

CASE STUDY

Outage Management

GOCare™

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Although inevitable, outages cause headaches for your customers, your staff and your company: **higher call volume, longer wait times, lost revenue.** Frustration from an outage can damage your brand long after the issue is resolved.

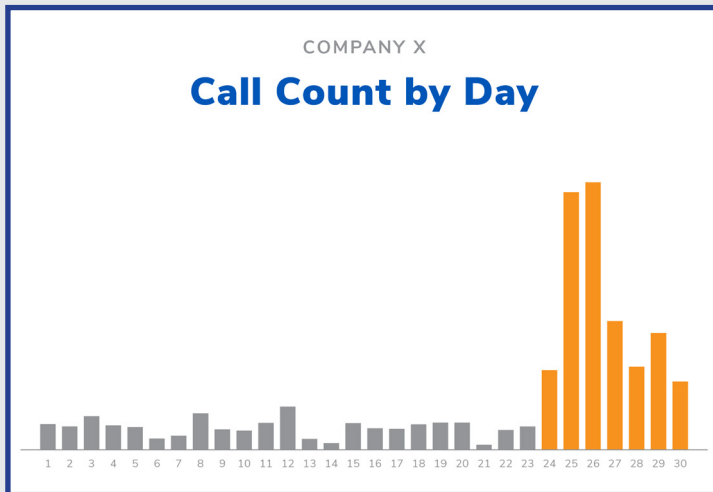
What is GOCare Outage Management?

Our unique communication module - relaying proactive, transparent & real-time updates to subscribers during service interruptions.

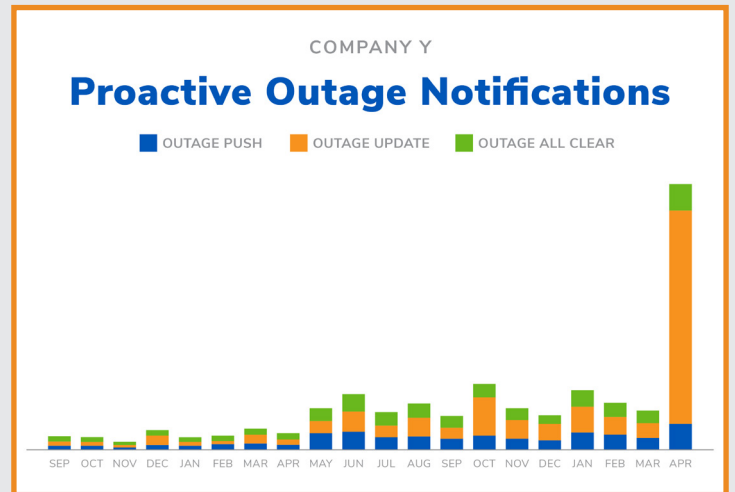
REAL-WORLD SCENARIO

2 separate GOCare Partners (each are mid-size MSOs in tier 3 markets) recently experienced outage events that resulted in extended service interruptions exceeding 7 days. **Company "X"** does NOT use GOCare's outage management whereas **Company "Y"** does. As the charts illustrate, the differences are striking!

COMPANY "X"
not using GOCare Outage Management
200% increase in call volume



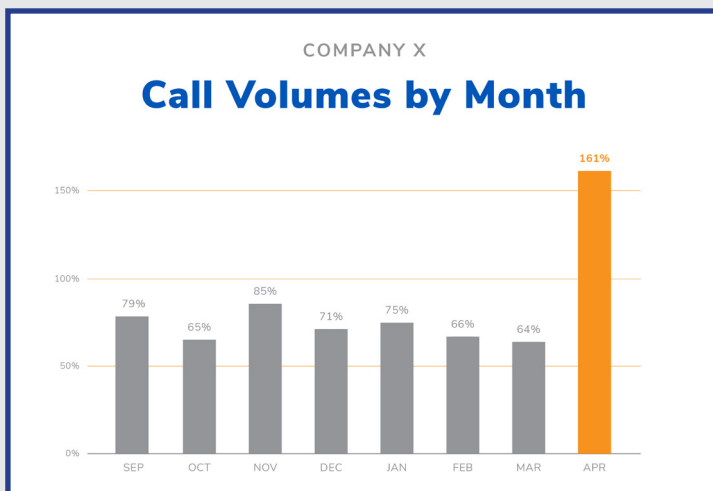
COMPANY "Y"
using GOCare Outage Management
500% increase in outage notification
No impact to call volume



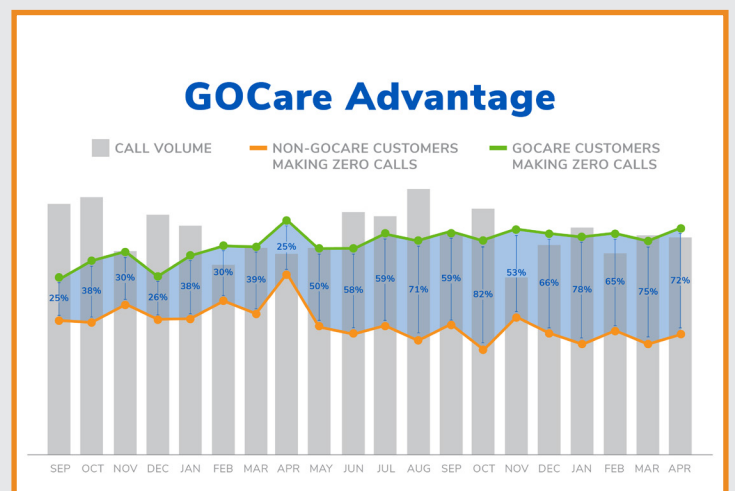
With GOCare Outage Management, customers are **50%-70% less likely** to call during an outage event.

Customers can use the keyword OUTAGE for personalized updates, further reducing call volumes.

COMPANY X Call Volumes by Month



GOCare Advantage



Contact sales@gocarecx.com for more information or to schedule a demo.