Digital Experience Platform

For Operators

By Operators

Digital CX Strategies that Win and Wow Customers

uta
Utility Technology Association

GOCare™

Elevating Broadband CX

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Digital CX Strategies that Win and Wow Customers



Kristy Lund
Fiber Customer Service Manager

KUB FIBER



Lake Stockdreher
Director, Sales

GOCare™

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Digital Experience Platform for Broadband Service Providers



Supports Multiple Interactions and Use Cases

- Marketing and targeted communications
- Automated billing and payment notifications
- Subscriber Self Service
- Omni-channel customer support
- Transactional NPS/CSAT surveys
- Outage and maintenance alerts

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GOCare Customers



40+ Operators
Servicing 40 States

20M+
Serviceable
Addresses

30M+
Monthly Digital
Interactions

Results

30%-50% decrease in inbound calls

Up to **70% reduction** in missed appointments

50% reduction in non-payment disconnects plus quicker payments

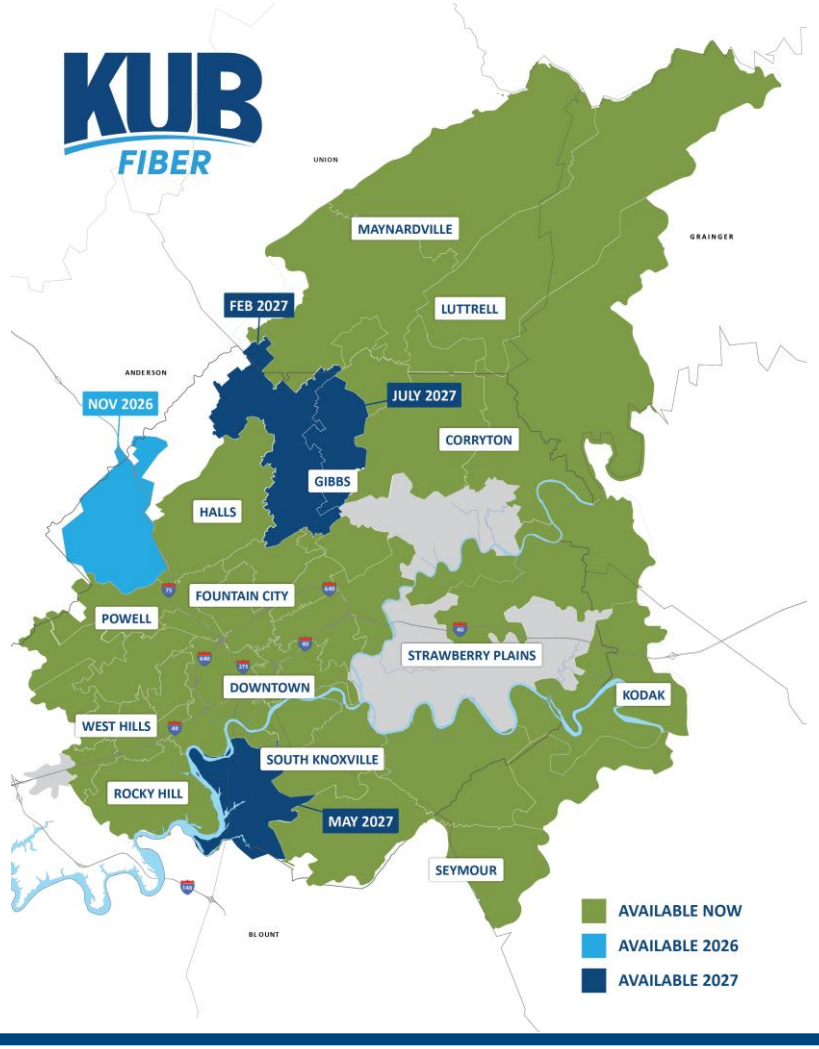
20% subscriber growth
No additional calls or headcount

5-7x increase in customer engagement with digital channels (SMS, Chat, Social, email)

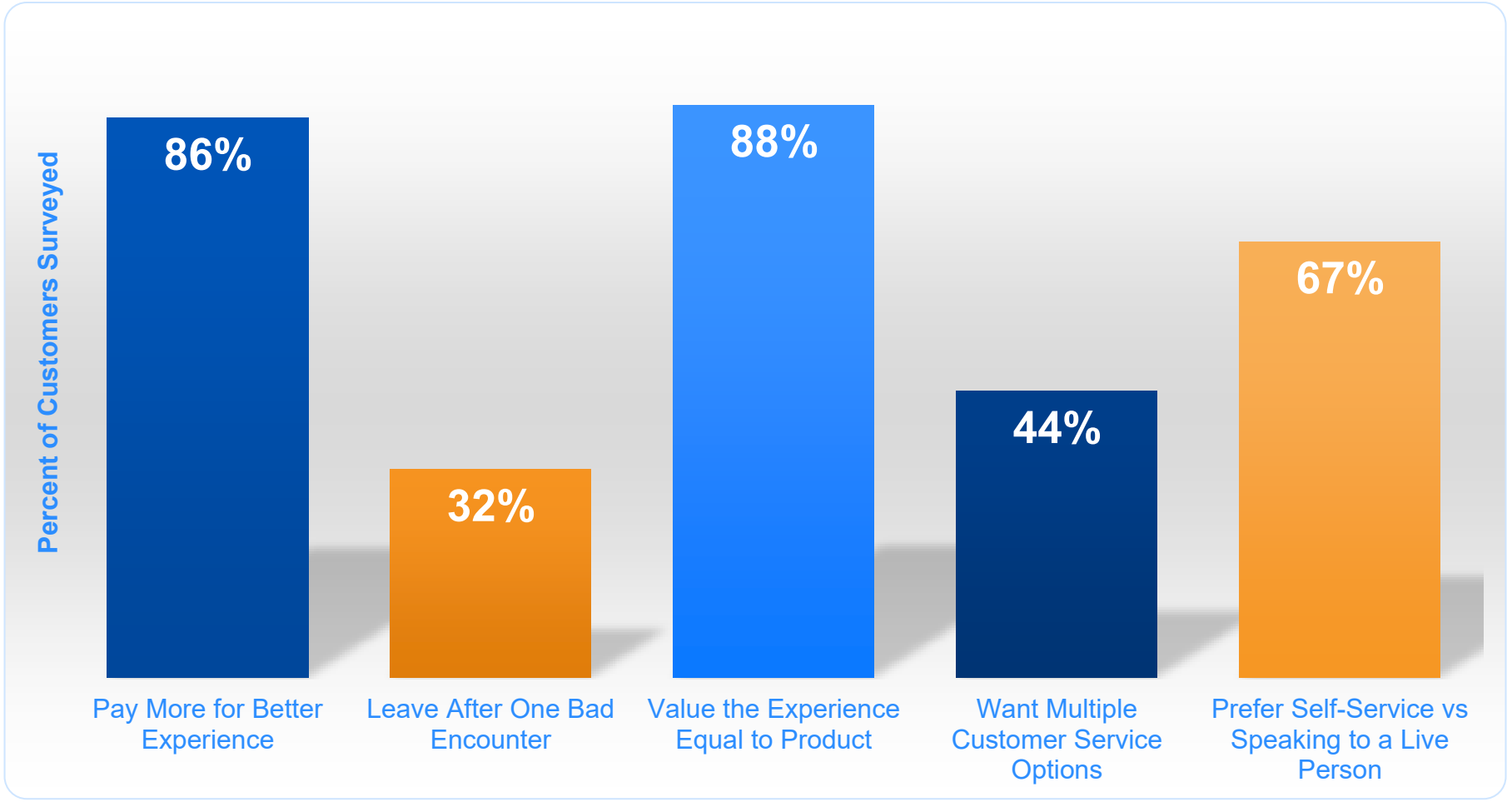
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KUB Fiber System Statistics

- Timeline highlights
  - Spring 2021 – approval for Fiber Division
  - July 2022 – first customer install
  - March 2025 – halfway point in construction
  - 2027 will be last year of deployment
- More than 37,000 active customers – 43% growth in last 12 months
- 100,000 customers currently eligible
- Nearly 1,500 TV customers
- More than 2,200 phone customers
- 4,000 miles of fiber installed to date



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

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Your Customers Want Proactive & Digital

Nearly 69%

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

Metrigy 2025

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

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Proactive, Automated SMS Notifications

- Billing and Statement Available
- Appointment reminders
- Keywords for self-help

GOCare Alerts

Anytime. Anywhere.

Get KUB Fiber account alerts on your phone.

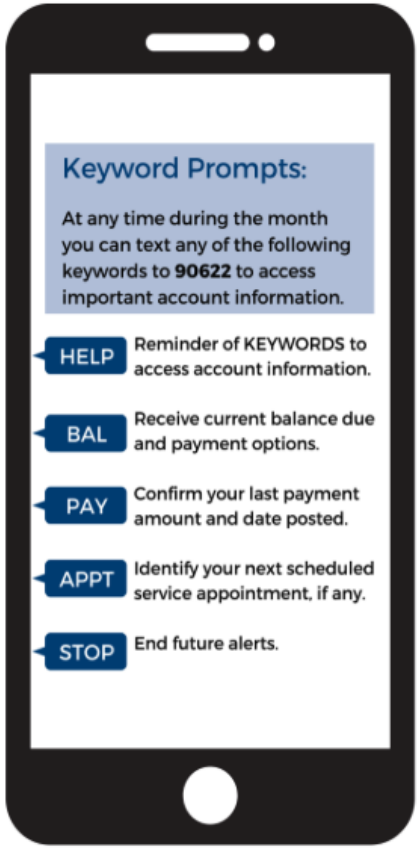
Text the word **KUB** to **90622**

You can opt-in to GOCare in just 3 simple steps:

1. Text the Word **KUB** to **90622**
2. Enter your Account Number
3. Enter Last 4 Digits of Phone Number

After following the three steps above, you will receive a confirmation text message. That means you're all signed up!

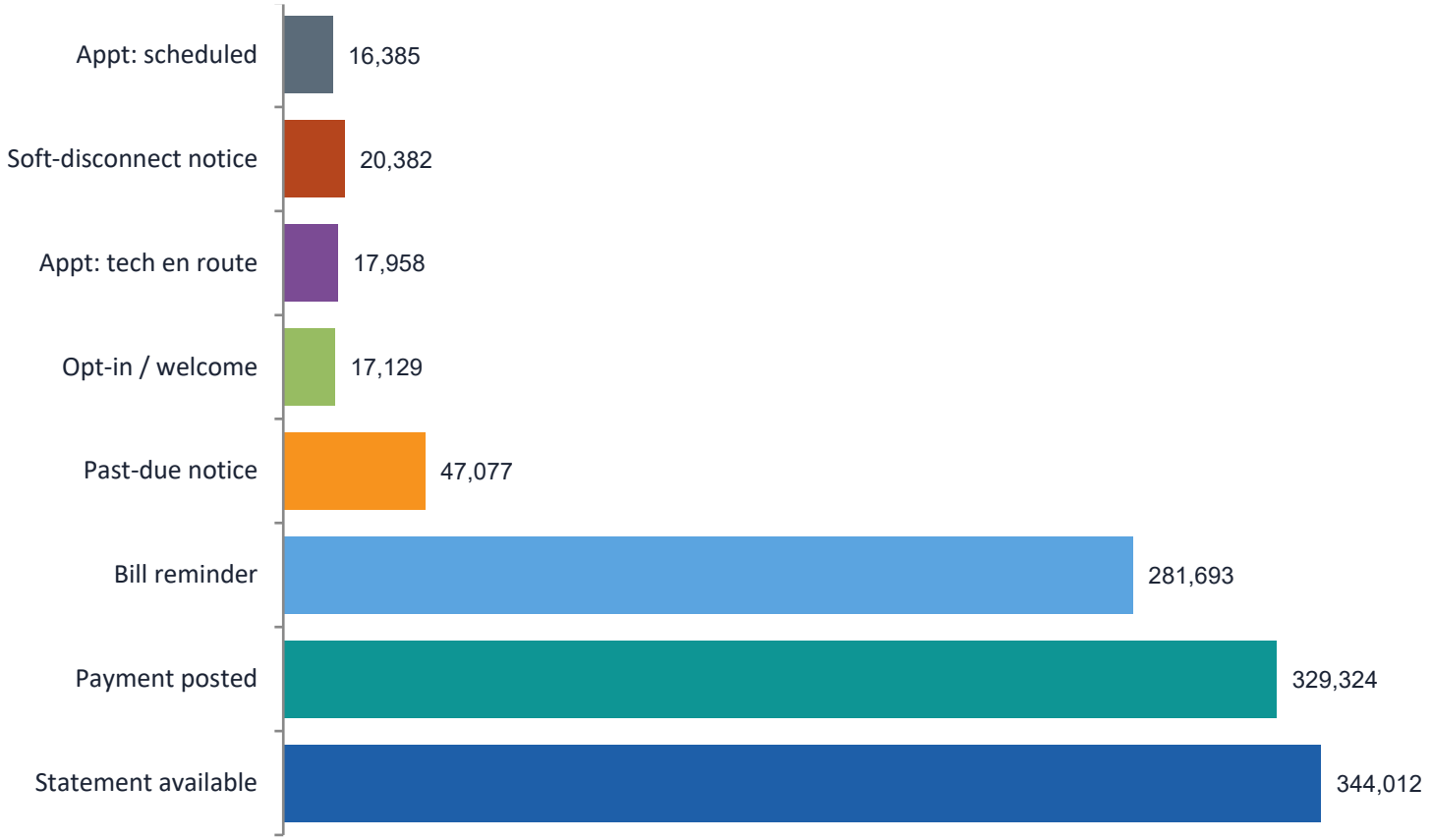
See our Terms and Conditions.



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Message Content

12-month outbound message mix — billing lifecycle dominates the volume



~95%

of volume is automated billing

statement, payment, reminder, past-due

Nearly 97% of subscribers opt in to SMS communications

KUB FIBER

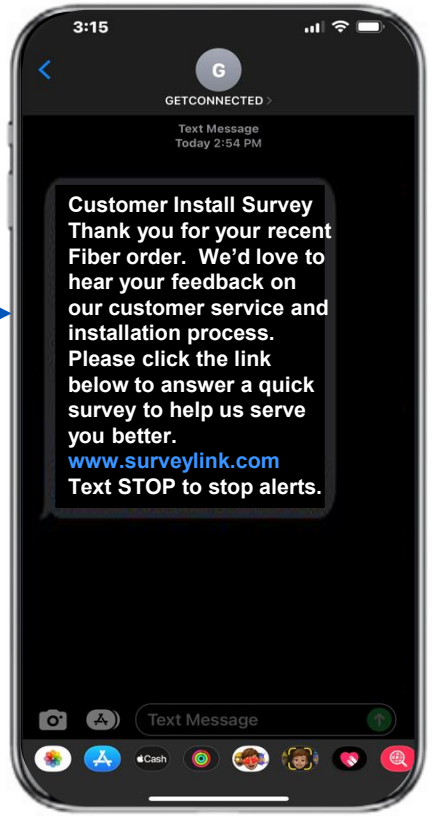
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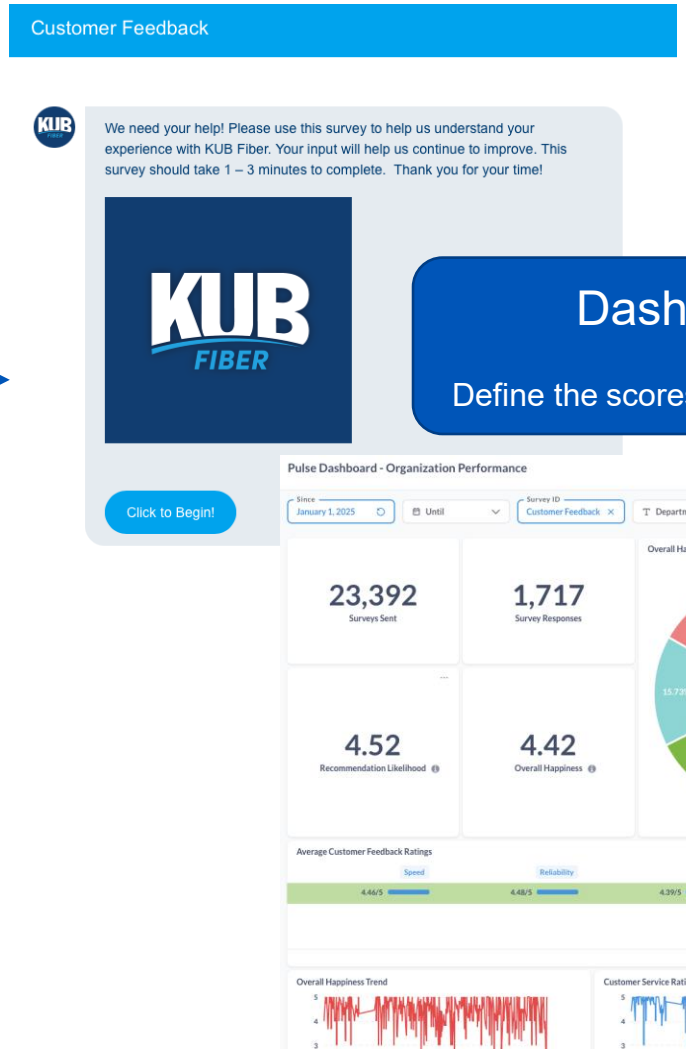
Measuring What Matters

Customer Interactions

Post-install

90-day follow-up





Dashboard and Workflows

Define the scores that drive alerts and proactive outreach

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Modern Digital Customer Care

Full customer view with Insight panel from CHR Omnia360 BSS

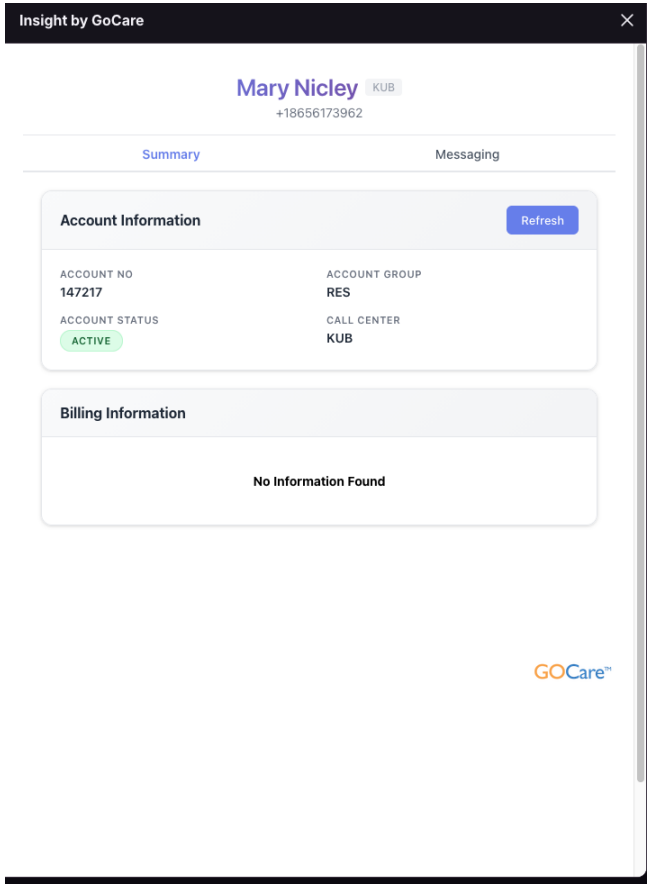
~3-minute handle time on email vs. 7–8 minutes for a typical phone call

Routing & rules

Internal collaboration on conversation threads

Tagging conversations for insights and actions

98.3% retention save rate



Summary tab — account, status and call center at a glance.

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2026 at a glance: year-to-date and Q3

What the GOCare platform automated and handled for KUB Fiber, Jan–Sep 2026 (Q3 = Jul–Sep)

798,052
automated messages sent, YTD
Q3: 279,518 +4.6% vs Q2 · +30% vs Apr–Dec ’25

11,482
email contacts handled, YTD
Q3: 3,768 · 84.8% one-and-done YTD

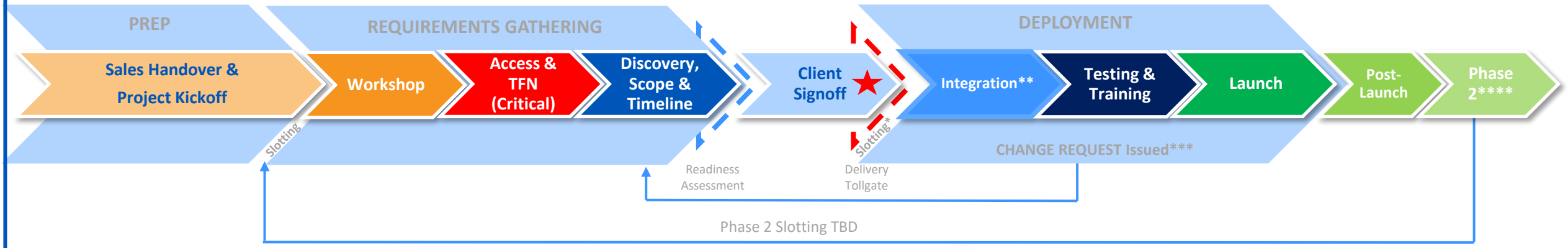
4.74 / 5
install CSAT (Service Activation), YTD
Q3: 4.75 · 84% gave a perfect 5

40 min
email first-response time, Sep ’26
down from 2h 13m in Jan · Q3 avg 49 min

45.5%
of email reasons self-serviceable
Q3: 39.7% · provisional

74%
of active accounts opted in
31,471 of 42,528 · +11,086 opt-ins YTD

Project Management



Change Management - ADKAR



Client Signoff ★
CRITICAL: Access to System and Toll-free Number (TFN) Verification and Approval

Process subject to change at GOCare's discretion.
*Once timeline is set, any delay; particularly any delay or prevention of GOCare's access to the main billing system, can significantly impact the target go live date.
**A change request issued in this stage returns the project to discovery, scope, & timeline to reset. Timeline can be impacted and potential SOW charges may be incurred as applicable. Time needed for regression testing will vary.
***Depending upon the integration, it could be worked separately ahead of the client deployment.
****Phase 2 (and any subsequent phase) requires re-slotting and will be scheduled according to the GOCare delivery calendar.

GOCare SMS Compliance & Subscriber Control

(Ensuring Trust, Transparency, and Regulatory Alignment)

Regulatory Compliance Built-In. GOCare's SMS platform includes all **carrier-required elements**:

- GOCare runs the campaign process for you!
- Supports compliance with **TCPA and CTIA** industry standards
- Opt-out instructions (e.g., *Text STOP to stop alerts*)
  - Support access (e.g., *Text HELP for more info*)
- Best Practices
  - Alerts page URL, average monthly message volume
  - **Terms & Conditions** (Ts&Cs) are required and centralized on the subscriber Alerts Page

Subscriber Opt-In / Opt-Out Automation

(90+% Opt-in Rate)

- Auto Opt-In during **account activation and onboarding**
- Welcome message confirms enrollment and includes required disclosures
- Self-service Opt-Out via SMS (*STOP*), with re-enrollment via *UNSTOP*
- Admins and agents can manage opt-in/out via **Connect interface**

Value add of GOCare as your Digital Experience Partner

- **Single brand / TFN**
- **You can stick with core business**
  - No need regulatory expertise in SMS / Messaging now and in the future
- **Reduces support load** by allowing customers to manage their preferences directly via GOCare toolset
- **Protects your brand** from regulatory tasks and risk
- **Improves trust** by being transparent with subscribers

Customers Love KUB Fiber!

Unsolicited Reviews from Social Media



Mike S
It has worked great ever since it was installed. The technicians were very helpful and knowledgeable.



Bobbi S
Love KUB! Haven't had one problem with Fiber! The techs were awesome. Love it!



Marsha A
We Love our KUB Fiber internet!! We have lived here 23 years with sub par internet until now. Thank You KUB !!



Nancy T
It's great. Everyone that I have talked with from KUB are so nice and knowledgeable.



Stephanie S
Got this on July 3rd switch from wow and what a difference. Love this Internet and super fast download speed. We have gaming systems and to download an 80 GB game only took 8 min. With wow it was taking 30 and we had the same speed through them



Martha B
My installation team was amazing. Great work guys!

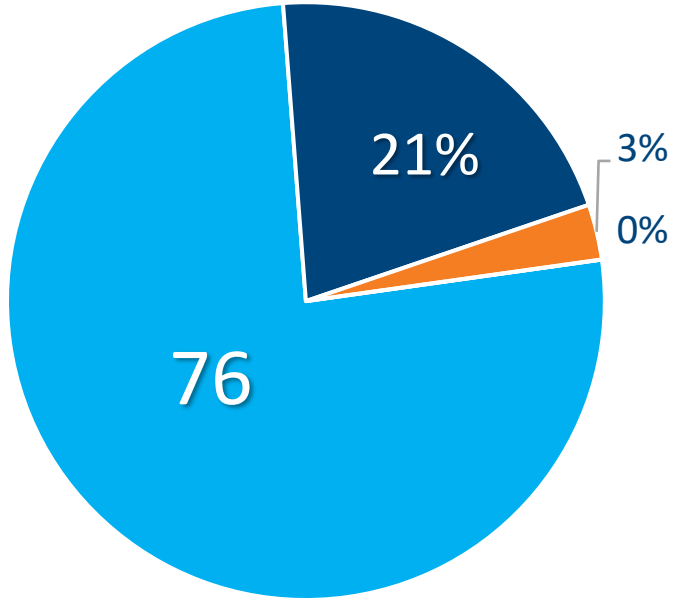


Lee F
Best installation process ever. The guys were profession and tidy. Service works well. 10/10!



Johnathan W
We even got it out here in the middle of nowhere Washburn!! It's amazing and so much better than that frontier bunch.

97% **Of Current Customers are Extremely/Very Satisfied!**



Proactive Outage Communications

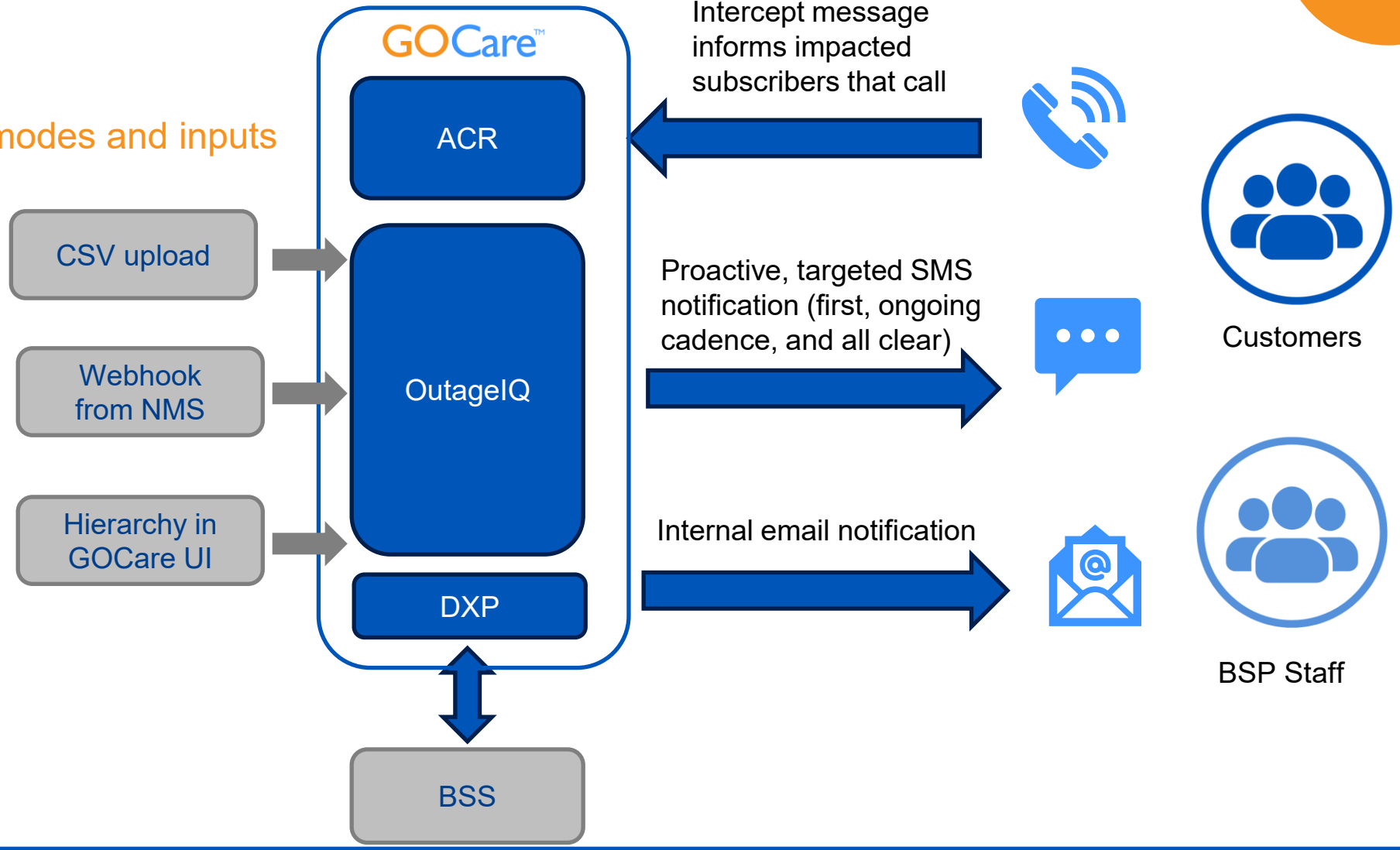
OutageIQ

Flexible operational modes and inputs

First	Last	TN
Bob	Jones	555-111-2222
Susie	Sanders	555-222-3334
Luke	Walker	555-333-6666

Operations CalixCloud® | mosaic one | iGLASS NETWORKS | 7Sigma Systems

Subscriber ID	Serving Area	Shelf	City	Region	Network Type	Parent Element
1001	SA_001	SH_01	Dallas	Texas	Fiber	N/A
1002	SA_002	SH_02	Dallas	Texas	Fiber	N/A
1003	SA_003	SH_01	Houston	Texas	CLEC	N/A
1004	SA_004	SH_03	Austin	Texas	Fiber	N/A
1005	SA_005	SH_04	Austin	Texas	Fiber	N/A



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Outages: Turn a Negative into a Positive

"Tell us what you know when you know it"

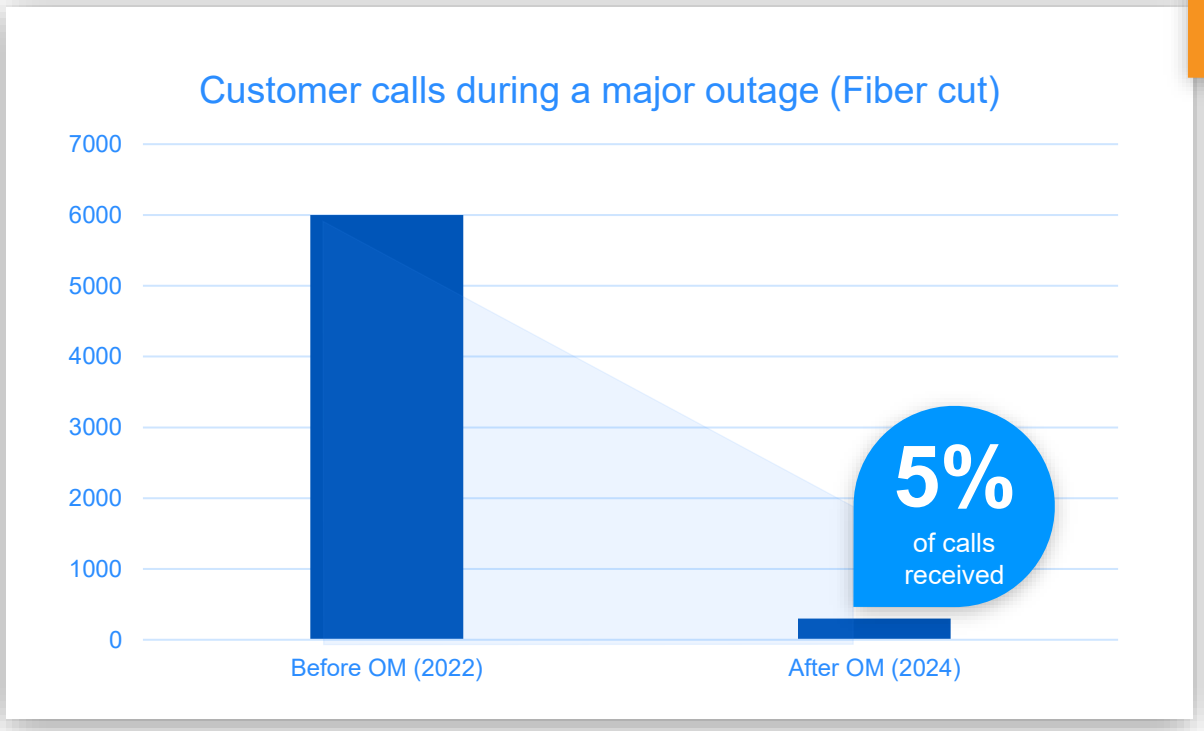
Overall satisfaction was 62 points higher

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



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Let’s Connect



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Keeping the subscribers who intended to leave

Digital “Retention” tags created within GOCare Connect

98.3%

save rate

retention-attempted accounts still active

292 / 297

saved vs. total attempted

5 confirmed lost to disconnect

$155,383/yr

gross retained revenue

saved accounts' own MRR × 12, at 100%

Source: GOCare Signal Value Review — 297 contested outcomes to date; $62.2k figure is a trailing-12-month run rate



Broadcast Message History — every statement and alert sent.

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