

Net Promoter Score (NPS) Our NPS vs. National Industry Leaders

What is NPS?

A Net Promoter Score is a measurement of customer experience and loyalty using a 1-10 scale, and can often be used to predict business growth as well. The measurement is calculated based on one simple question: "How likely is it that you would recommend this company to a friend or colleague?" Respondents are then broken down into three different groups: Promoters (score 9-10), Passives (score 7-8), and Detractors (score 0-6). The overall score is determined by subtracting the percentage of detractors from the percentage of promoters.

Us vs. Our Competitors

Any score higher than zero is typically considered good — anything higher than fifty is considered excellent. According to Customer Guru, the Telecommunications' industry average is 30. We decided to take a look at our competitor's NPS's and found that not only were they all in the negatives, but the scores went all the way down to -79. Our own NPS is 93, beating out some of the top national industry leaders and almost tripling the national average.

That being said, there is always room for growth and improvement. We work everyday to provide our customers with the most advanced technology and the best customer service. For any questions or concerns, please reach out to us at 1-800-759-2226. We want to make sure you are always happy with your SkyLine/SkyBest service.

Keeping Teens Safe on Social Media

The internet can be a scary place these days, especially for teens who do not fully understand all of the threats that can come from using social media. It can be hard to navigate all of the pressures and difficulties involved with online profiles, so we have compiled a list of ways to help you and your teen feel more secure.

Here are some steps you can take to keep your teens safe online:

1. Let Them Access Social Media on a Shared Device or App

Sharing a tablet or other device with your child can be a great way to keep them in check. Teens likely are not going to be looking at anything they aren't supposed to if they know that you'll be using that same device later. Also, if you have shared family apps then people are going to be less likely to inappropriately contact your page.

2. Monitor Their Activity & Accounts

If you don't want to share apps or devices with your children, then make sure that you are thoroughly monitoring all of their accounts. Check their recently added friends, any messages they might have sent or received, any photos that they have posted, posts they may have interacted with, etc. There are so many ways for your children to interact on social media, so make sure to check closely and often.

CONTINUED ON PAGE 2

Connections with SkyLine/SkyBest



We are excited to announce a new way SkyLine/SkyBest is connecting with our community, members and customers.

SkyLine/SkyBest is now producing a podcast in-house, called Connections with SkyLine/SkyBest. Connections is where we dive deep into the SkyLine/SkyBest world, exploring the stories, the innovations, and the impact that matters most. We'll be shining a light on the employees bringing blazing-fast internet to rural communities, championing the students empowered by our scholarships and the positive impact high speed internet has on our local and regional economy, just to name a few!

Get ready for:

- Exclusive interviews with familiar faces from SkyLine/SkyBest who are making a difference.
- Insider scoops on the latest tech and community initiatives.
- Engaging discussions that leave you informed, inspired, and ready to connect.

Tune in and get connected!

- Subscribe on your favorite podcast platform. Search for "Connections with SkyLine/SkyBest" on Apple Podcast and Spotify, and catch up on the latest episodes!
- Tell your friends and neighbors! Spread the word and let's build a community around Connections.

Connections: It's more than a podcast, it's a conversation. Let's connect!

SkyLine's CallTree Service Delivers!

CallTree is an automated messaging service that can deliver phone calls, emails and even text messages. Ideal for schools, churches, small businesses, restaurants and other organizations, it allows you to turn your landline phone into a powerful messaging service. What makes CallTree so valuable is that it allows the user to deliver a timely, consistent message to groups large and small alike, plus it can be set to make multiple call attempts to reach individuals on your calling list. Contact everyone on your entire list with a single message from your mobile app or your computer and phone! Just a few of the possible applications for this convenient automated messaging service include:

- Meeting reminders
- Weather cancellations
- Service changes and outages
- Appointment reminders
- Non-pay reminders
- Marketing & promotions



To find out more or to sign up for this valuable and affordable voice messaging service, please call your local SkyLine Customer Service Center.

NEED TO CONTACT US?

CUSTOMER SERVICE

LOCAL
118

TOLL-FREE
1-800-759-2226

REPAIR SERVICE, 24/7

LOCAL
611

TOLL-FREE
1-877-475-9546

Additional Local Repair Service Numbers:

ALLEGHANY
336-372-4444
(10-DIGIT DIALING)

ASHE
336-982-3111
(10-DIGIT DIALING)

AVERY
898-9250

WATAUGA
297-4811

JOHNSON
739-4500

LENOIR
929-2872

INTERNET TECH SUPPORT, 24/7

TOLL-FREE
1-866-759-7591

WORTH NOTING:

Office Closing:
Monday, May 27 for
Memorial Day

STAFF:

Kim Shepherd
Chief Executive Officer

Brian Tester
Chief Operations Officer

Angie Poe
Customer Service Manager

Jamey Jenkins
Retail Sales Manager

Edward Hinson
Chief Marketing & Sales Officer

Hallie Grubb
Public Relations Administrator



www.facebook.com/SkyLineSkyBest

About SkyChange

SkyChange was established in May 2020 as a 501(c)3 organization with official bylaws and a governing committee, and it invites customers of SkyLine/SkyBest to round up their monthly bill to the next whole-dollar amount. The money generated from the roundup is distributed to programs assisting those in need throughout our community. Customer bills will reflect a line item showing the monthly round-up donation.

If you participate in the SkyChange program by simply rounding up your bill to the next dollar, your total donations per year will not exceed \$11.88. In most cases, donations will be tax deductible.

If you'd like to join us in this collective effort to take our 'change' to make a positive difference across our region, visit www.skybest.com/skychange or call your local SkyLine/SkyBest Customer Center at 118 or 1-800-759-2226

KEEPING TEENS SAFE CONTINUED FROM PAGE 1

3. Stress Stranger Danger

It is very important that your children know not to trust strangers on social media. Make sure to explain to them that just because someone seems nice and non-threatening doesn't mean they can be trusted. Consider not allowing them to answer messages or accept friend requests from people they do not know. You might even want to think about putting a rule in place saying that they cannot accept messages or friend requests without your approval first. Scammers often attempt to start up a friendship in order to get private information.

4. Make Sure They Know What Information to Keep Private

There are many things you want to make sure your child knows not to share on social media – phone number, address, etc. However, a popular social media scam aims to take your financial information. The scammer will hack into someone's account and message everyone on his/her friends list about a great deal on a popular product, in hopes people will fall for it and give their credit card information. Another scam comes from ads. Hackers will create an ad for a product and target teens in hopes they buy it. It is crucial to make teens aware of this and warn against ever giving out private information on social media.

5. Be Honest About the Reality of Social Media

It is important that your child knows that social media is not an accurate representation of real life. Most people are only going to post the highlights of their lives and nothing else. Social Media can have a huge impact on your child's behavior and mental health so making sure they understand this early on will be extremely important. Instagram has been testing different ways to combat this issue, including hiding the number of likes a post gets. Hopefully, with more awareness, teens, parents and social media companies can be at the forefront of the issues.

Letting your teen loose on social media can be daunting. Thankfully, there are small steps you can take to give you the reassurance you need so that your teen can enjoy his or her social media account while staying safe. For more helpful information or to update your service, give us a call at 1-800-759-2226 or visit us online at www.skybest.com.

If you are a SkyBest Premium Wi-Fi customer, download the SkyBest My-Sky app for even more control of your teens' internet access.

Call Before You Dig!

Each year, lives are endangered, money and time are wasted and property is destroyed because individuals fail to follow safe digging practices.

The "One-Call" system, which is free to the excavator as well as the homeowner, helps those who dig to comply with the safety rules and regulations of the construction industry.

In a typical neighborhood, a complex web of utility lines are buried under lawns, sidewalks and driveways. When digging, one wrong move might cause the community of residents to be cut off from heat, electricity, telephones, water, broadband, 911 calls and other vital services. When you make the free call to the One-Call Center, the One-Call staff notifies their member utilities to mark the ground with color-coded paint. After the utilities are marked in your work area, you have taken the first step to avoid damage or injury. In fact, North Carolina state law requires homeowners, contractors and excavators to contact the One-Call Center at least two business days before digging.

The "Dig Safely" campaign is the centerpiece of the North Carolina Utility Notification Center's efforts to increase public awareness of North Carolina excavation laws and safe digging practices.

The North Carolina One-Call Center provides a toll-free telephone number, 8-1-1, to help reduce damages to underground facilities, thereby reducing the loss of service to the public and the loss of time and money to excavators, utilities and taxpayers. And, our Johnson County customers can contact the Tennessee One-Call Center by dialing 8-1-1 from their home or business. Provide the following information when you call:



Know what's below.
Call before you dig.

- Location of work – street address, county and town
- Nearest cross street
- Area to be marked
- Date and time of excavation or digging
- Type of work
- Your name and number or the contractor's information

So, be safe, not sorry: Know what's below... Call before you dig... Dial 811.

Recipe of the Month

Orange Sherbet Candy

Ingredients:

- 3 cups of sugar
- 2/3 cup evaporated milk
- 1 stick of margarine
- 1 large jar of marshmallow cream
- 1 (12 ounce) bag of white morsels
- orange flavoring
- red and yellow food coloring

Instructions:

- Boil sugar, milk, and margarine 3 to 4 minutes. Remove from heat. Add marshmallow cream and morsels.
- Take out 1 cup of candy and set aside. To remaining mix, add 3 teaspoons orange flavoring, 12 drops of yellow food coloring and 9 drops of red food coloring. Pour in 9x13 pan.
- Spoon 1 cup of candy on top, swirl.

Recipe submitted by Iva Elliott

Welcome to

SkyBest

Premium Wi-Fi

SkyLine  SkyBest



Enhance your SkyBest High-Speed Internet with **SkyBest Premium Wi-Fi!** Premium Wi-Fi gives your home an upgrade with signal in every room, strong connections for all your devices and increased control of your home network with the **SkyBest My-Sky** app. Through the app you can view all the connected devices on your network, set up parental controls or a guest network, run speed tests, change your SSID and password, and more.

SkyBest My-Sky puts you in charge! Sign up today!

1-800-759-2226 www.skybest.com

*Some restrictions may apply. In addition to your SkyBest Internet service, SkyBest Premium Wi-Fi is available. An equipment upgrade will be required.