

Using Tomorrow's Technology to Address Today's Broadband Challenges



Background

- Operators first – software vendors second
- ‘First-hand’ operator challenges
 - High contact rates
 - Unnecessary truck rolls
 - Shrinking margins
 - Low customer satisfaction
- GOCare is an SMS-based interactive system between subscribers & back office.
 - **Low cost, convenient, & students “get it”.**

Transitional Industry

Past

Present

Expensive Linear Content

Scheduled Programming

Triple Play

Consumer Focus

Direct to Consumer

Anytime Anywhere

Commoditized Offerings

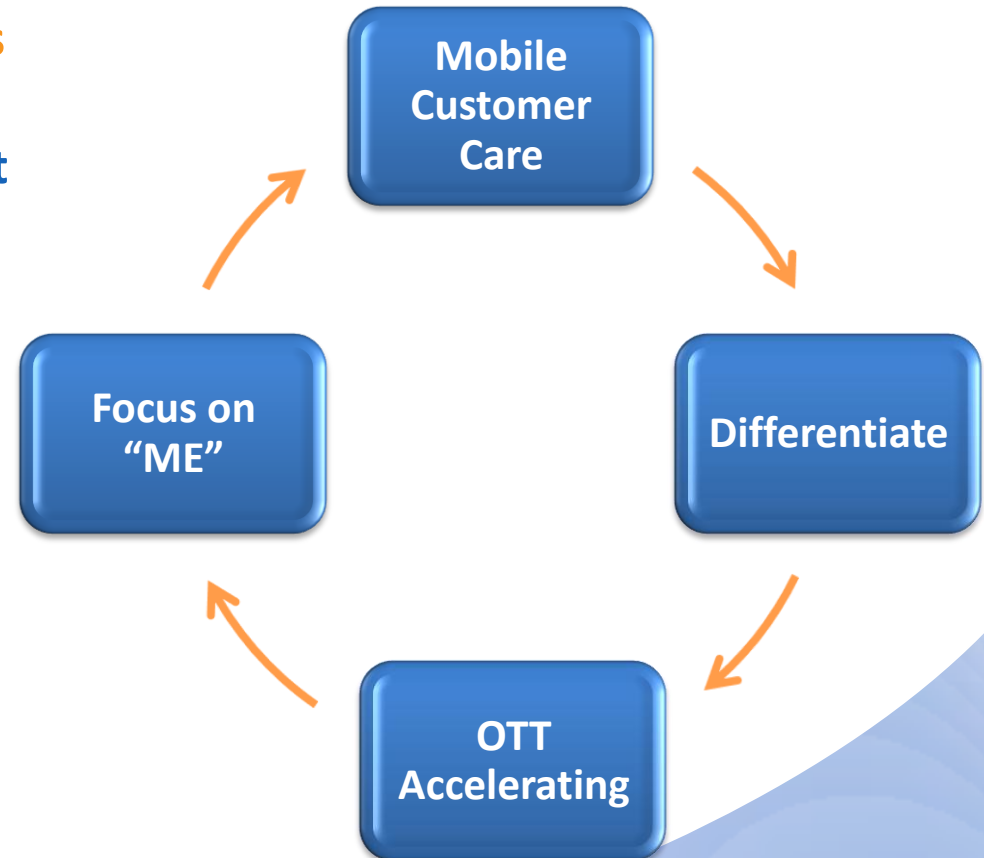
What they want, when they want it.

Opportunistic

YouTube, Hulu, Netflix
redefine Entertainment

Students shun landline
'Time-shift' viewing habits

- **Student preference & ubiquitous SMS deployment.**
- **SMS: Proven technology, student familiarity, & today's dominant social platform**
- **Ability to manage data usage with SMS "Alerts".**
- **Ease of Use**
 - **Billing alerts & inquiries**
 - **Proactive alerts focused on consumer (outage, appt, and billing).**
 - **Subscriber inquiries – "Anytime/Anywhere"**
 - **Convenient & Lower cost**



Find Out More



BOOTH #1002

Ask about **FREE** GOCare Deployments

Customers Don't Want to Call!

