

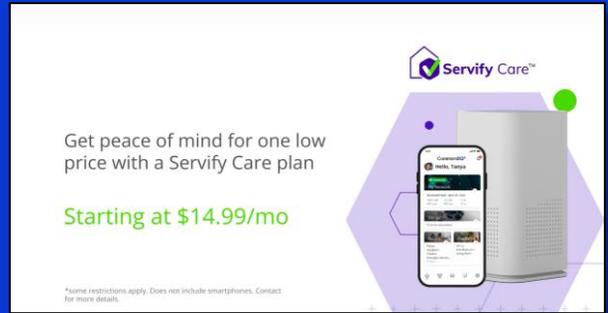


Simplify. Excite. Grow.

Servify Care

A single, comprehensive plan that protects the connected devices your subscribers love!

Solution Brief



PRODUCT DESCRIPTION

Servify Care is a connected-device protection program that simplifies your subscribers' technology-driven lives. Help your subscribers save hundreds of dollars each year by protecting their devices under a single plan - with one price on one bill.

BSP BUSINESS CHALLENGE

The average value of household consumer electronics has surged to well over \$7,500 with an average of 16 devices in each home. The cost of individual warranties for those devices can really add up. With Servify Care your customers can enjoy the convenience and cost savings associated with a single protection plan that protects the devices your subscribers depend on, and all those benefits can be associated with your brand and the relationship you have with your customers.

CALIX SOLUTION

Servify Care is an exclusive, completely integrated managed service offering from Calix that enables BSPs to simplify and improve your subscriber's home technology experience. With Servify Care, you can help your subscribers save hundreds of dollars each year by protecting their eligible devices under a single plan - with one price on one bill. Servify Care is a great way to increase customer loyalty to your brand by increasing the value of your offerings, generating ARPU, and becoming more recession-proof.

KEY FEATURES

- Get all eligible devices covered with one protection plan
- Supports a wide range of devices from computers & accessories, home theater, personal devices, to smart home devices
- Covers an unlimited number of eligible devices that subscribers own and any future devices that they purchase will also be covered
- Plans provide coverage for mechanical and electrical malfunctions and accidental damages from handling
- Fast and frictionless claims experience
- If a device breaks or malfunctions, Servify Care will either repair, replace, or reimburse your customer

KEY BSP BENEFITS

- Go to market quickly - Launch Servify Care simply with minimal integration requirements and market activation support
- Offer peace of mind - Subscribers can rest assured that their home networks are safe, all thanks to the value-added service you offer them
- Get high return with low risk - Your business will benefit from growing revenue, improved customer retention, and reducing the cost of serving subscribers the services they want.

PRODUCT DETAILS

What is Servify Care?

Simple and affordable connected device protection

Your customers can enjoy the convenience and cost savings from a single protection plan that has a streamlined claims process that protects the devices your subscribers depend upon for working, playing, and enjoying their lives to the fullest.

What does it Cover?

If the device is connected, it is protected

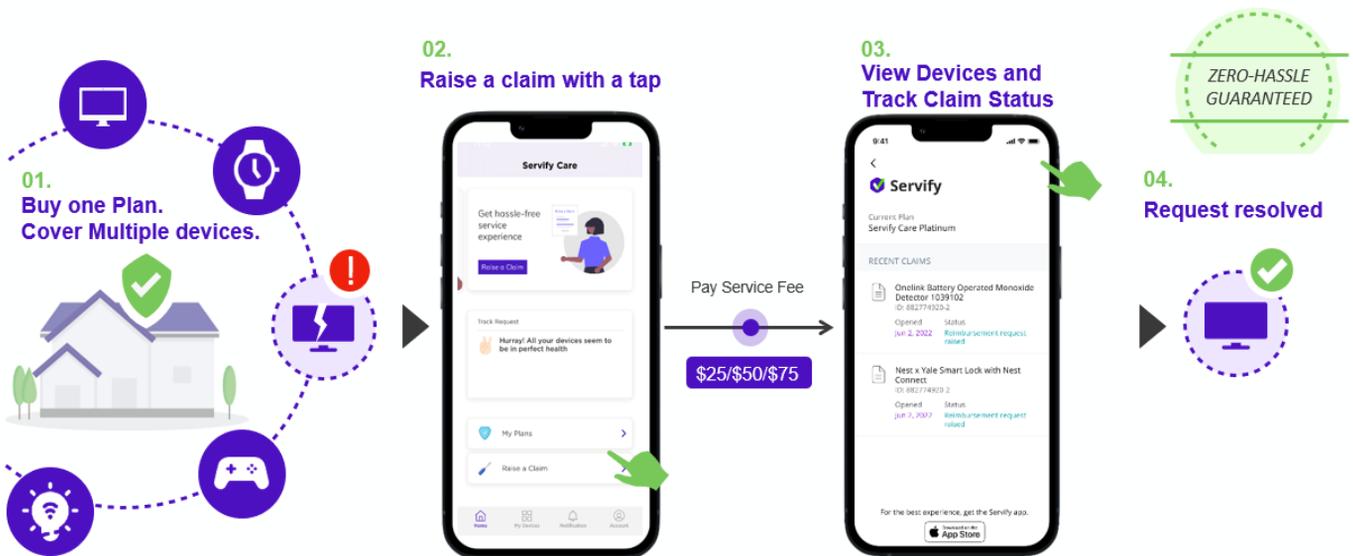
No matter what their budget is, your subscribers can protect an unlimited amount of computers, home entertainment systems, and personal and smart home devices against a variety of issues including mechanical breakdowns and accidental damage.

Is Servify Care integrated with Calix Cloud?

Servify Care is fully integrated with Revenue EDGE

This enables BSPs to roll out this premium service quickly. With new, valuable offerings like Servify Care, Calix enables BSPs like you to delight your subscribers and create a completely differentiated portfolio from your competitors. Help keep your subscribers' tech investments protected, address their "peace of mind" challenges, build trust, and deepen your engagement, resulting in ARPU growth, and the ability to become a more recession-proof company.

 To learn more about Servify Care, please visit calix.com



Subscribers can purchase an Extended Warranty or Accidental Device Damage Plans

Subscribers can raise a claim on the Servify Care app or on the BSP Servify Care portal

Subscribers can track their claims on the website or from within your CommandIQ app

Servify Care provides a fast, frictionless, and 100% online claims process

ABOUT CALIX

Our platform and teams enable broadband service providers of all sizes to simplify their business and excite their subscribers to grow the value of their business for their community for generations.

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