TRUST
QUALITY INTERACTIONS

For Business Partners

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Module 1 Contents

- Quality Program Evolution
- TRUST Quality Program Overview
- Evaluations and Coaching
- Resources and Next Steps

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Tech Ops Quality Evolution

Comcast customers' expectations are changing, and technicians' expectations are changing too. Behavior-based Quality is an important milestone in the evolution of the Quality Maturity.

Quality Program Evolution

| Before 2020 | → | 2020 | → | 2021 & Beyond |

Quality Management Maturity Continuum

- **Pre-2017**
  - Added FAQ section to NQA help documents

- **2017**
  - Released mobile-friendly access to NQA
  - Business Partners given ability to submit support tickets for NQA

- **2018**
  - No updates

- **2019**
  - Standardized and reduced the number of questions required in NQA down to 23 from over 70 previously

- **2020+**
  - A common language and culture that drives experience
  - Simplification of the tools

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Why Change and Why Now?

Why Change?

- There is a need to drive improvements in tNPS and Comcast Customer Experience
- Simplify the tools and coaching process
- Provide a common language on how to interact with Comcast customers
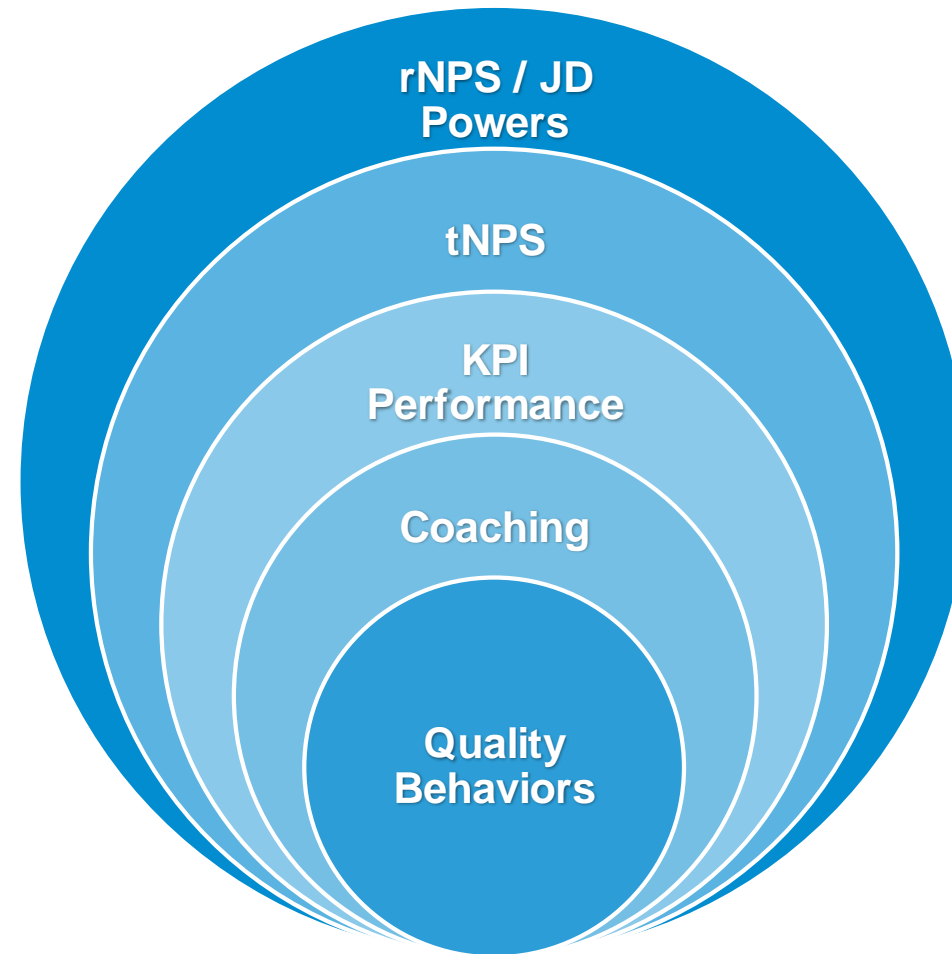
Why Now?

- Thoughtfully aligned timing of Comcast TSC and Internal Technician launch
- 2020 NED Business Partner Incentive Program
- Feedback from our Business Partners that they need ways to drive tNPS
- Important to stay relevant and competitive in the marketplace

What if There is No Change?

- Comcast will be challenged to meet the objective of making the Comcast customer experience the best product
- Loss of market share against competitors

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Quality Behaviors are the Core Drivers of Improved Experiences that Create Promoters

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Behaviors Influence tNPS – Likelihood to Recommend

Average Points Increase in tNPS*

Be Warm & Friendly ↑ **8 pts**

Show Appreciation ↑ **4 pts**

Own It ↑ **5 pts**

Make It Effortless ↑ **3 pts**

Be An Xfinity Ambassador ↑ **1 pt**

Set Clear Expectations ↑ **5 pts**

*Since the behaviors are new to technical operations, impact analysis from other channels combined with text analytics from Comcast Customers post-job survey comments were used to show the relationship between behavior demonstration and tNPS.
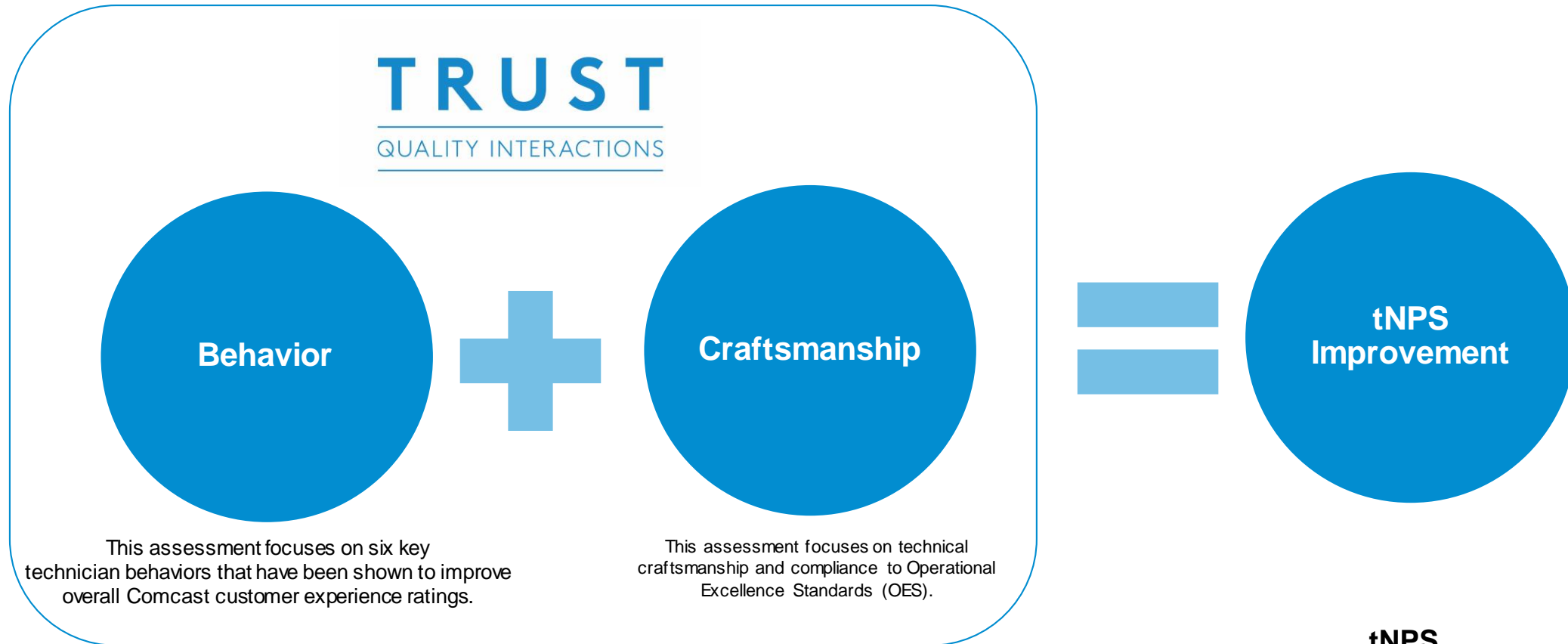
Survey Verbatim After Job Examples

Comcast Promoter Verbatim – "*This set up was perfect. He was right on time, very knowledgeable, very personable. Got it set up switched from AT&T to go to Comcast. Nice experience. I used to be a customer of yours for years. I wasn't able to because where I moved but I am so happy to be a Comcast customer.*"

Comcast Promoter Verbatim – "*he was amazing. he was very knowledgeable about the products and he told us everything he was doing … I thought it was really nice he took time to explain a lot of things to me. explaining the apps was absolutely fantastic. He was very good explaining everything very clearly and slow enough for me. just excellent*"

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TRUST Quality Interactions Program

Interactions drive experience

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Behavior

This assessment focuses on six key technician behaviors that have been shown to improve overall Comcast customer experience ratings.

+

Craftsmanship

This assessment focuses on technical craftsmanship and compliance to Operational Excellence Standards (OES).

=

tNPS Improvement

TRUST
Behavior-based approach to quality that embraces simplification and customer personalization, while driving toward desired business outcomes.
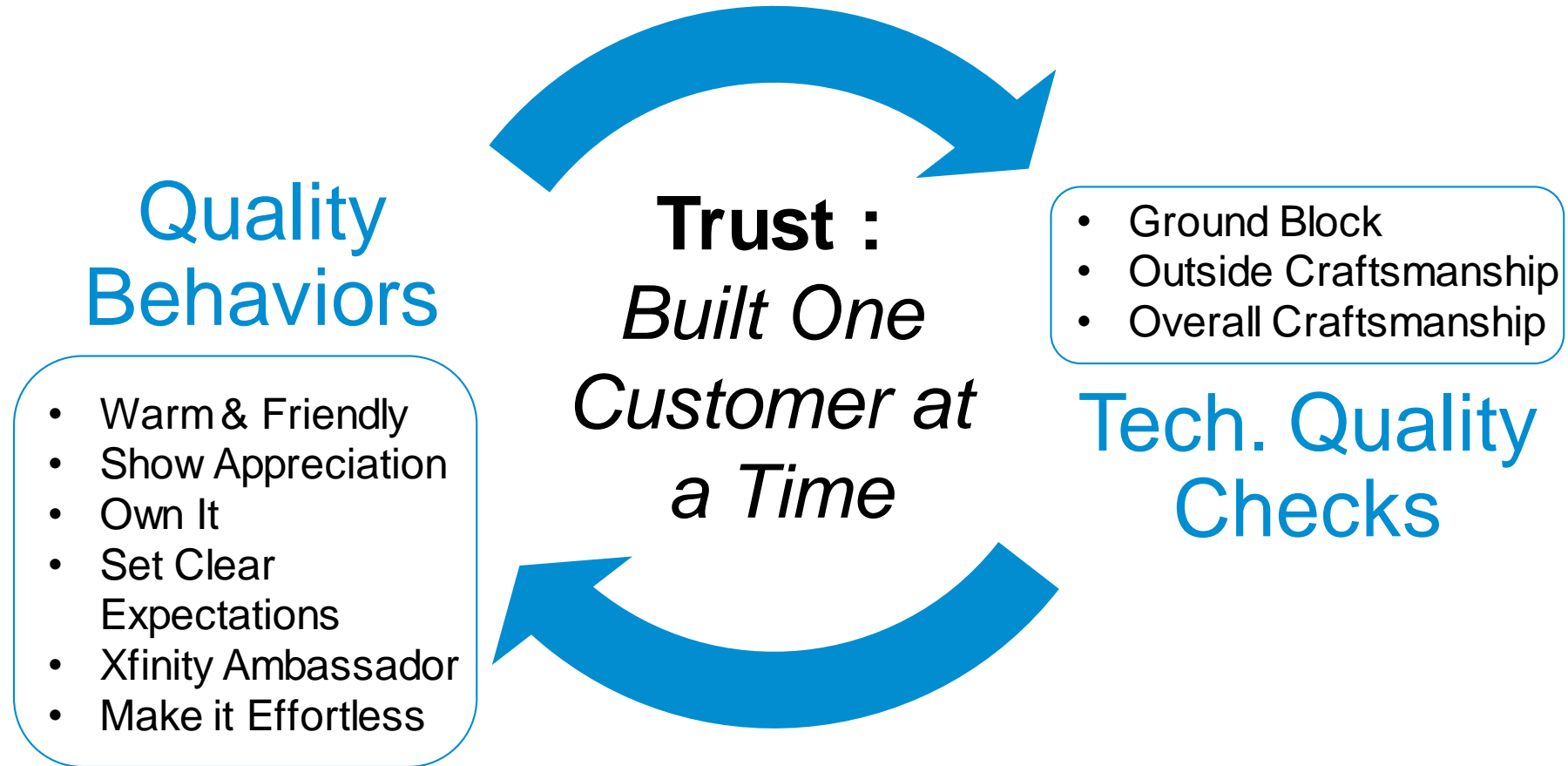
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tNPS
Transactional phone survey focused on gathering customers feedback and creating an understanding of opportunities for improvement.

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TRUST Quality Interactions

Behavior-based approach to quality that embraces simplification and customer personalization, while driving toward desired business outcomes. The Program integrates established work practices from the Comcast Technician Quality Program while adding key behaviors to ensure we are creating a culture of Comcast customer focused interactions.

Quality Behaviors

- Warm & Friendly
- Show Appreciation
- Own It
- Set Clear Expectations
- Xfinity Ambassador
- Make it Effortless

Trust :
Built One Customer at a Time

- Ground Block
- Outside Craftsmanship
- Overall Craftsmanship

Tech. Quality Checks

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BP Technician Behaviors: TRUST Quality Interactions

Own It: Instill confidence and demonstrate expertise by showing an understanding of their request/issue and taking full ownership of the interaction.

Make it Effortless: Show respect for the customer's time by being efficient, doing it right the first time and using interaction channels that meet their preference.

Be Warm and Friendly: Create a personal connection so that customers feel valued and well cared for.

Be An Xfinity Ambassador: Promote Xfinity brand, products and services by demonstrating expertise so the customer can feel the technicians excitement and enthusiasm.

Show Appreciation: Recognize the customer relationship, making them the priority. Genuinely express gratitude throughout the visit by ensuring all customer needs are met and providing a heartfelt thank you for choosing Comcast.

Set Clear expectations: Keep the customer informed throughout the interaction using transparent communication ensuring work to be performed is understood.

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Quality Channel Comparison

Behavior	TSC Quality	TRUST Tech	S4X Care	Awesome X Retail	SQE Inbound Sales
Be Warm and Friendly	●	●	●	●	●
Own It	●	●	●	●	●
Show Appreciation	●	●	●	●	●
Make It Effortless	●	●	●		
Set Clear Expectations	●	●	●		
Listen Actively & Respond Appropriately	●		●	●	●
Be an Xfinity Ambassador		●	●	●	●
Discover Needs			●	●	●

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Coaching and Evaluations

Why Evaluate Behaviors and Craftsmanship
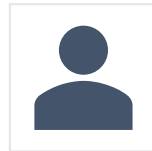
Collect information that supports coaching

Assess current state – one moment in time

Inspect what is expected

Identify behavior opportunities that drive KPI performance (beyond quality)

Assess the Comcast customer impact of BP technician behaviors

Track progress on BP technician skill development

Document and assess the demonstration of the quality behaviors throughout the interaction

Quality Checks are completed as a way of scoring so that progress can be tracked over time

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How are Technicians Evaluated?

Behaviors

Each behavior will be rated independently and equally weighted using the following criteria:

Effectively Demonstrated (16 Points)

Partially Demonstrated (10 points)

Did Not Demonstrate (0 Points)
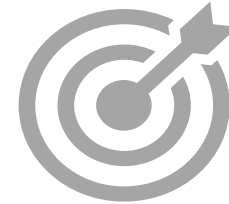
Quality Checks

16 questions / 4 categories

8 mandatory questions

8 voluntary questions

Compliance ratings: "Yes", "No", or "N/A"

**Outlier reporting will be available to track non-compliance

Quality Calibrations

Objectives of Quality Calibration Sessions:

Alignment in Evaluation of TRUST Quality Behaviors

- Ensuring agreement as to what good and great look like in action

Behavior Impact Assessment: Business Partner Tech and Comcast Customer Feedback

Discussion of Coaching Actions / Techniques

- Sharing Best Practices

Behavior Application via SMART Goals

Format and Frequency of Calibration Sessions will Evolve Over Time

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Moving from Observation to Action

Business Partner Technicians rely on the feedback of their leaders to guide their improvement

If a leader misses something or wrongly corrects an approach, it can hinder the technician's overall performance

Leaders cannot rely solely on self-discovery to identify opportunities

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Coaching

"Coaching is the process of improving results by changing thoughts, beliefs and behaviors."

Coaching is a **good** thing that individuals look forward to on a regular basis

Coaching is **not** a reactive process that only happens when something wrong is done

Effective Coaching

1. Coaching is based on measurable **trends** of **behavior scores.**
2. Each conversation should focus on **specific behaviors.**
3. There is **continuity** from one conversation to another.

Thus, **Coaching** is the **most important factor** *in achieving significant performance improvement.* It is **two-way communication** that requires *both* the supervisor and the employee to be *fully engaged.*

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IDEA Coaching Model

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Resources & Next Steps

BP Leader Training Strategy

Division facilitated WebEx Sessions for Business Partners

Content reinforcement via NED Quality calibration sessions

Proposed Leader Training Sessions

1st 1/10	**2nd** 1/23	**3rd** 2/6	**4th** 2/20
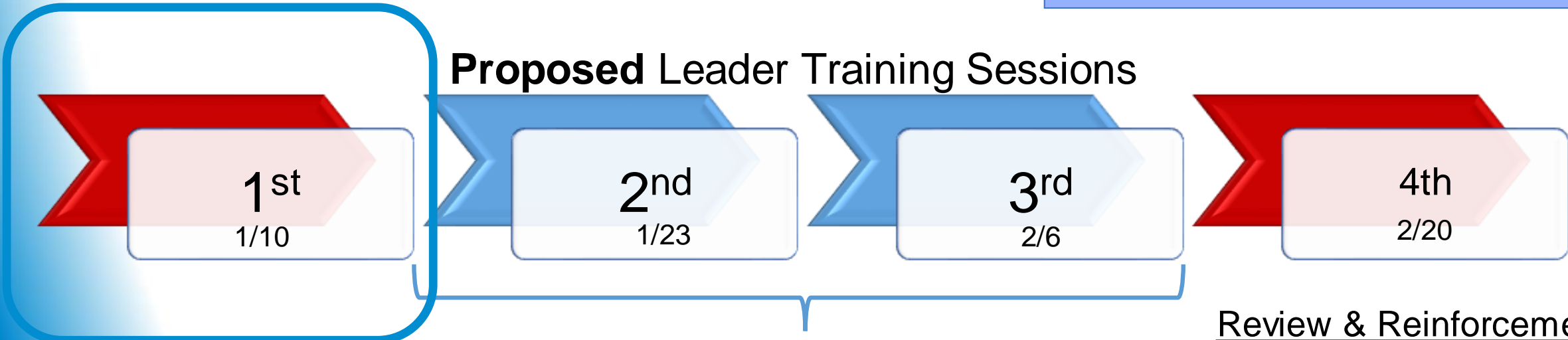
<u>Introduction / Overview Session</u>

<u>Behavior Focused / Detailed Sessions</u>
- Behavior Details
- Coaching with SMART Goals
- Resource Examples

<u>Review & Reinforcement</u>
- Resources
- Expectations
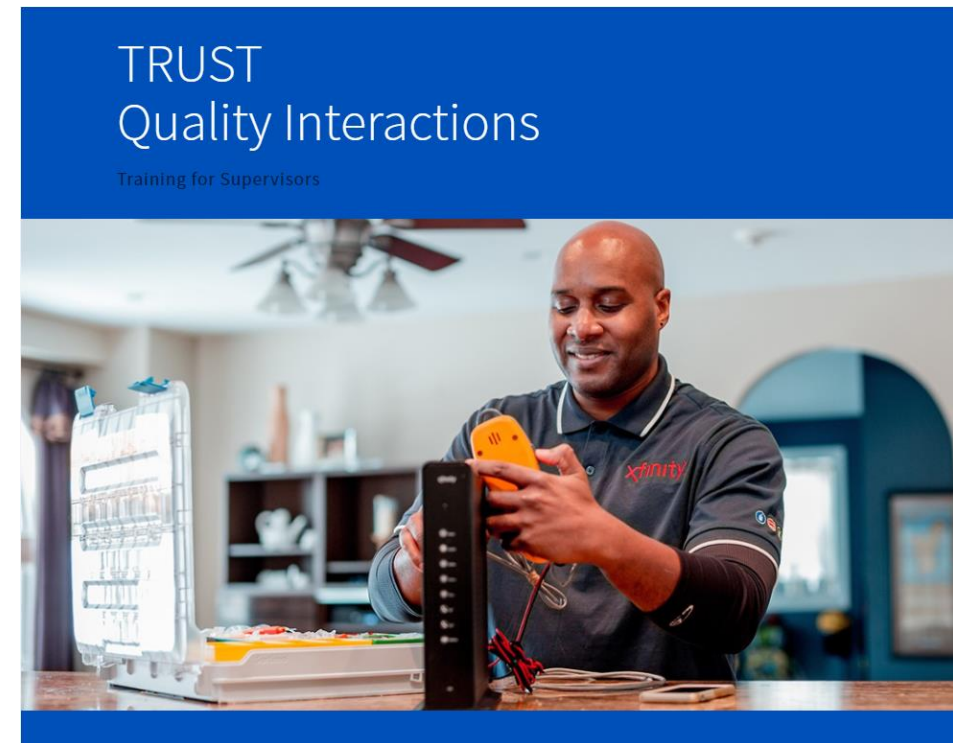- Calibration of Tech Visit
- Next Steps

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Xport Resources

Business Partner Leader & Techs:

The total introductory training consists of seven self-directed modules covering:

- Module 1: TRUST Quality Interactions Overview (5 mins)

- Module 2: Key Behavior - Own It (10 mins)

- Module 3: Key Behavior - Be Warm and Friendly (10 mins)

- Module 4: Key Behavior - Set Clear Expectations (10 mins)

- Module 5: Key Behavior - Make it Effortless (10 mins)

- Module 6: Key Behavior - Be An Xfinity Ambassador (10 mins)

- Module 7: Key Behavior - Show Appreciation (10 mins)

BP Supervisor Toolkit – 60 min

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Training for Supervisors

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Recommendations & Next Steps

- Business Partner Leaders to complete Module 1 – TRUST Quality Interactions Overview – 5 mins

- Socialize Program Overview with Frontline
  - Propose planning time over the next 8 weeks for Business Partner Technicians to learn content

- Gather Feedback from today's call or any future frontline meetings and share with Todd York

- Consider incorporating daily ride-alongs into weekly leader activities

For Questions Post Call – Todd_York@cable.comcast.com

1/10	Leader Training 1st of 4 WebEx Session	✔
1/23	Leader Training 2nd of 4 WebEx Session	
2/6	Leader Training 3rd of 4 WebEx Session	
2/20	Leader Training 4th of 4 WebEx Session	

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How Does the TRUST Quality Program Fit Into Comcast 2020 Goals

Make Comcast Customer Experience Simple, Consistent, and Digital

NPS has been identified as the ultimate measure of success in improving the Comcast customer experience.

A strong **Coaching Culture** and **Engagement** are critical to the NPS System.

In order to coach effectively, Business Partners must understand which **Behaviors** matter most to NPS and KPIs.

Success measures must remain balanced and help to ensure that critical **Business Processes** are followed.

Performance **Scorecards** and **Progression** must align with business objectives and clearly define success measures.

Business Partner Technician Tools and **Learning Resources** serve as the foundation.

QUALITY BEHAVIORS

MEDALLIA

NPS

Digital

Customer Experience

XFINITY Stream app

XFINITY xFi app

XFINITY My Account app

Customer Approval

TECH360

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