Comcast

Comcast
Government Affairs
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TO: Mayor and Governing Body
Municipalities served by Comcast of Monmouth County, LLC
FROM: Robert Clifton, Director of Government Affairs
DATE: September 28, 2009
RE: Customer Guarantee

I am writing to let you know that Comcast is launching our Customer Guarantee in your municipality. In the highly competitive telecommunications market the Customer Guarantee is Comcast's promise that we will hold our products, service and employees to the highest standards and that our goal is to provide a superior customer experience the first time, every time. This is not a promotion; this is a long term commitment to our customers and your community.

While we try to deliver great customer service every time, there are certainly times when we make mistakes. When that happens, we believe that it's important for customers to know what they can expect from us. That's where the Comcast Customer Guarantee comes in. The Comcast Customer Guarantee reinforces our commitment to provide a consistently positive experience during every step in the relationships with our customers.

The guarantee outlines those promises and the customers' options if we don't live up to their expectations. Our guarantee promises:

- *To give a 30-day, money-back guarantee on all of our services;*
- *To be respectful and courteous of customers and their homes;*
- *To answer customers' questions at their convenience 24 hours a day, seven days a week;*
- *To offer easy-to-understand packages and provide a clear bill to customers;*
- *To continually offer the best and most video choices;*
- *To quickly address any problems that customers experience; and*
- *To schedule appointments at our customers' convenience and be mindful of their time*

The Comcast Guarantee not only demonstrates to our customers that we are dedicated to getting it right the first time, but also empowers our employees to

make it right when we miss the mark. For example, after the first visit to a customer's home, if we do not satisfactorily complete installation or can't resolve a routine issue, we will extend a complimentary service to their account. We also won't charge them for a service visit that results from a Comcast equipment or network problem. And if we fail to arrive for a scheduled visit during the promised appointment window, we will provide the customer with a $20 credit for the inconvenience.

While it is still early in the launch, the Comcast Customer Guarantee along with our increased investment in training, equipment and customer facing employees are already making a difference. Nationally, customer calls decreased by 4.4% last year, trouble call rates are down across the board to 6.4%, and repeat trouble calls are lower by 6.5%. Fewer calls mean fewer disruptions to our customer's experience. Of course the ultimate test is customer satisfaction and we plan to gauge additional results through customer satisfaction surveys.

We know that we don't always get it right, but we want to do a great job and are working to make each customer experience a great experience and the Customer Guarantee is part of that. We interact with our customers one million times a day. Each one of those interactions is a genuine opportunity to prove we care, we understand and we are committed to getting it right!

For more information on Comcast's Customer Guarantee, or any of our other initiatives to improve our customers' experiences please feel free to contact me at Robert_Clifton@cable.comcast.com or 732.281.3704

Comcast

Improving the Customer Experience

The Comcast Customer Guarantee

Our new Customer Guarantee is our promise that we will hold our products, service and employees to the highest standards – whether at sign-up, during the normal course of business or during a service visit. Our goal is to provide a superior customer experience the first time, every time. Our guarantee promises:

- *To give a 30-day, money-back guarantee on all of our services;*
- *To be respectful and courteous of customers and their homes;*
- *To answer customers' questions at their convenience 24 hours a day, seven days a week;*
- *To offer easy-to-understand packages and provide a clear bill to customers;*
- *To continually offer the best and most video choices;*
- *To quickly address any problems that customers experience; and*
- *To schedule appointments at our customers' convenience and be mindful of their time;*
- *And if we don't get it right, we will extend a complimentary service to their account. If we are late, the customer will receive a $20 credit; the customer does not have to ask.*

Smarter Customer Care Tools

We're taking advantage of the latest and most innovative technologies and systems to ensure that our employees have the most effective tools at their fingertips and are empowered to fix issues, answer questions and give customers what they need.

- *Giving our 16,000 field technicians handheld devices or laptops that help improve communication and on-time reliability*
- *Launching a new automated diagnostic/troubleshooting portal, called **GrandSlam**, that helps our customer care agents quickly and accurately resolve customer issues*
- *Introducing the **Comcast Whole Home Check** to make sure the equipment and services in customers' homes are working properly*
- *Proactively monitoring our network and product performance 24x7 to find and fix issues before they impact customers*
- *Opening 11 new call centers since 2007 and hiring 15,000 new customer service agents and technicians across the country in the past two years*
- *Increasing training for new employees and providing ongoing training for current employees*
- *Making it easier for customers to contact us and do business with us with new features like **customerCentral** that lets customers manage all of their accounts with a single log-in on Comcast.com or Comcast.net*
- *Engaging and communicating with customers in new and different ways like on blogs, forums and Twitter*

Keeping Connected

Whether it's a question about your remote or an outage, you have six ways to get help, and you can choose your preferred form of communication when you log in to Comcast.com or Comcast.net:

1. Ask Comcast
Enter your question into our interactive Q&A tool. Available 24 hours a day, 7 days a week.

2. Live Chat
Chat with a Comcast Customer Service Representative available 24 hours a day, 7 days a week.

3. Ask the Comcast Community
Log in to our online forum, post your question and get answers from fellow Comcast customers and moderators.

4. Email Us
If you didn't find what you need through Live Chat or Ask Comcast, send us an e-mail. We'll respond within 24 hours.

5. Phone
Call 1-800-COMCAST (1-800-266-2278). Available 24 hours a day, 7 days a week.

6. Do you have feedback?
We want to hear your feedback! E-mail Rick Germano, Senior Vice President of Customer Operations.