CX Strategies that Win

For Operators By Operators

Tuesday 10/14/25

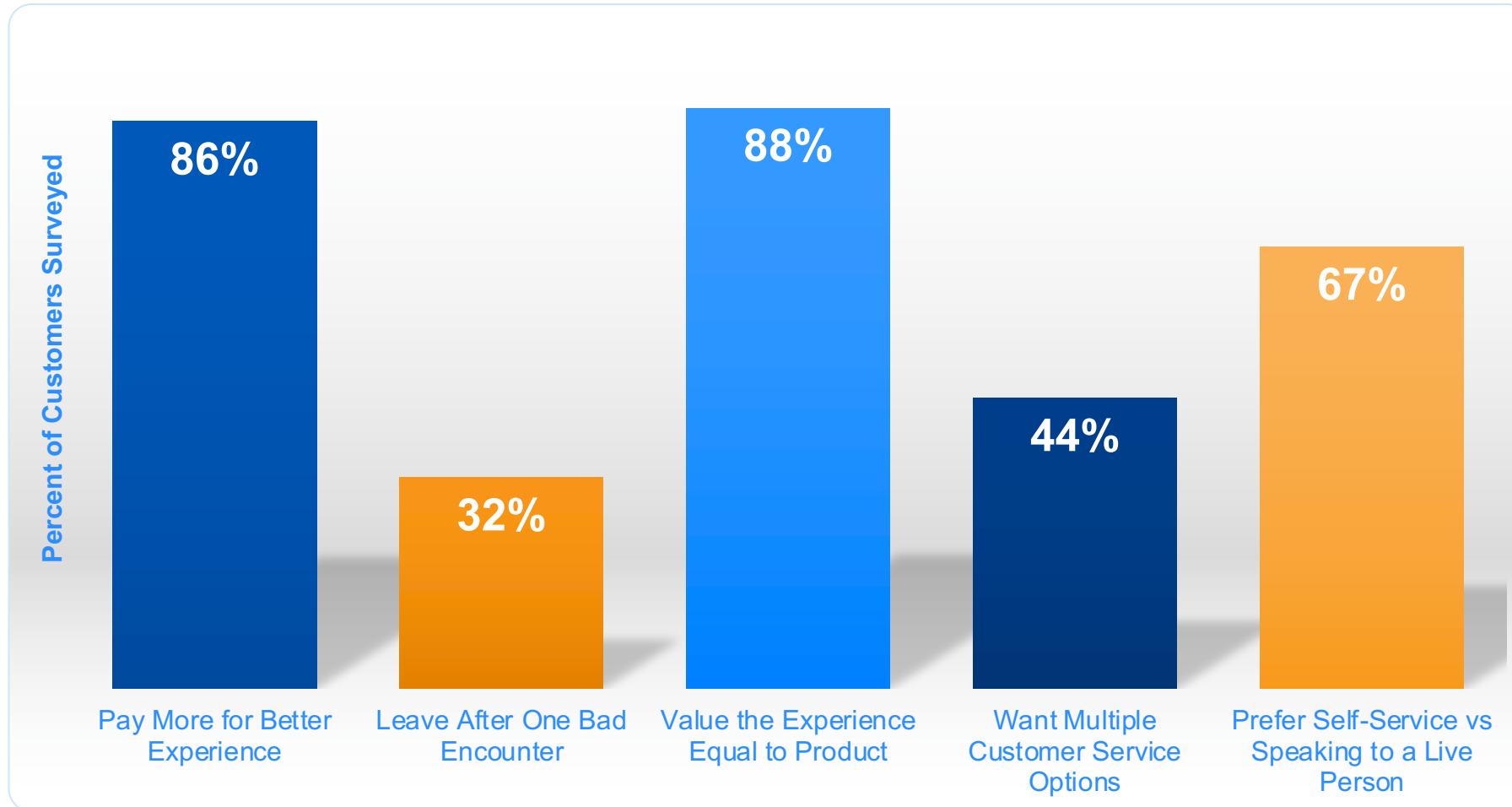2 Sessions 10am & 1030am

MATSS

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

Percent of Customers Surveyed

- 86% — Pay More for Better Experience
- 32% — Leave After One Bad Encounter
- 88% — Value the Experience Equal to Product
- 44% — Want Multiple Customer Service Options
- 67% — Prefer Self-Service vs Speaking to a Live Person

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

GOCare™

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.**"
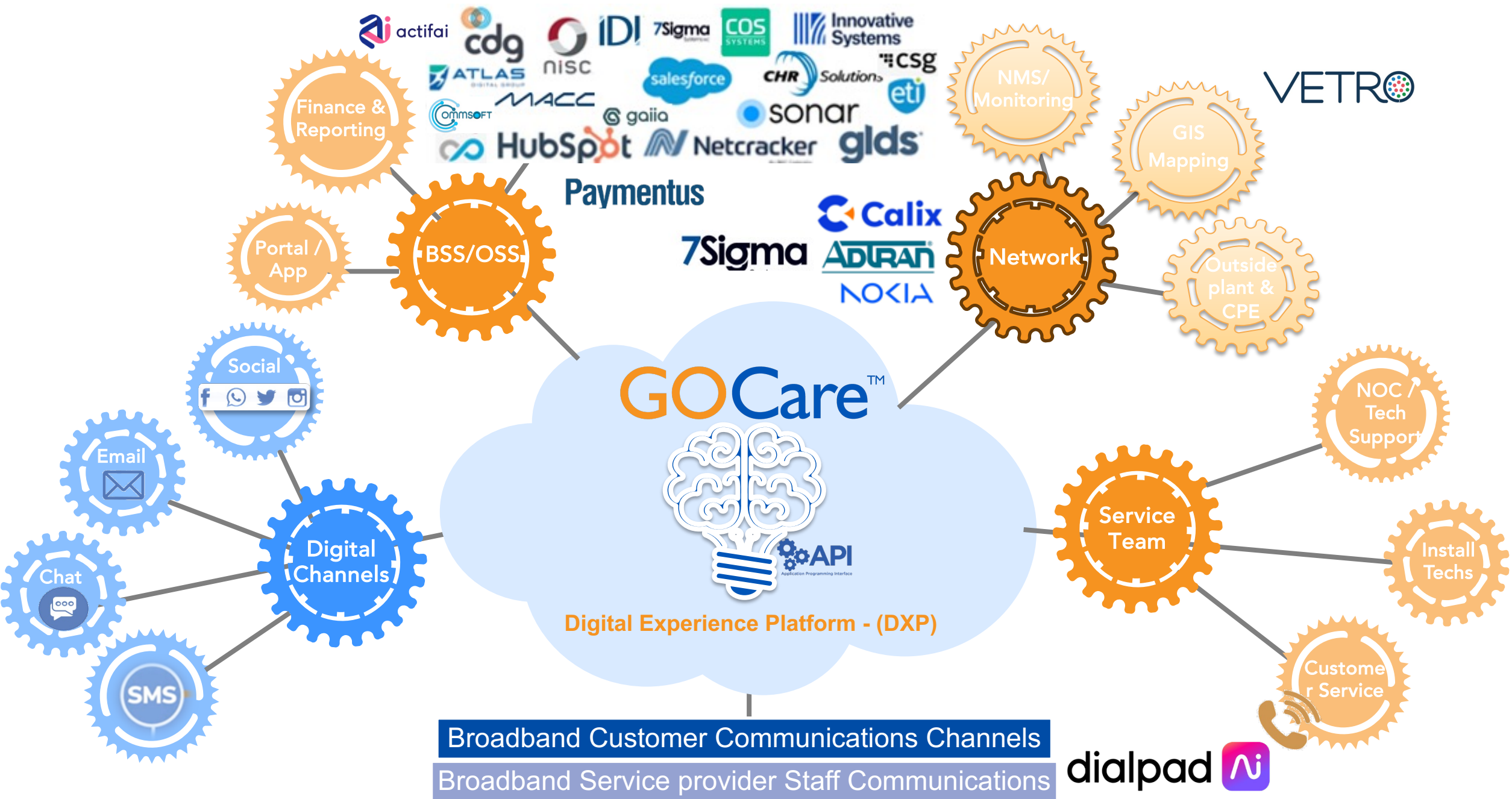
Gartner

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

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Digital Experience Platform - (DXP)

API — Application Programming Interface

Finance & Reporting
Portal / App
BSS/OSS
Social
Email
Chat
Digital Channels
SMS

NMS/ Monitoring
GIS Mapping
Network
Outside plant & CPE
NOC / Tech Support
Service Team
Install Techs
Customer Service

actifai
cdg
IDI
7Sigma
COS Systems
Innovative Systems
csg
ATLAS DIGITAL GROUP
nisc
salesforce
CHR Solutions
eti
CommSoft
MACC
gaiia
sonar
glds
HubSpot
Netcracker
Paymentus
Calix
7Sigma
ADTRAN
NOKIA

VETRO

Broadband Customer Communications Channels
Broadband Service provider Staff Communications

dialpad

About GOCare

For Operators, By Operators

BSS & network systems

GOCare™

Digital Experience Platform

Trusted By 35+ Leading Broadband Providers

360 BROADBAND

bluepeak™

CONTERRA NETWORKS

HOME TELECOM

TEC

LIVEOAK FIBER

POINT BROADBAND™

PTCI

Socket FIBER HIGH-SPEED INTERNET

truvista FIBER

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

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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

PTCI

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
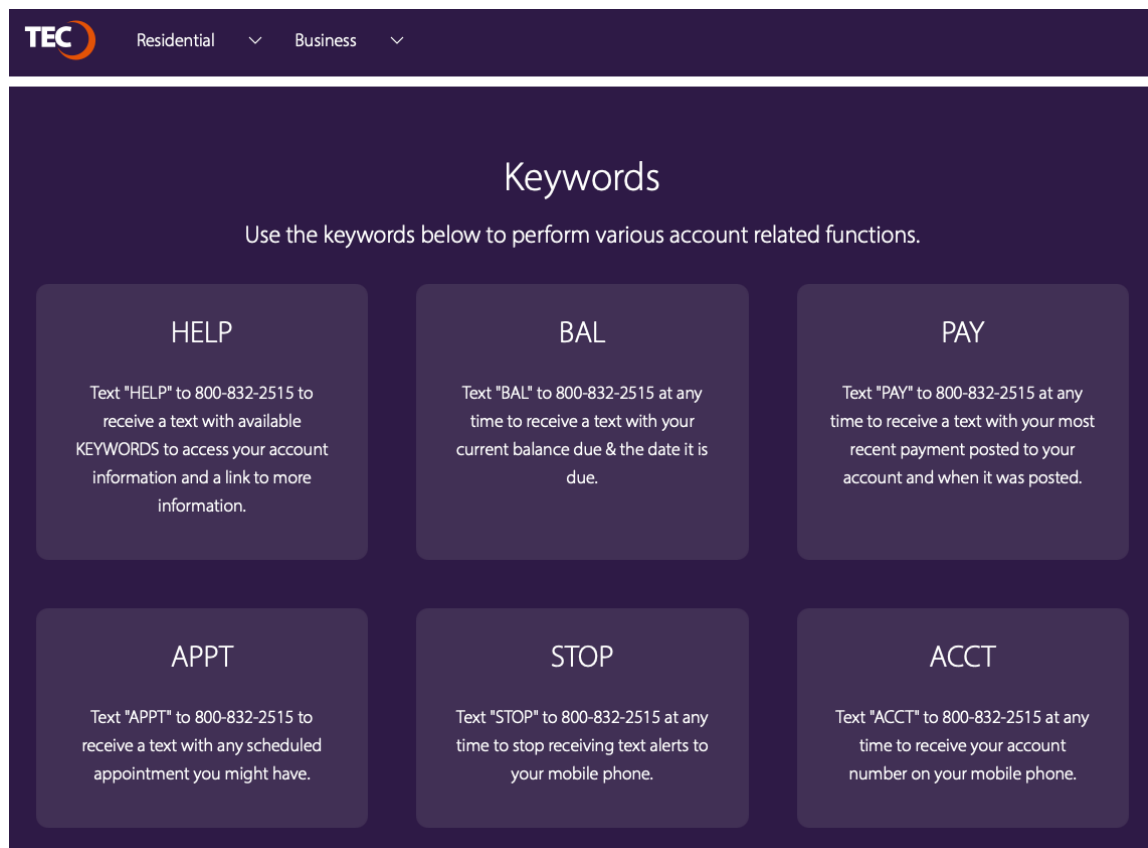
SMS chat
Open-ended messages that contact center staff answer via a central interface with billing, CRM, and network context
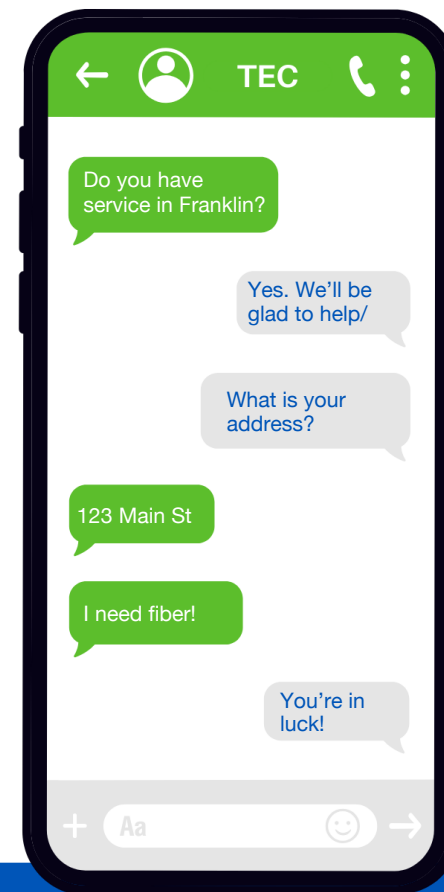
Positive Results on Year of the Customer

17.5 X increase Web Chat Interactions

Regular cadence to measure CX progress toward goals

Advancements in CX via open systems

Improvement of Digital Experience

- Web Chat growth
- Adding the ability to send 1:1 SMS with subscribers.
- Social tech / billing ?s collaboration
- DX Mix Growth

SMS - 48% |Chat - 41% Insta - 7% | FB - 4%

Monthly CX internal meetings

- Best Practices
- Data review
- Instance review
- Leverage multi department collaboration

CX via integrations and open partners

- Working with multiple vendors to reaching improved CX
- Digital experience integration with Billing (NISC)
- Observe AI for Call Coaching and call recording via AI
- Calix (upcoming)

Automated Survey and CSAT Dashboard
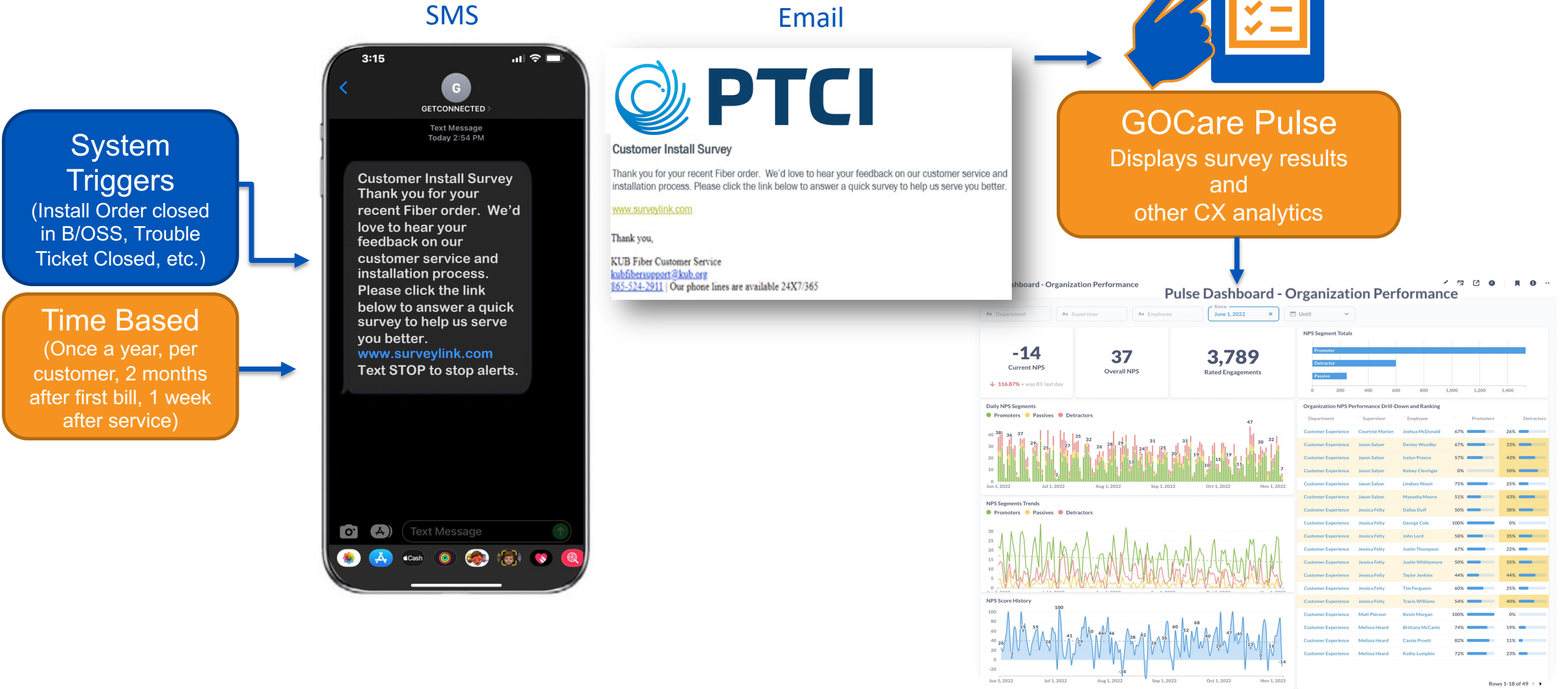
SMS

Email

System Triggers
(Install Order closed in B/OSS, Trouble Ticket Closed, etc.)

Time Based
(Once a year, per customer, 2 months after first bill, 1 week after service)

GOCare Pulse
Displays survey results and other CX analytics

Branded and on target!

Union

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

~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

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

"Tell us what you know when you know it"

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

11,400
Minutes Saved
~24 man days of work

Customer calls during a major outage (Fiber cut)

| | 7000 |
| 6000 |
| 5000 |
| 4000 |
| 3000 |
| 2000 |
| 1000 |
| 0 |

Before OM (2022)   After OM (2024)

5% Of Calls received

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Now?

Q/A and Triva

Brandon Johnson
VP, Sales

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in www.linkedin.com/in/brandonjohnson105/

**Visit www.gocarecx.com**

**Meet Us Today at the event**

MATSS

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

LIVEOAK FIBER
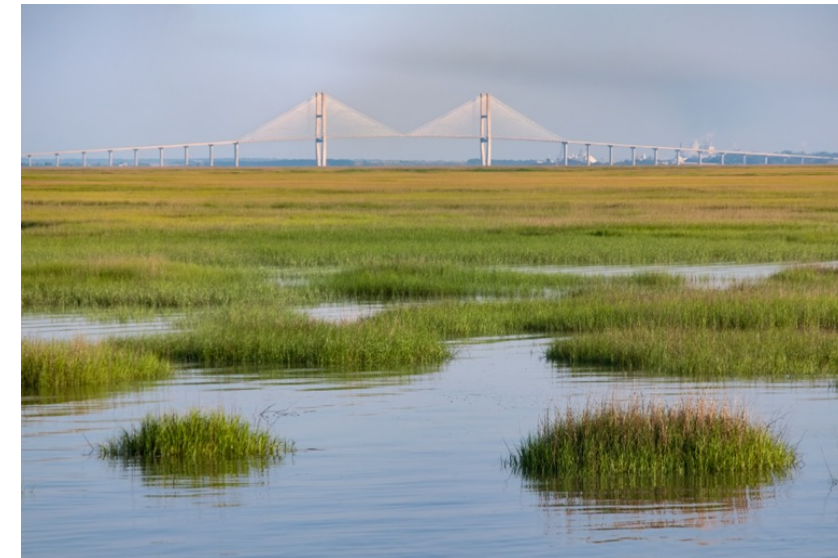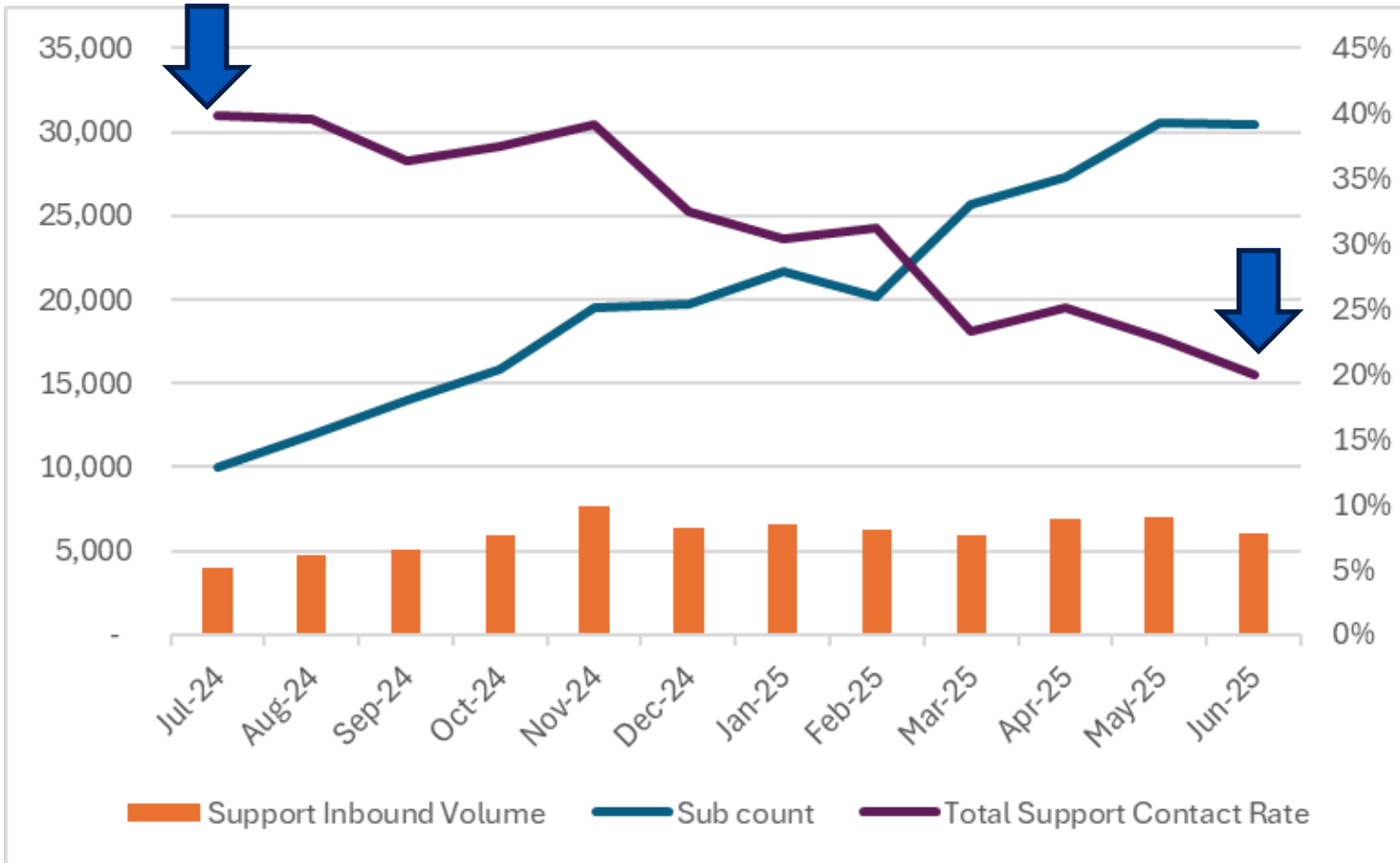
- Call contact rate was **cut in half** during a period in which subscribers grew >200%

- 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.

Support Inbound Volume — Sub count — Total Support Contact Rate

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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 <u>not</u> 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

GOCare™
Digital Experience Platform
API
Application Programming Interface

A fully-integrated omni-channel solution

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

CONNECT

Freeform outbound targeted SMS messaging for communications

REACH

PAYMENTS

Secure payment links

MESSENGER
Outage Management & Maintenance

Automated survey and analytics solution

PULSE

SmartVoice

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

Let's Hear Your Questions

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