

Why I Built EMS Companion

I didn't build EMS Companion because I wanted to create another app.

I built it because I got tired of living the same problem every streaming provider faces.

Working in customer support, I watched the exact same scenario play out over and over again.

A service interruption would occur.

Within minutes, the emails would start.

Support tickets.

Telegram messages.

Facebook messages.

Hundreds of customers...

...asking the exact same question.

"What's going on?"

The problem wasn't answering the question.

The problem was answering it hundreds of times.

I remember thinking:

There has to be a better way.

Our customers were already sitting in front of their televisions.

Why were we asking them to search social media for information?

Why couldn't we simply communicate with them where they already were?

That question became EMS Companion.

Today, providers can instantly deliver branded notifications directly to customers' television screens, keeping them informed during outages, maintenance, service restoration, and important announcements.

Customers can accept service interruptions.

They shouldn't have to accept not knowing what's happening.

That is why EMS Companion exists.