THIS IS HOW IT STARTED
Something’s not quite right

We need to update your account. Please give us a call at 1-800-XFINITY and we’ll get this fixed for you.

SRM-901F

Close
Organize. Behave. Invest.

...differently

Organize – for action

Behave – as a team

Invest – to differentiate
Framework that can evolve

C Customer viewpoint
A Automation
R Reliability
E Employee empowerment
S Simplification

Evolution from influencer.

Courage to break thru “the valley”.

Control to direct resources & programs.
ALL EMPLOYEES
(SERVICE HAPPENS WHEN THE EXPERIENCE BREAKS)
60% +20
Journey teams and focus

On-Boarding

Human/Culture

Reliability

Billing

Repair
ONBOARDING JOURNEY

25% CALL IN RATE REDUCTION
TELLING A NEW STORY
Brand Commitment = Personal Commitment

Bringing you a better experience, no matter what

Hi, my name is Jamaal and I’ve been a technician with Comcast for almost 10 years. I’ve seen the company go through a lot of changes, but nothing as exciting as the changes we’re making now.

As a technician, I’m in customers’ homes like yours every day and get to hear firsthand what’s important to you. My favorite part of the job is when I get to share the ways we’re making things better. Like how talking into your remote control can quickly get you the help you need. Or restarting your TV box or modem from your phone, instead of climbing behind the furniture to unplug the device. To see the look of relief on your face is rewarding. Sometimes it’s the little things, sometimes it’s the big things, but since they matter to you, they matter even more to me.

You may have questions, just like other customers, about how we’re improving. Here are a few I hear often:

> How can I know when my technician will arrive?
> What’s the easiest way to find my WiFi password?
> What can my voice remote do?
DATA, PRODUCTS, TECHNOLOGY
Innovate:

Tools
Elevations
Idea Scaling
WE RUN IT LIKE A BUSINESS
...BECAUSE IT IS
22,000,000 VIDEO POSITIVE CHURN
ONE REGION ALONE:
347 YEARS OF WAITING
ELIMINATED (per month)
ROI POSITIVE AGAINST $300MM ANNUAL SPEND
MORE TO COME...