Customer Support for Sign In Failure

RATIONALE

In CTAM's Tracking Wave 6 (March 2017), Hub Research provided insights into consumer perceptions and behaviors as they relate to authentication:

- 46% of TVE users have had to enter their credentials more than once because of a problem
- 68% of TVE users who entered multiple times didn't let that problem stop them from using the site/app
- Those who say they've cut down on TVE use are a bit more likely to say a multiple-login problem caused them to stop using a site

As a result, it is imperative that cable companies and content providers not only make the consumer authentication process easier, but make readily available and accessible the support tools to aid the consumer with the Sign In process.

Accordingly, the recommended customer tools should include: FAQ, live chat, troubleshooting guide, video tutorials/infographics, automated email response, and social media support. The Sign In section should include a list of devices supported/system requirements. It is also important to explain how "Remember Me" functionality works, and why this functionality may not work.

RECOMMENDATIONS

Support Tools Best Practices

Sign In Assistance

Provide help links to make sign in easy, including:

- Forgot Username?
- Forgot Password?
- Forgot Username & Password?
- Don't have a Username?

Additionally, provide the consumer access to credentials without requiring the consumer to locate a recent bill, e.g., by using phone number, street address, last 4 digits of SSN, date of birth, etc.

FAQ

Organize the FAQ according to topic when possible, for ease of navigation, and include search by subject.

Examples: Showtime (https://www.showtimeanytime.com/#/faq), USA Networks (http://www.usanetwork.com/help-faq)

Live Chat

Make live chat available on the Sign In section of the experience to provide real-time support to assist customers with the sign in process.

Example: Cox (https://www.cox.com/residential/contactus/support-chat.html?campcode=escalation_res_article_chat_091412)

Video Tutorials/Infographics

Use video tutorials and/or infographics to illustrate how customers can access TV Everywhere content.

Example: WatchESPN (http://www.espn.com/watchespn/about)

Automated Email Responses

Do not leave the customer with any unanswered questions. In addition to other support tools, be sure to provide the customer with assurance that their questions or problems will be addressed by either the cable company or the content provider. Social Media Support

Optional: Allow customers to sign in using select social media credentials.

List Device and System Requirements

Inform the consumer about which devices and platforms can be used to access TV Everywhere programming.

Examples: Midco (https://www.midco.com/Support/Cable-TV/TV-Everywhere/What-devices-can-I-use-to-view-tv-everywhere/)

Translation

Ensure that all content in the Sign In section automatically translates to Spanish when Spanish language content is being accessed.

Additional recommendations regarding Hispanic User Experience (http://www.ctamtve.com/hispanicux)