Transform *the Customer Experience* — **Go Mobile!**
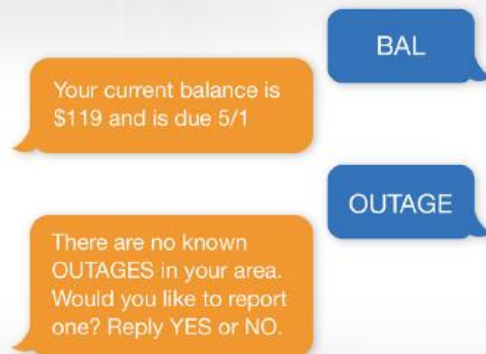
Reduce call center volume and communicate with customers more effectively and efficiently.

Your customers spoke. We listened.

Below are insights from a recent **Infosurv survey** of 1200 consumers on the **concept of text-based customer service** and the increase of and preference for text-based communication.

BAL

Your current balance is $119 and is due 5/1

OUTAGE

There are no known OUTAGES in your area. Would you like to report one? Reply YES or NO.

It's unanimous — everybody texts.

Texting has universal appeal, especially with customers wanting access to timely personal account information on **their schedule** and at **their convenience**.

Over **90%** of respondents across all age groups indicated they **send and receive texts daily**.
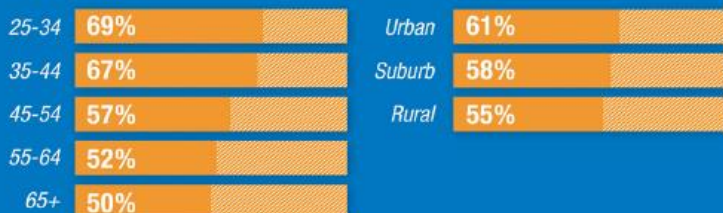
49% of consumers would **prefer to text** their service provider over speaking to a person.

Broadband customers *get it.*

Broadband customers of **all age groups** and **cultural boundaries** will opt-in to text communications with their service provider.

% Likely to Opt-In (Age & Area)

25-34	69%	
35-44	67%	
45-54	57%	
55-64	52%	
65+	50%	

Urban	61%
Suburb	58%
Rural	55%

58% **Consumer respondants** that found the concept of **text-based customer service** appealing.

65% **Broadband customer** respondents likely to opt-in to a **text-based communication service.**

It's a win-win.

CUSTOMERS WHO CONTACT THE CALL CENTER MOST OFTEN ARE THE CUSTOMERS MOST LIKELY TO OPT-IN TO A TEXT-BASED SERVICE.

GOCare™ enhances the customer experience while decreasing call center volume.

41 / 59

59% surveyed say the **service GOCare™** provides would **reduce** the number of calls they make into a call center.

Text alerts that customers most wanted from a service provider:

- Outage Notifications
- Payment Confirmations
- Appointment Reminders
- Billing Information

Go mobile with GOCare.™

GOCare™ is specifically designed to **improve the customer experience** by delivering timely and personalized information via todays most widely deployed social media platform — SMS Text messaging. This free opt-in based service provides customers the ability to **initiate and receive text-based inquiries** including outage notifications, appointment reminders, bill balance and payment confirmations by interacting with your back-office systems. Most importantly, GOCare™ will **dramatically reduce costly call volumes** by offering a more **convenient and cost-effective** alternative.

GOCare™
Built by Service Providers ... For Service Providers
www.gocarecx.com