

Passport to CX

Mike Hopkins



Passport to CX



Comcast Technical Operations



Greeting the Customer "Own it & Be warm and friendly"

As the face of Comcast, this is a critical juncture in the CX. Ensuring our customer is aware, and engaged prior to work being started begins the appointment journey.



Key steps when greeting the customer

- Be on time, and educated on the scheduled appointment (Customer Summary)
- Approved vehicle with proper vehicle branding is mandatory
- Approved branding uniform with visible badge
- Greet customer and thank them for their time
- Gain agreement in the reason for the visit install/COS/TC
- Move to explaining next steps



Inform the customer of next steps

"Set clear expectations"

Communication is a cornerstone of Comcast. The communication we have with the customer prior to beginning work is critical, and a must have for a best in class customer experience.

Key steps when informing customer of next steps

- Inform customer that quality checks are needed, and service will be interrupted
- Being clear on the time needed for the exterior of the home
- Being clear on access needed within the home (rooms, basement, attic etc..)
- Leveraging customer summary



Performing the work "Own it & make it effortless"

Safety first, last and always. Ensure you have the proper tools on hand for efficient level checks and work needs.



Key steps when Performing the work

- Ensure all required CPE is utilized
- Be prepared with proper gear, tools and devices
- Leverage CX tools for accurate trouble shooting (XM, Howler, PHT, Exit Criteria)
- Maintain a clean and organized working space

The Final 30 Highly Educate

Comcast Business App

- View balance and pay your bill
- Detect outages
- Self Help troubleshooting
- Verify CPE is online
- View upcoming appointments and open service tickets
- Set up push notifications for billing and service requests
- View Channel lineup
- Live TV streaming at your business
- Access on computers, IOS and Android devices
- 5 simultaneous users
- Log in with your Comcast Business My Account username and password

Validation & Education on ALL Devices

- CPE Verification and education on all Comcast equipment at the business
- When upgrading or swapping a modem, check settings for customizations and apply to new equipment
- Verify Wi-Fi coverage for connecting products
- Validate Hunt Group is in Customer requested call flow
- Have the POC check all their devices (Fax, POS, ATM, Alarms) and set appropriate expectations and demarcation points
- Verify speeds at gateway and in customer network. Review with POC
- Ensure static is loaded and pinging when appropriate
- Ensure that all required meter readings have been uploaded to XM database including speed test
- Verify CP and WP portals have been setup and equipment assigned.

"Show appreciation & Xfinity Ambassador"

- Confirm that all CPE and services are up and operational
- If not dealing directly with IT, ask if there is an IT contact to review new ISP and phone configuration.
- Walk through the applicable Comcast apps/websites/portals with POC
 - Comcast Business App
 - Xfinity Stream App
 - Xfinity WiFi Hotspots App
 - Comcast Business SmartOffice

The Final 15 Highly Educate

Comcast App Education

- Verify MY Account. A hassle-free way to manage your Xfinity Account.
- Recap billing questions
- Schedule a follow-up service call
- Check your subscription channel line-up
- Xfinity Stream - TV on the go
- Access On-Demand, Live TV, and DVR recordings
- Download DVR content to view on the go
- Manage your home wi-fi
- Pause the wi-fi
- Set parental Controls- Time of Day
- Complimentary Security Norton Security Online- Manage threats
- Tips to resolve threats
- Find free notifications
- Xfinity Hotspots
- Locate and get directions to millions of Xfinity hotspots in cities Nationwide.

Validating CPE

- CPE Verification and education on any and every device in home
- Have the customer verify services are working at every CPE device
- Have the customer check their favorite channel at every CPE device.
- All required meter readings have been uploaded to the XM database.
- Spot check a few outlets with your meter and the PHT test are within +/- 2.00 db MAX.
- Verifying upstream and downstream levels are within the +/- 2.00 db.
- Validate customer on all work comes with a 30-day guarantee.

"Show appreciation & Xfinity Ambassador"

Installations

- Confirm that all CPE is up and operational at each location
- Verify with the customer, and ensure customer education is completed
- Walk through the Comcast app customer education process including all apps
 - Xfinity My Account
 - Xfinity Stream
 - Xfinity
 - Howler
 - EXIT
- Thank the customer for being a Comcast customer

Trouble Calls

- Recap the issue with the customer (the reason for the visit)
- Ask the customer for confirmation the issue is resolved
- Confirm that all CPE is working at each location
- Verify with the customer that all services are working, and customer education is completed
- Thank the customer for being a Comcast customer

Change of Service

- Confirm with the customer that they have the products and services they requested match what you did and have them verify that they work up to their expectations.
- App and CPE education.
- 30-day guarantee to make services right.
- Confirm/verify the changes made are what the customer expects.
- Confirm that all equipment is up and working at all CPE devices/locations have the customer verify this
- Thank the customer for being a Comcast customer

Passport to CX

TRUST
QUALITY INTERACTIONS

The Comcast Customer Interaction Journey

xfinity

JUNE 2021

The Customer Journey

Every Comcast customer journey is unique, but they all follow a similar path to excellence. The following information will take you through the path so you can make sure each step in the journey builds trust with Comcast customers!

Each step in the journey also shares examples as well as what behaviors should be demonstrated.

TRUST
QUALITY INTERACTIONS

NORTHEAST DIVISION

xfinity | 5

Prepare for the Interaction

It is important to build a foundation of trust and confidence at the very beginning of the Comcast customer journey.

- Set proper job status to let the Comcast customer know you are on your way.
- Look for the best location to park your vehicle.
- Review the work order and utilize your **CX Tools** to see the health of the home.
- Listen to the customer summary in Tech 360 to understand the customer's history.
- Be sure to check your mindset. Are you ready to convey a can-do attitude?
- Be prepared to confirm the reason for your visit and ready to explain your work process and time estimates.

Own It, Set Clear Expectations, & Show Appreciation

CX Tools

- PHT Pure Pass
- Wi-Fi Visualizer
- Customer Summary in Tech 360
- XM

Warm Greeting

Provide a warm personalized greeting. Walk up to the Comcast customer with a smile, and introduce yourself to them, letting them know you are here to help.

- Exhibit friendly body language; smile and make eye contact.
- Introduce yourself and exchange names.
- Explain they are will be applying boot covers to show respect for the Comcast customer's home.

Be Warm & Friendly & Show Appreciation

NORTHEAST DIVISION



Make a Connection

Get to know the Comcast customer and their needs by asking questions and relating personally

- Confirm purpose of the visit.
- Listen attentively to the Comcast customer.
- Relate and build rapport.
- Respond with kindness and a can-do attitude.
- Provide rough time estimates & explanation of work to be performed making sure to capture that in Tech 360 as your ETC. (Estimated Time to Complete)

Be Warm & Friendly, Own It, & Set Clear Expectations

Perform the Work

Safety first, last and always. Ensure you have the proper tools on hand to enable you to work efficiently.

- Leverage the proper **CX Tools** to ensure efficient and accurate troubleshooting (XM, PHT, Wi-Fi Visualizer, etc.)
- Look for ways to prevent future truck rolls through checking connections, updating fittings, ensure proper cable routing.
- Maintain a clean and organized workspace.
- Verify all services are working in the home.
- Be sure to maintain Operational Excellence Standards (OES).

Make It Effortless & Own It

NORTHEAST DIVISION



Educate & Engage

Make sure the Comcast customer is fully educated on how to use their products and services.

- Show the Comcast customer how to use the products that they have in their home.
- Help the Comcast customer install the apps (Xfinity / My Account).
- Make sure the Comcast customer knows how easy it is to troubleshoot and get support in the My Account app.
- Share 1-2 of your favorite features that relate to the Comcast customer's lifestyle. (Parental controls, Voice remote, Kid Zone, Xfinity Mobile)

Xfinity Ambassador & Make it Effortless



Friendly Farewell

Genuinely thank the customer for choosing Comcast and recognize their loyalty.

- Summarize the visit and any next steps.
- Ensure all the Comcast customer's questions are answered.
- Explain the 30-day customer guarantee.
- Share your appreciation for the Comcast customer's loyalty

Set Clear Expectations, Show Appreciation & Be Warm and Friendly



xfinity |

NORTHEAST DIVISION



TEAM

T TOGETHER
E EVERYONE
A ACHIEVES
M MORE



***Thanks for your
Continued Partnership***