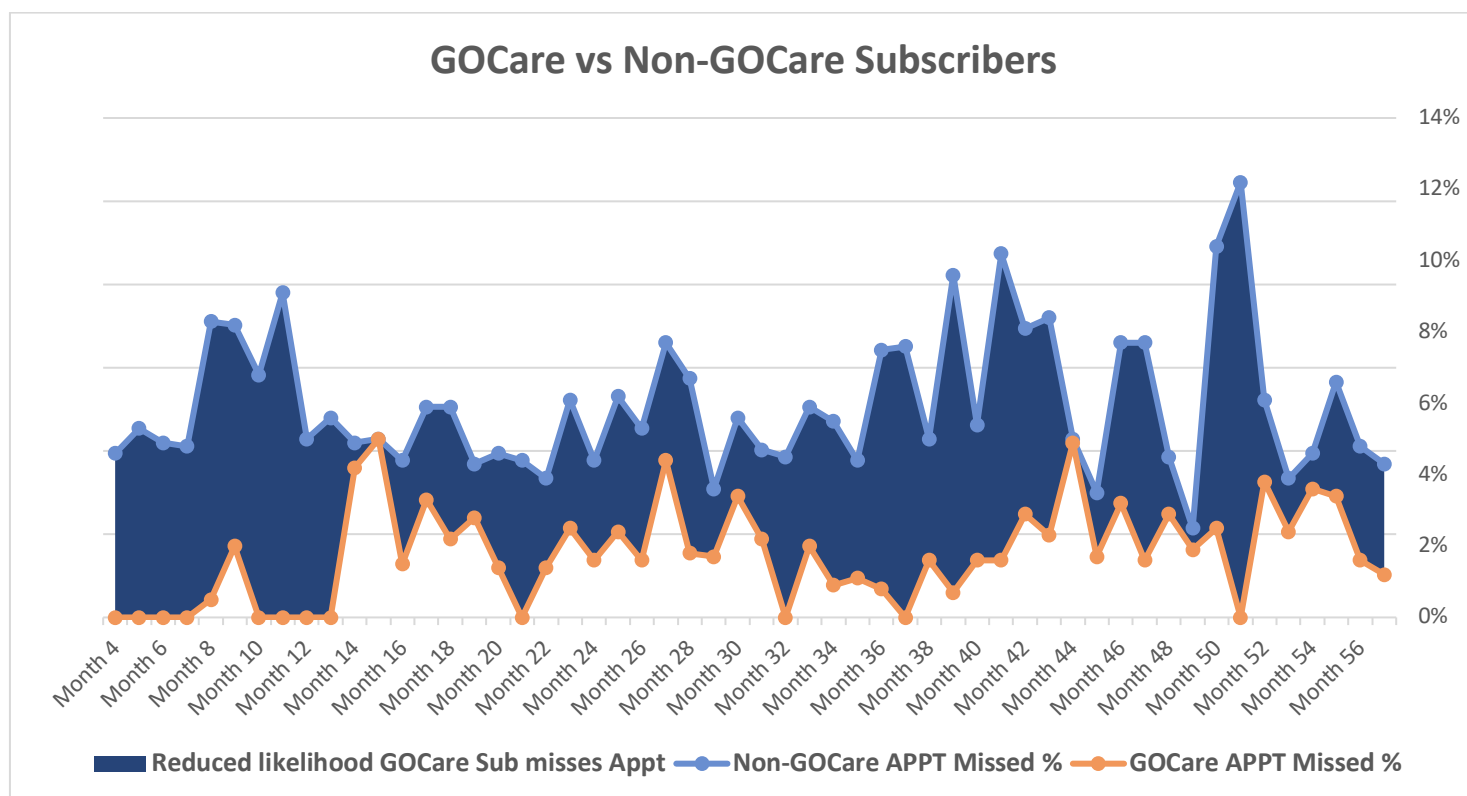


Missed Appointment Analysis



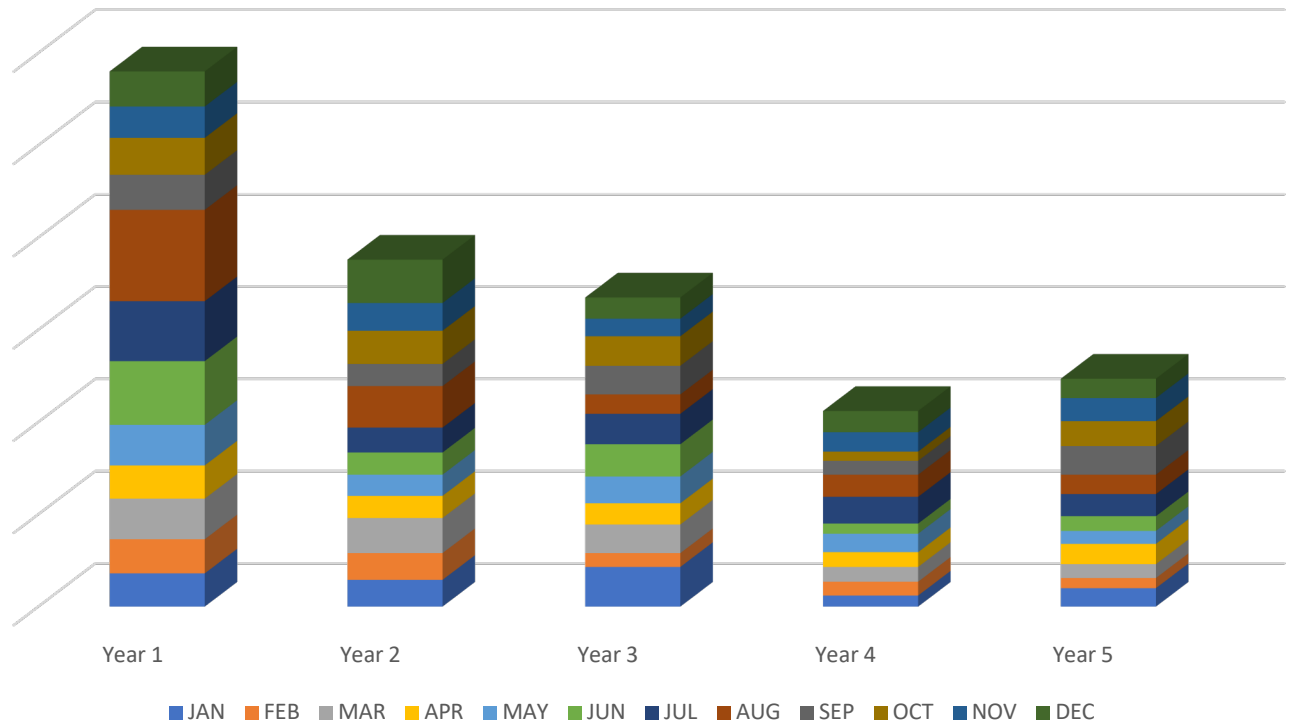
When possible, it makes sense to compare the behavior of a customer opted in to GOCare vs customers that are NOT opted in to GOCare. Prior to the GOCare deployment, this operator averaged roughly 6% -8% of subscriber appointments as “no access”. AFTER the GOCare deployment, GOCare subscribers were routinely below 2% of subscriber appointments as “no access” or 70% fewer missed appointments for GOCare subscribers. As the opt-in rate increased, GOCare was successful in dramatically reducing the overall missed appointment rate. At an estimated \$150 cost per truck roll, the savings in missed appointments more than covered the cost of the GOCare offering.

Potential OpEx Impact:

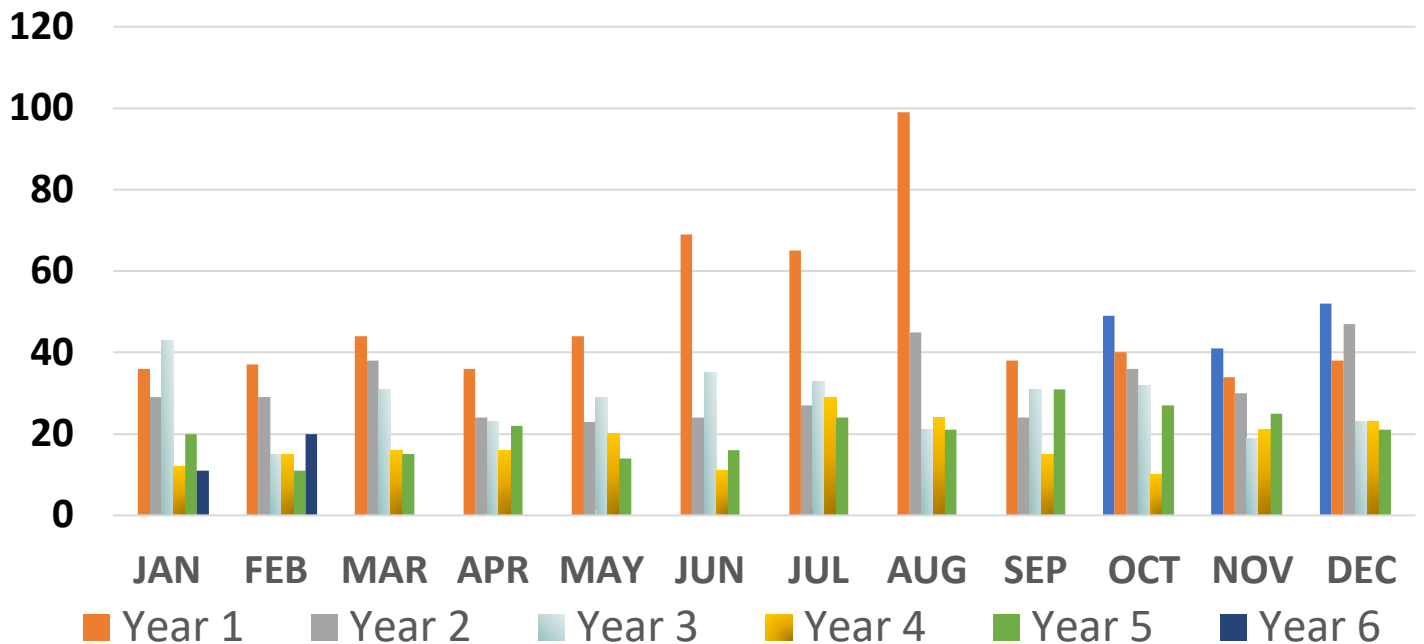
Missed Appointment Analysis: Calculate an estimated 8% missed appointment KPI monthly, multiplied by an assumed \$150/truck roll. A 70% reduction in missed appointments represents an EBITDA improvement of significant revenue annually.

In addition to the savings of OpEx, assuming the “no access” improvement applies equally to new installs, the improved completion ratio will **accelerate revenues** at improved margins.

Combined Missed Appointments per Year



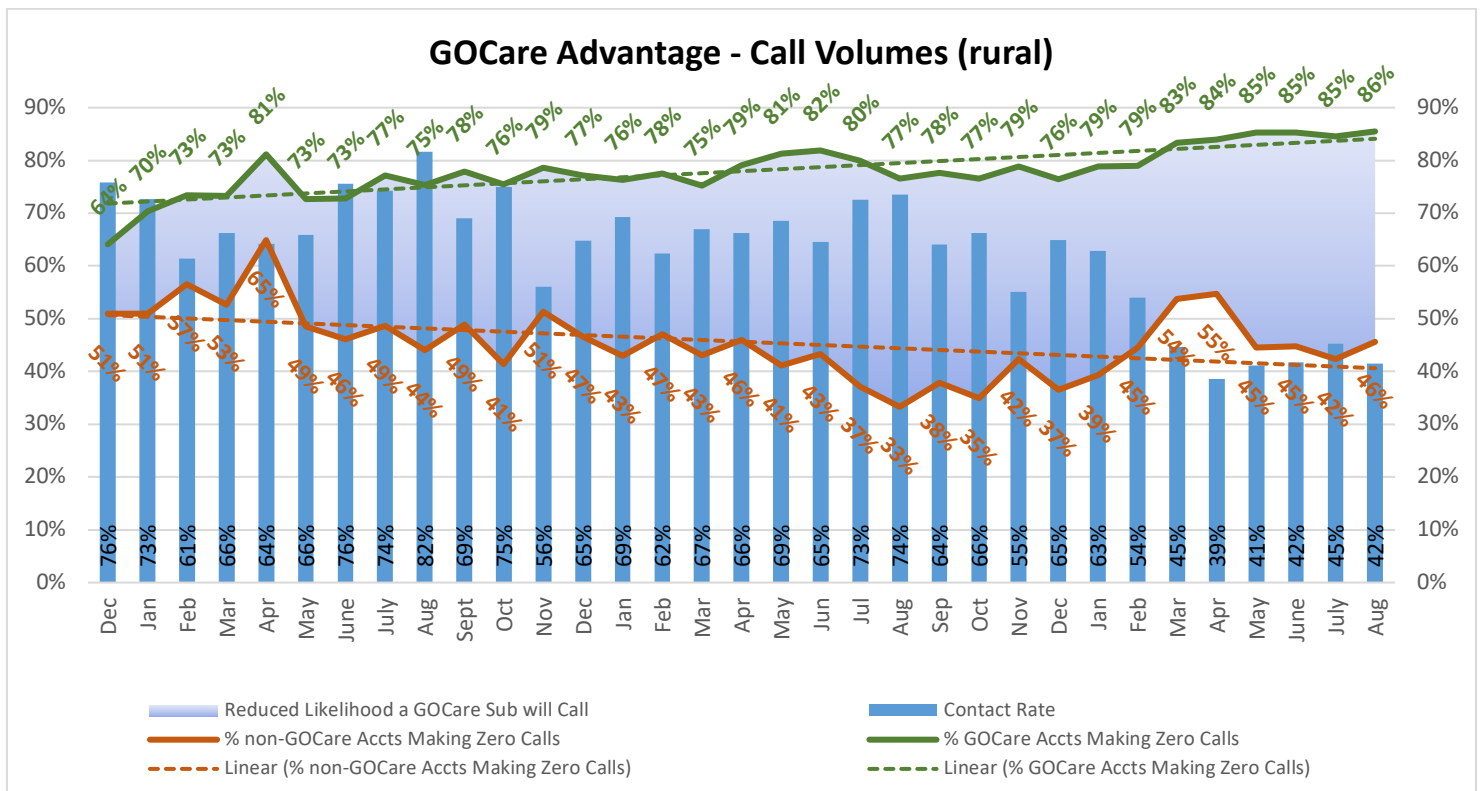
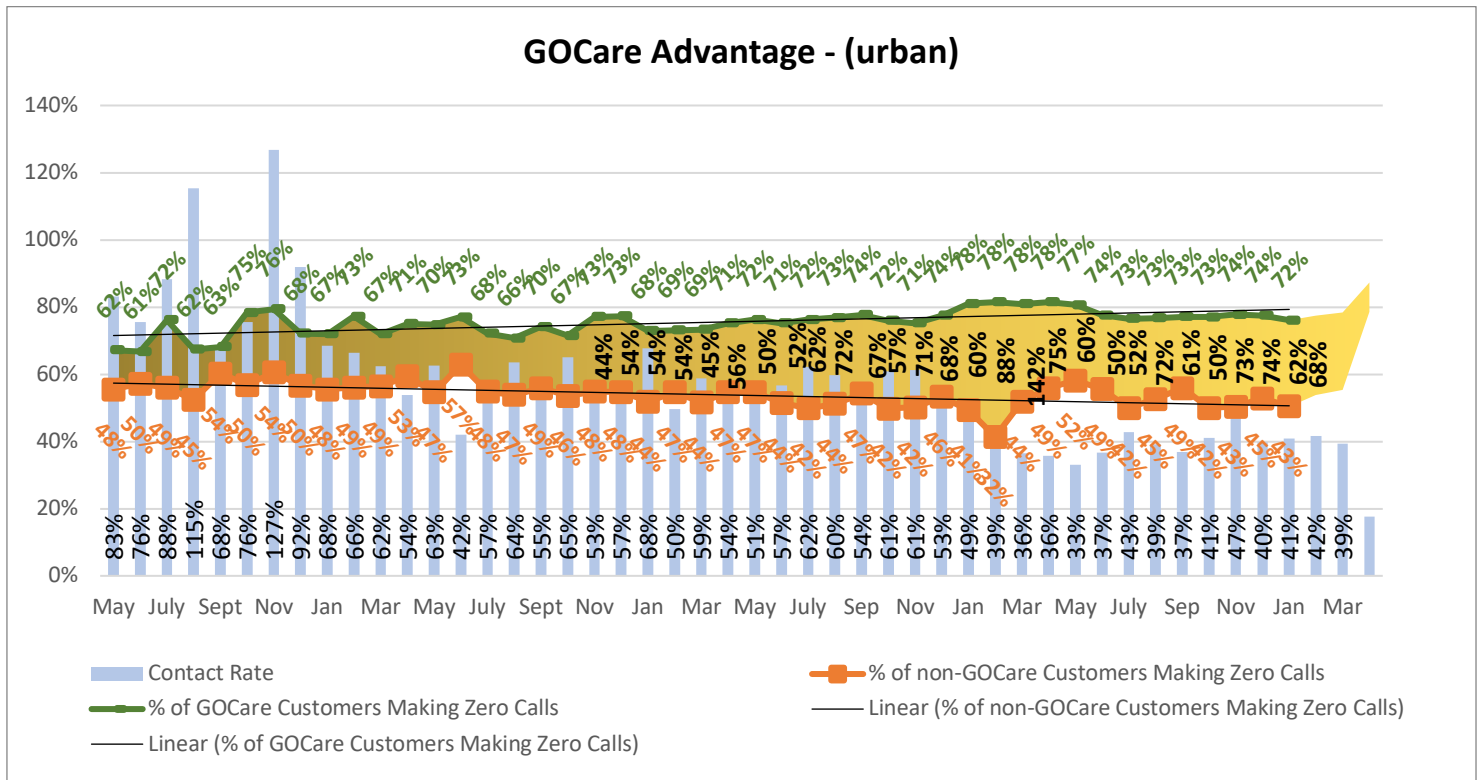
Missed Appointments - Adjusted for Seasonality



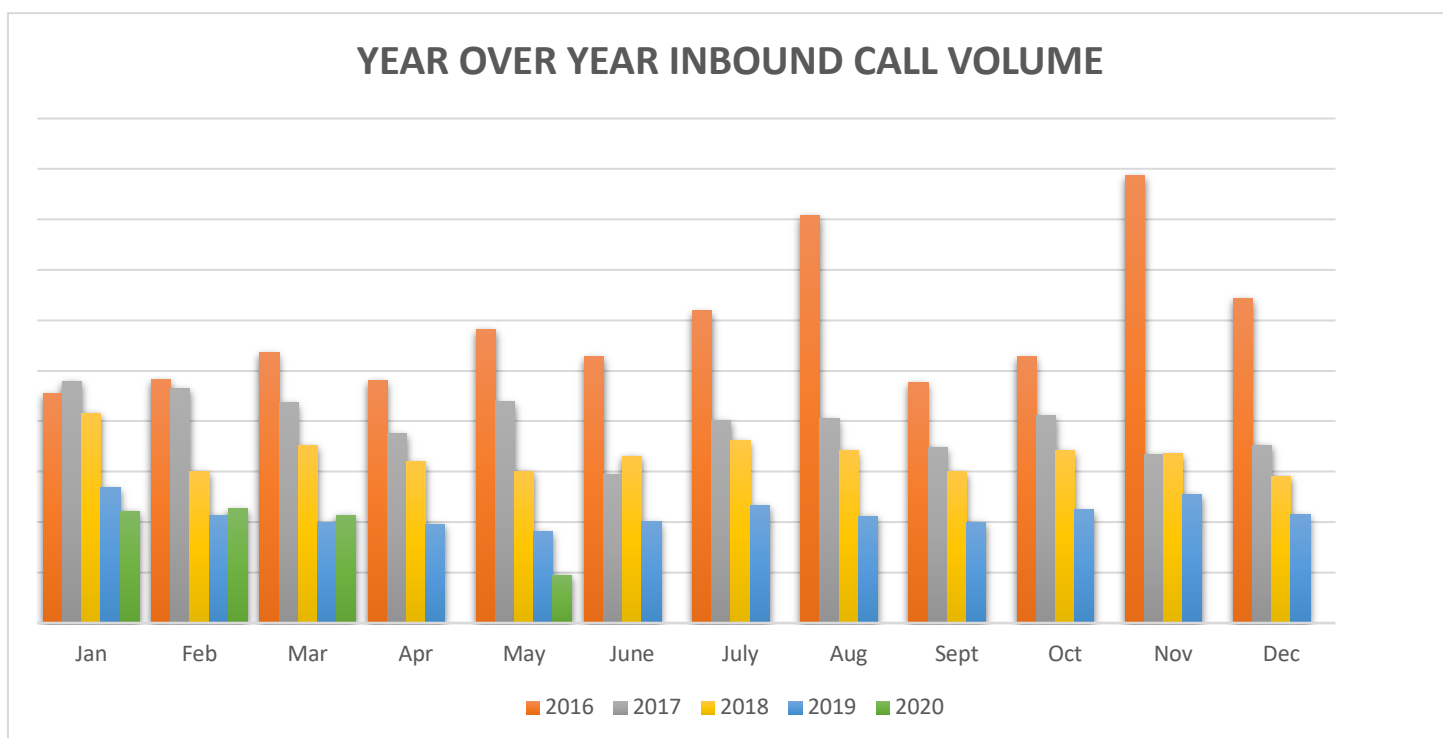
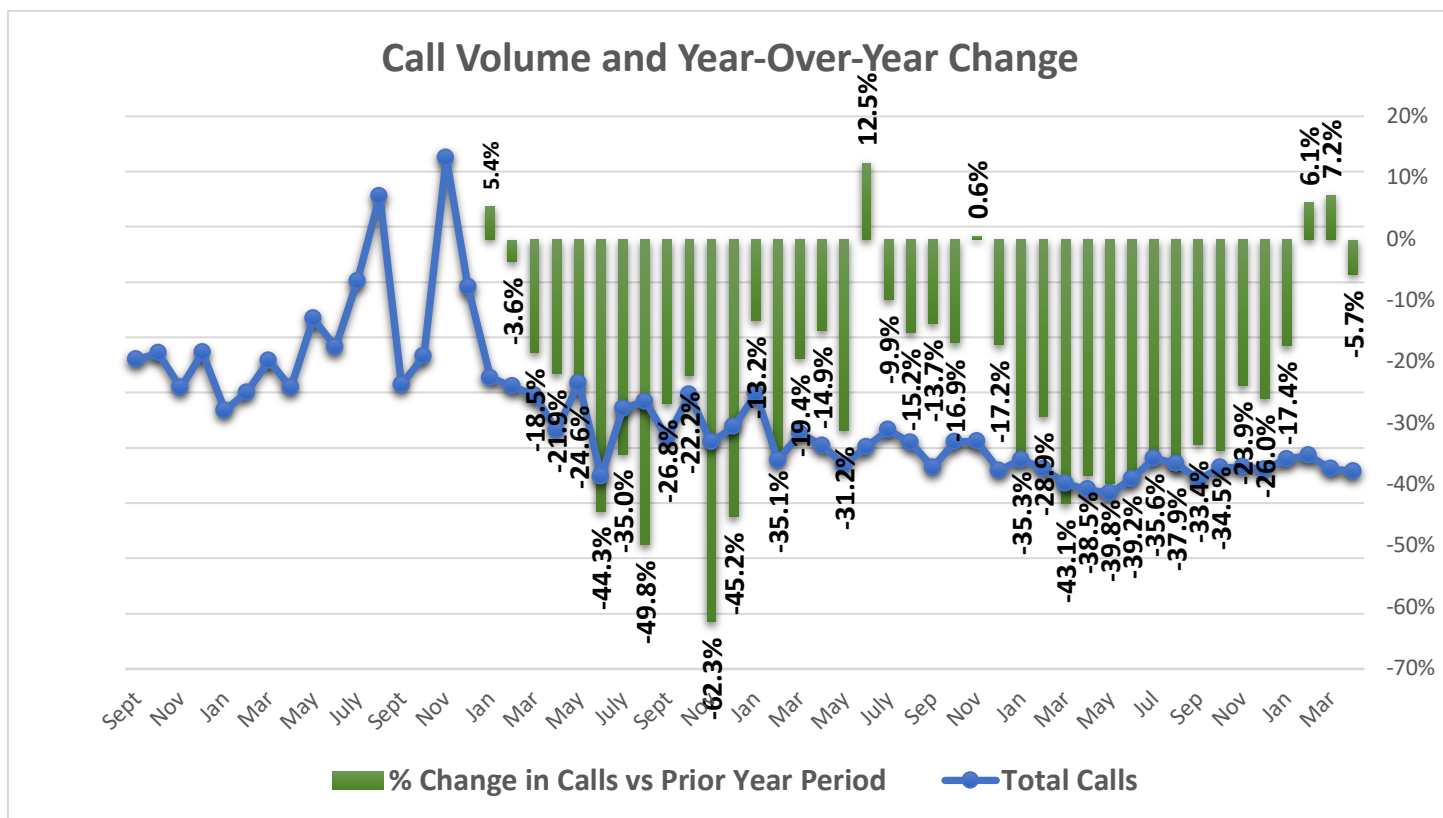
TOP GRAPH: Missed appointments were not just reduced *“on average”*, but in total. Total missed appointments (both GOCare and non GOCare subscribers) were reduced year-over-year for 4 of the 5 study years. The vast majority of missed appointments continue to be non-GOCare subscribers.

BOTTOM GRAPH: The reduction in missed appointments were lower for the respective prior-year period (in almost every comparative period) which accounts for seasonality of the GOCare client’s activity.

Call Deflection Analysis



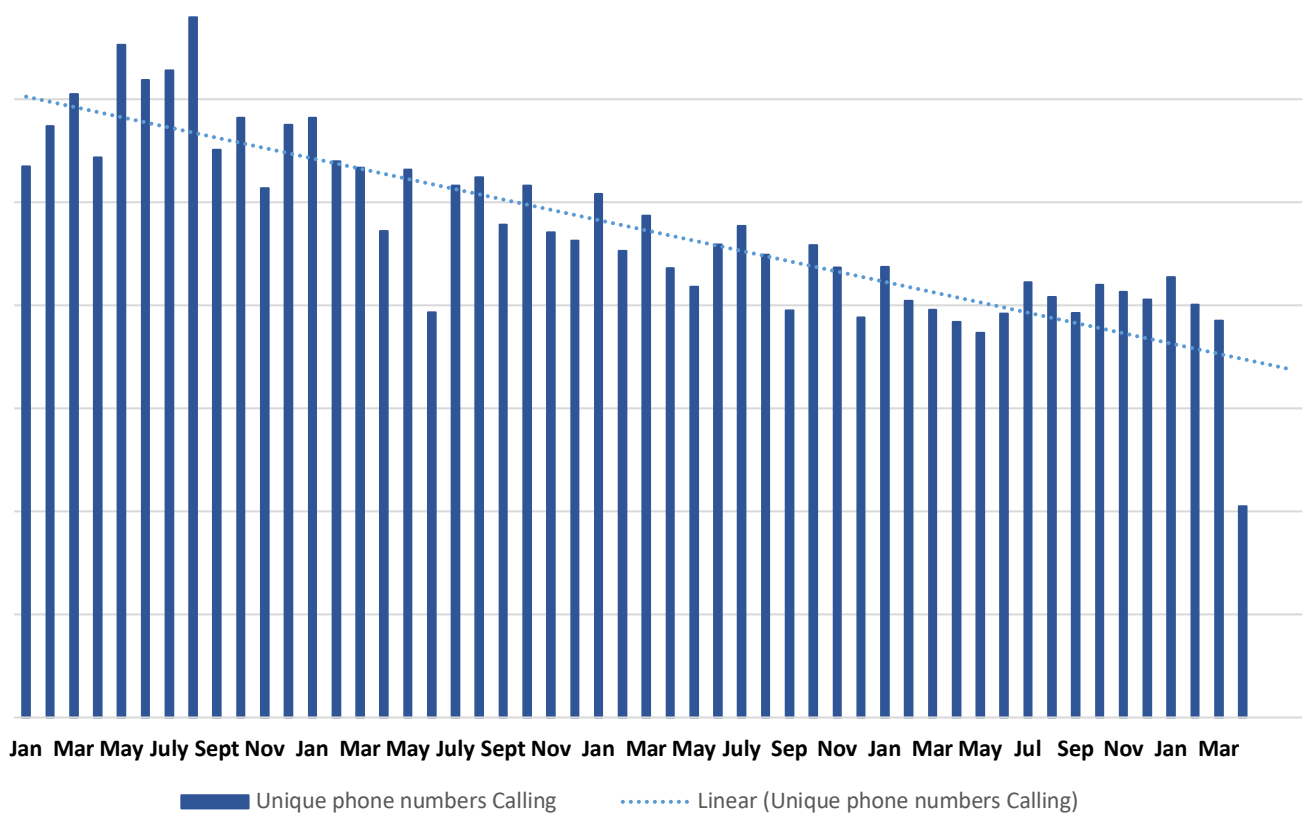
Again, we compare subscriber call habits of opted-in GOCare subscribers to non-opted in subscribers. GOCare subscribers are consistently 30% - 50% (or more) **LESS LIKELY** to call the call center each month. Over time, GOCare subscribers become attuned to the consistency of messaging and the opportunity to make convenient SMS inquiries on account status in lieu of a phone call. GOCare customers become even **LESS LIKELY** to call as they become more comfortable with the convenience of the GOCare channel.



TOP GRAPH: In addition to eliminating UNNECESSARY (high-volume, low value) call volume, GOCare Messenger flattens the unmanageable 'spikes' in monthly call volume. This makes managing and staffing the call center easier.

BOTTOM GRAPH: Monthly call volumes (year over year) are reduced for the corresponding prior period month to highlight the impact on call volume when considering seasonality.

Unique Callers by Month

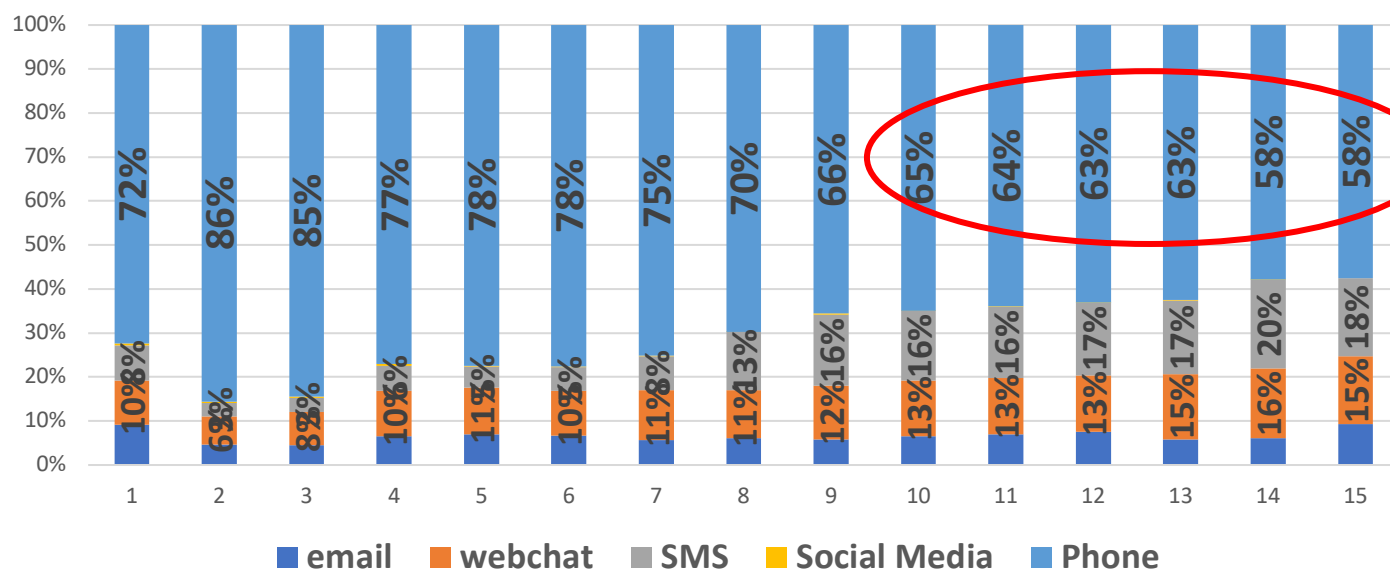


The reduction in call volume is a result of fewer customers making one or more calls to the call center each month. Customers that do not call are finding satisfaction through alternative channels.

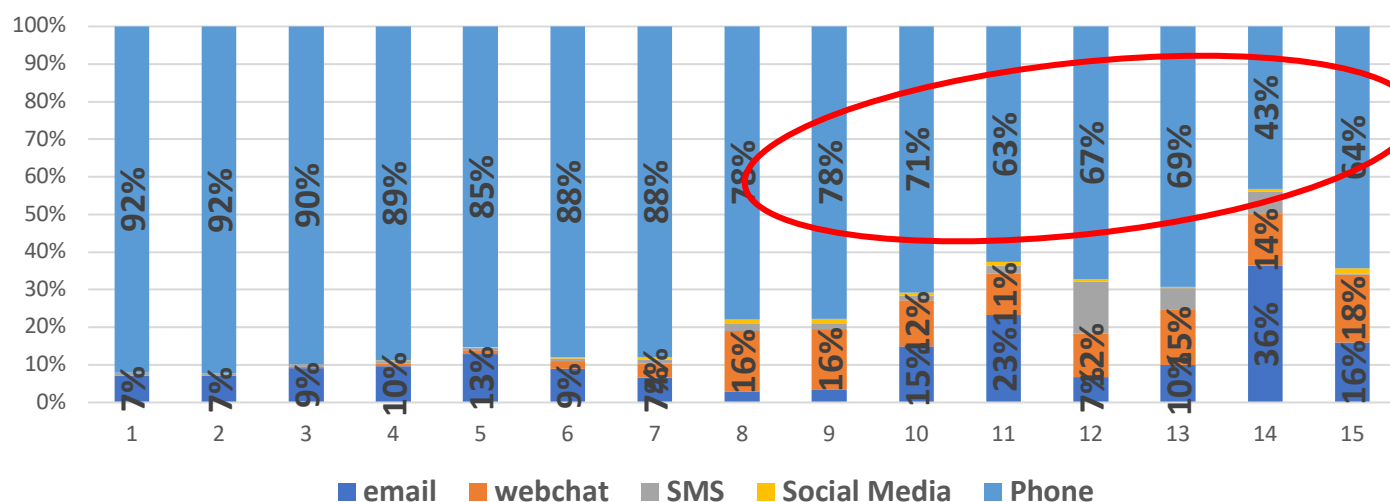
Fewer inbound phone contacts mean *agents can spend more time with customers that have more significant issues* (in search of a true “First Contact Resolution”) and/or *reduce the number of agents necessary* to interact with the subscriber base. In either case, Blue Ridge will realize lower operating costs both near term (few calls and agents) and fewer ‘repeat callers’ (lower future volume) due to a higher First Call Resolution. Surveyed GOCare customers suggest higher customer satisfaction and lower churn. Some have even referenced GOCare (or “this service”) as the reason for their loyalty to a client.

Analysis of all Communications Channels

Allocation of Contacts - Client 1



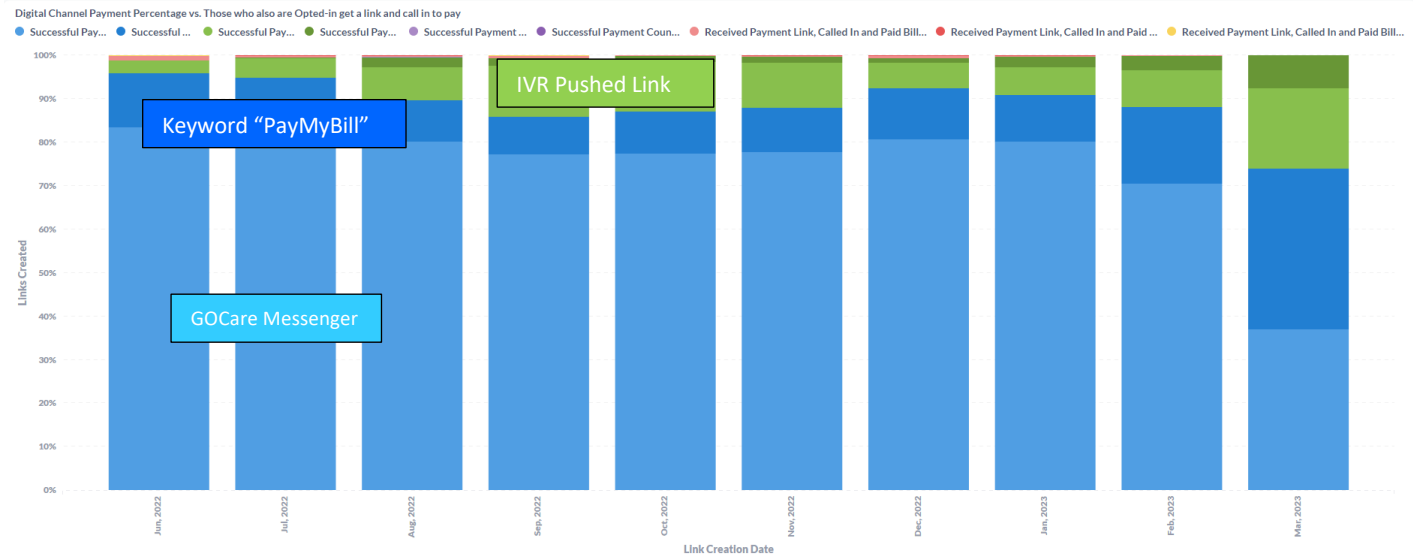
Allocation of Contacts - Client 2



Two GOCare Messenger clients upgraded to GOCare Connect in the past 18 months. These clients have actively worked to drive customer inbound inquiries to digital channels with greatly reduced handling times. In only 12 – 15 months, Webchat now makes up 1 in five to seven contacts. *Customers preference for SMS Chat is particularly highlighted at client 1* – with about 500% growth in this channel in only 12 months. At both clients, digital channels now represent 40% of customer inquiries furthering the call reductions achieved with GOCare Messenger. These clients are actively moving to become a digital-focus service provider.

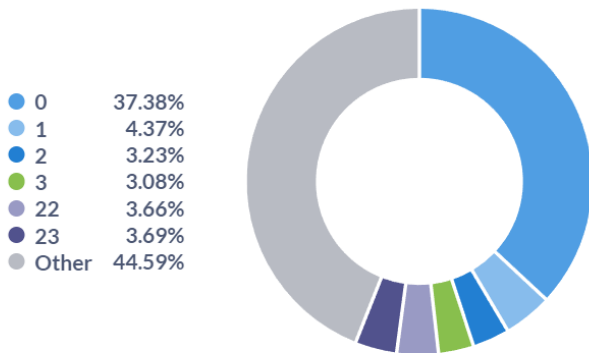
NOTE: Client 1 shared that they have deflected 21% of calls to SMS chat in 12 months (on top of the prior GOCare Messenger savings). Client 2 grew subscribers by 20% in 12 months with taking a single additional call or adding any call center agents.

Payments via SMS Secure Payment Links



8.86 days
Average DTMP

Days to Make a Payment



Customer preference for SMS is further evidenced using SMS to make secure, convenient, subscriber payments. Customers using SMS secure payment links DO NOT call the call center to make a payment.

Secure payment links are delivered to customers with their monthly billing statement messages. Additionally, customers can call the IVR which recognizes the number and delivers a secure link. Finally, at any time, a customer can text **PAYMYBILL** to get a personalized, and branded, secure link to make their payment.

The top graph reflects how customers are increasingly adopting the use of the secure links and in particular the growing use of the KEYWORD "PAYMYBILL" to conveniently and securely pay their bill on their terms.

Finally, the bottom graph reflects how customers pay faster with almost 40% of customers paying their bill within 24 hours of receiving the payment link and an overall average of 8.9 'days to make a payment' (DTMP).