



Ideal for notification of:

- Equipment swaps
- Outages
- Byte-cap limits
- P2P copyright infringement
- Compliance requirements
- Individual subscriber issues
- Installation instructions
- Subscriber satisfaction surveys

# Subscriber-care Bulletin Application

## Highlights:

Significant reduction in call center loads

Substantially reduce support costs

Increased customer satisfaction

Far more effective than Email, direct mail, or telephone for subscriber contact

No changes required to subscriber PC or ISP network configuration

Penetrates any firewall, NAT, proxy, and ad blocker

Fail-safe hardware installs with no installation downtime

Major MSO-grade solution capable of handling millions of requests

The Subscriber-care Bulletin Application from PerfTech® gives broadband Internet Providers a way to reduce their technical support costs, automate their support process, and increase customer satisfaction by delivering customized, scheduled bulletins directly to their subscribers, no matter where they browse.

### **Communicate Directly with Your Subscribers**

Providers can deliver messages directly to the browser screen of any targeted subscriber or group using the built-in automated scheduler. Messages are delivered without asking subscribers to load anything on their PCs and regardless of subscribers' configurations, presence of ad-blockers, or intervening firewalls, proxies, or gateways. Providers can deliver a wide-range of content such as streaming audio/video, interactive page sequences, and click-to-download virus removal tools. Partner with your subscribers by keeping them informed and engaging them in problem resolution.

### **Reduce Support Costs, Empower the Subscriber**

Bulletin System can alert affected subscriber groups to planned outages without disrupting their normal browsing or Internet activities. In cases of network abuse (open Email servers, suspicious theft-of-service, virus contamination, potential Wi-Fi leakage), the bulletin would appear on the subscriber's screen with an explanation of why their browsing activity has been suspended, along with a click-through button that ensures receipt verification as well as a link to a remedial site. The subscriber can easily and privately remedy the problem – all without call center involvement and without the provider being forced to disable the subscriber's modem.

### **No Changes to the Network or Subscriber's Configuration**

Bulletin delivery requires no software or configuration changes to either the subscriber system or the provider's infrastructure or components. Installation is simple and occurs while the system is operating with no system downtime. Administration is through existing NOC workstations.

PerfTech's Bulletin System – the ideal way for providers to communicate with their subscribers.

# Alert Subscribers About a Wide Range of Support Issues

The screenshot shows a Mozilla Firefox browser window displaying the Yahoo! homepage. A yellow notification banner from MSO is overlaid at the top, titled "Important Equipment Notice: Bring the highest quality Internet service available into your home today. Participate in our free-of-charge, broadband modem upgrade program in progress now. Click below to learn the exciting benefits in store for you." Below the banner is the Yahoo! homepage with various news articles and advertisements. At the bottom of the browser window, a white notification banner from MSO is overlaid, titled "Important Email Account Information: Action Required". It states: "To convert your email address to user@vistacable.net, please visit our secure customer support site to verify your email information. Thank you for your cooperation." The banner includes a "Details" link, a "Verify" button, and a "Close" button.

Bulletin System lets you alert subscribers to a wide range of support issues. Communications are respectful and private. Tell subscribers about upcoming maintenance, CPE upgrades, virus infections, and much more.



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