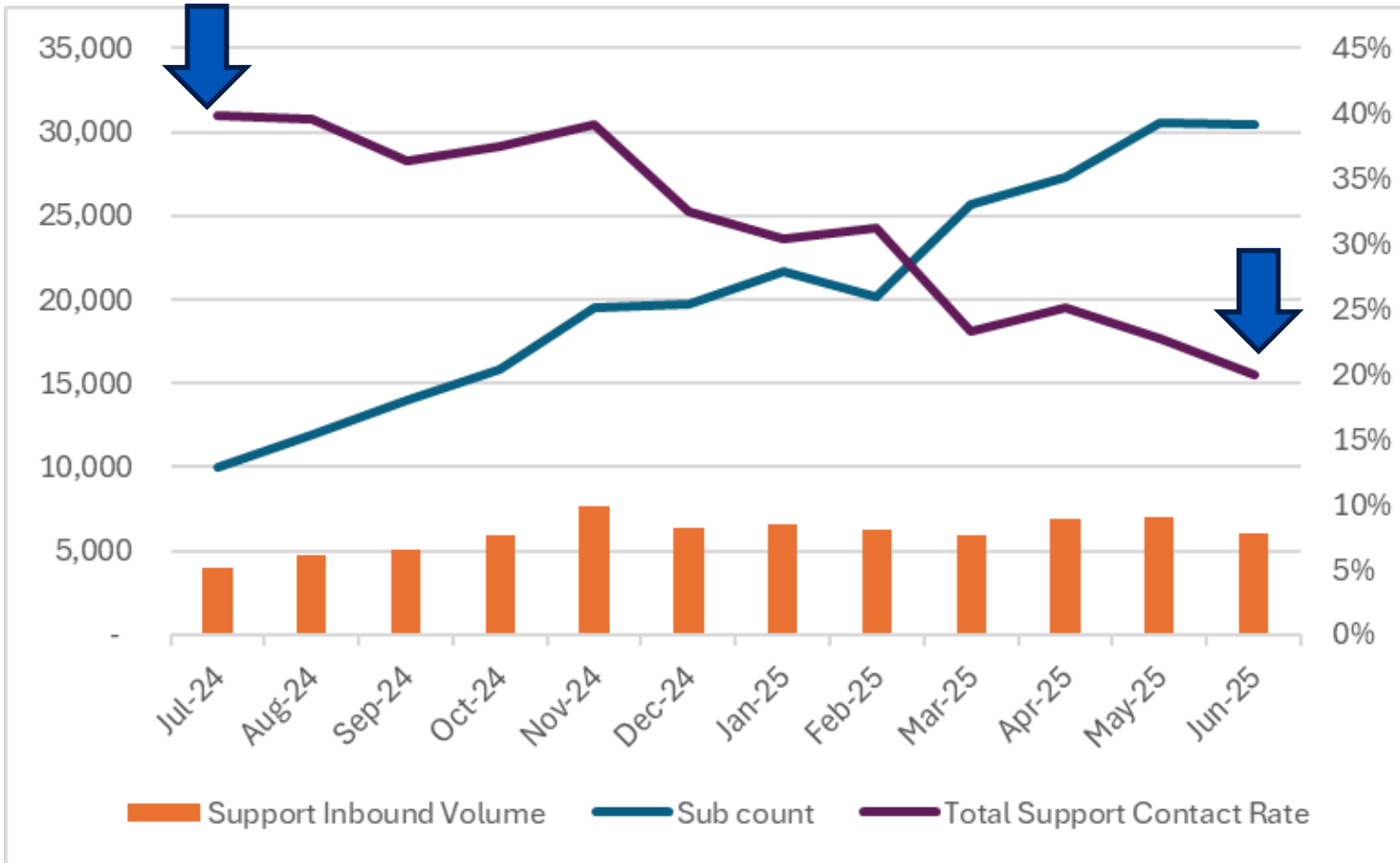
# About LiveOak Fiber

Greenfield broadband service provider deploying 100% fiber network

- We are committed to bridging the digital divide by targeting uncompetitive communities, providing affordable and reliable high-speed internet and enabling a new generation of connectivity.
- We currently service communities in the Emerald Coast, FL, and Emerald Isles, GA regions.
- After beginning construction in November 2022, LiveOak connected its first customers in February 2023
- >32,000 subscribers
- Tech stack: Sonar BSS, Calix broadband and cloud, GOCare, Dialpad, HubSpot



# Real World Impact



- Call contact rate was **cut in half** during a period in which subscribers grew >200%
- Customer conversations migrated to digital, which **saves over four minutes for resolution** compared to phone calls
- SMS chat currently handles 15%–20% of monthly overall customer conversations
- GOCare Connect with Insight panel integrations (Sonar and Calix) provides key context for agents, cutting resolution times by up to 30% and reducing the need for truck rolls.

# Outages: Turn a Negative into a Positive

**Overall  
satisfaction  
was 62 points  
higher**

for customers who  
received outage-related  
updates from their electric  
utilities as opposed to  
those who did not.

J.D. Power Customer Satisfaction Study

Company X which did not use proactive outage management, saw a **200% increase in calls** during the outage.

Company Y, using leveraging proactive SMS notifications, **experienced no impact** to call volume during an outage similar in degree and length.

“[Before proactive outage communications], we got 6 calls per minute during an outage. Today we get one call every 5 minutes – a 97% reduction.”

- Tim Conway-Hay Director of Customer Management Systems,  
Point Broadband

# Single Pane of Glass for LOF Staff

Two-way SMS



Email



Social



Web chat



Voice



The screenshot displays the GOCare Insight interface, which integrates various communication channels into a single pane of glass. On the left, a sidebar lists communication methods: Open, Later, Done, More, Shared, GOCare (1), Dialpad Insight, 30912, Appointments, Billing, CS Voicemail, Customer Service, Customer Support (14), Dialpad (30772), Facebook (112), GOCare SMS, Info (1), Instagram (11), Marketing, Sales, and Tech Support (8). The main area shows an 'Inbox' with a search bar and filters. A search for 'id:cnv\_1f9ko80s' yields one result: 'RICHARD WITHERS' (Mar 13, 15:39) with a disposition of 'Billing~Payment R...'. An 'Inbound call from RICHARD...' is also shown. The right pane, titled 'GOCare Insight', provides a detailed view of the customer's service details, including a summary of their service (Residential, 2 Gbps Fiber Internet FL Res, 2000 Mbps upload/download speed, and a serial number). It also displays a table of connected devices (14 total, 14 online, 0 offline, 1 SAT 1, 13 Router) and a list of devices (SheppardsRoku, Amazon Fire TV Stick 4K - 2nd Gen (202), iPhone, iPad) with their status, signal strength, connection type, and SSID. The interface is branded with the GOCare logo in the bottom right corner.

CUSTOMER TYPE	SERVICE	SERIAL NUMBER
Residential	2 Gbps Fiber Internet FL Res	[REDACTED]

UPLOAD SPEED	DOWNLOAD SPEED	WIFI PASSPHRASE
2000 Mbps	2000 Mbps	..... <a href="#">Show</a>

DEVICE	STATUS	SIGNAL	CONNECTION	SSID
SheppardsRoku	ONLINE	-55 dBm	2.4GHz	WithersWiFi
Amazon Fire TV Stick 4K - 2nd Gen (202)	ONLINE	-50 dBm	5GHz	WithersWiFi
iPhone	ONLINE	-53 dBm	5GHz	WithersWiFi
iPad	ONLINE	-45 dBm	5GHz	WithersWiFi





A fully-integrated  
omni-channel  
solution

CONNECT

Automated, two-way, keyword-driven SMS  
messages for your local and toll-free phone lines

PAYMENTS

Secure payment links

MESSENGER

Outage Management &  
Maintenance

REACH

Freeform outbound targeted SMS  
messaging for communications

PULSE

Automated survey and analytics solution

SmartVoice

Works in conjunction with your existing call  
center solution for call routing based  
based on operator defined options

# Let's Hear Your Questions



Kevin Mitchell  
VP, Marketing & Partnerships

 [kmitchell@gocarecx.com](mailto:kmitchell@gocarecx.com)

 [www.linkedin.com/in/mitchellkp](http://www.linkedin.com/in/mitchellkp)

Visit [www.gocarecx.com](http://www.gocarecx.com)

Email [sales@gocarecx.com](mailto:sales@gocarecx.com)

