

CTAM Advanced Video Council Recap March 3, 2016 | New York

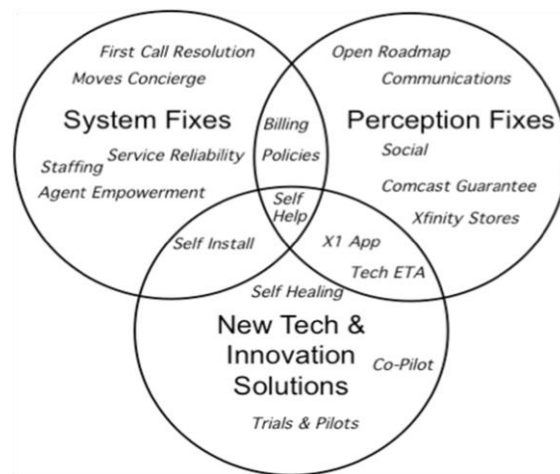


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Steps to Customer-Based Mission and Loyalty within a Company:

- ✓ Tell a story
- ✓ Make sure you believe it
- ✓ Define the mission, and repeat it
- ✓ Make the mission meaningful
- ✓ Tell them how you expect them to act
- ✓ Keep score and celebrate winning

Important to measure, invest and talk/act differently to change perspective.



The Customer Experience:

The end-state vision of customer experience is a world where it's:

- Personal → Use existing data to customize communication (e.g. don't upsell Internet to customer who's called 3x with Internet issues)
- Digital → Ability to do everything through your phone
- Proactive → Call the customer when there's an issue

Customer service is what happens when customer experience fails.

Customer Experience Pillars:

C – Customer Viewpoint

A – Automated Support

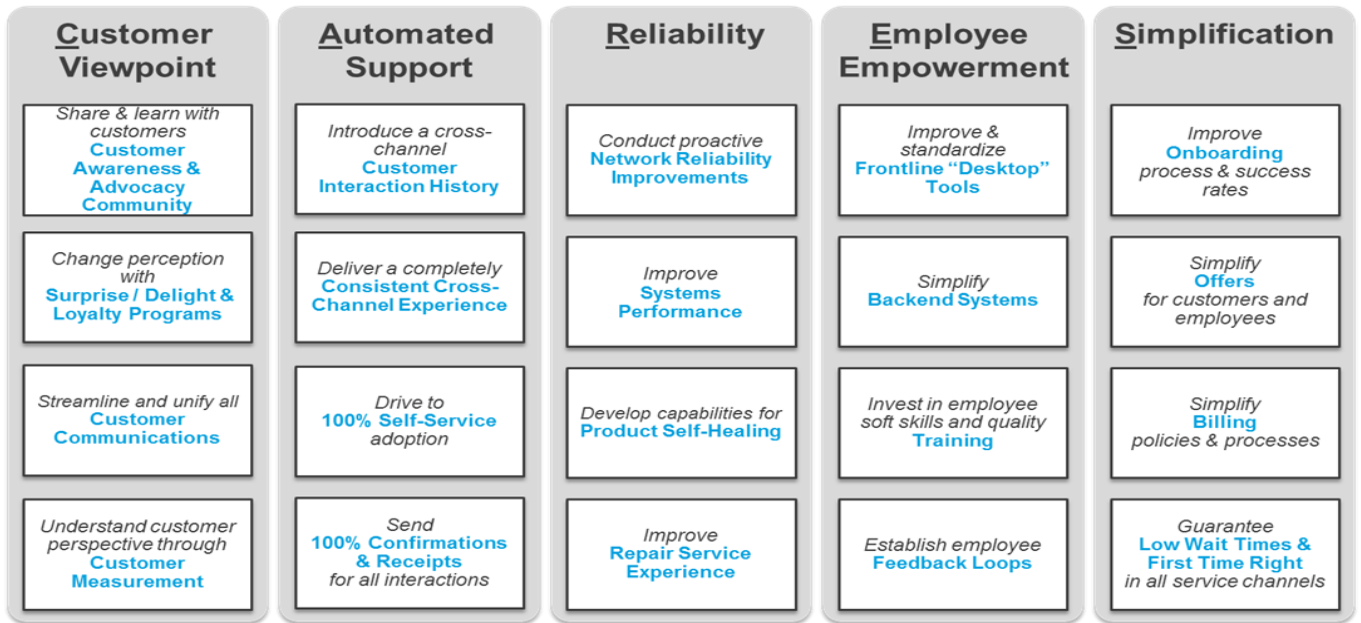
R - Reliability

E – Employee Empowerment

S - Simplification

Always developed with a customer viewpoint and in support of the frontline.

Customer Experience Pillars



Avoid error message saying "call Comcast." Instead, have a message saying "This is the number we have on file. We'll call or text once the issues is fixed."

If there's an error, give a credit – it pays off and is better than churn.

Pillars can predict NPS

Measurement:

- Important to measure and react in real-time
- Churn is **not** a loyalty measurement



Customer metric is NPS (Net Promoter Score)

- With social media, NPS is even more important than ever before

Personalization – Creating New Behaviors and Messaging:

- New thank you program – personalizes all letters, emails and communication with the person's first name
- Surprise and delight programs
- Proactive PF on service
- Product "thank you" screens
- No hassle guarantee
- Online retention/downgrades
- CX customer panel
- Proactive social messaging
- CX website and traffic



Accountability is really tied to personalization.

- **Customer Call Back:**
Comcast calls customer back at a time that works for them.

Customers want to hear this message and are glad Comcast is finally paying attention.

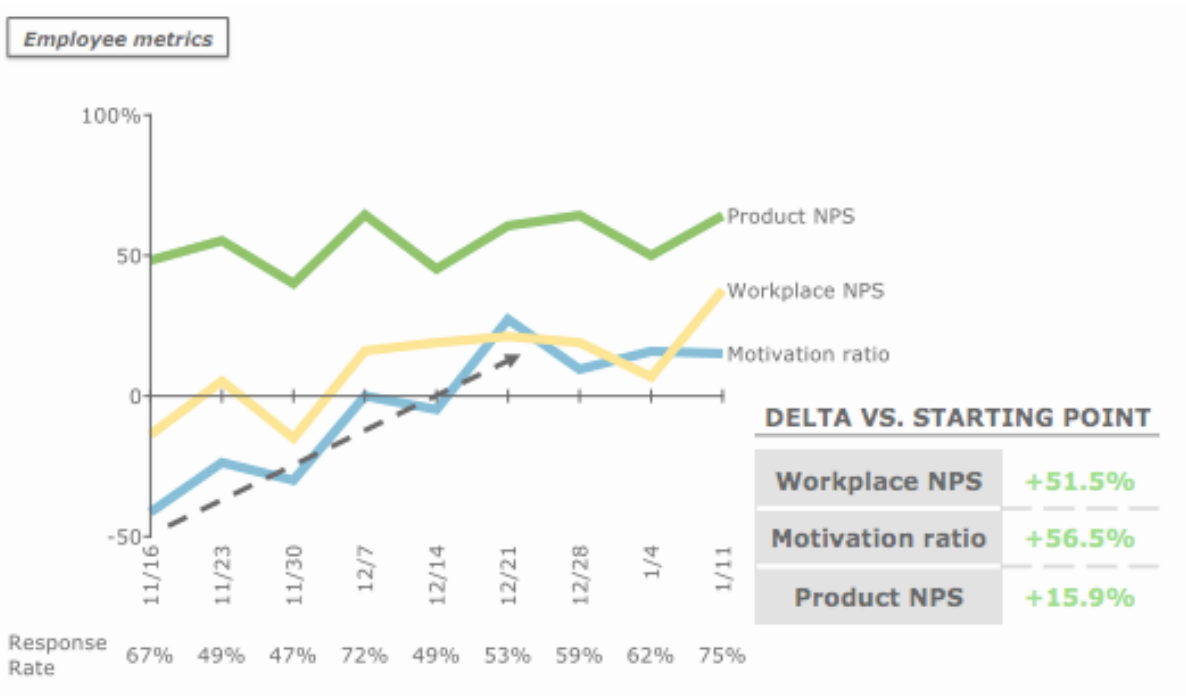


These commercials have been the best brand lift.

Embarking on NPS as an Employee Investment:

- Less about employer and employee's scorecard and more leniency in what the employees can do for the customer; company will back them up.
- Churn rate in a call center was 40%. After launch of this program, lost only one employee.

“We are not only growing as a company, we are growing as people.”



“With Net Promoter System, I feel part of something big, something really important.”

“I’m not just a billing rep. I am now a customer advocate.”