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OFFICE OF THE CITY MANAGER

November 20, 1990



**Continental
Cablevision®**

Mr. Robert Healy
City Manager
City of Cambridge
795 Mass. Avenue
Cambridge, MA 02139

Dear Mr. Healy:

I am sorry for the delay in responding to your letter of October 5, 1990, regarding information on surveys as it relates to customer satisfaction/dissatisfaction.

We have conducted Customer Satisfaction Surveys yearly since the spring of 1987. These surveys have been conducted by an outside agency in order to furnish us with information that will improve our understanding of the needs and expectations of our customers.

This "Tracking Survey" as we refer to it, is generally conducted in the first quarter of the calendar year with results received by the third quarter.

The survey takes measurements of our system in 5 major areas.

I. Service Elements and Processes

- High quality programming
- Wide variety of programming
- High quality reception
- Resolving your problems quickly
- Uninterrupted cable service
- Providing information
- Convenient telephone and office hours
- Supporting local community
- Helpful and courteous employees
- Quick repair service

II. Customer Service Problems

- Experienced poor quality reception
- Unable to get through
- Dissatisfied with the cable guide
- Cable out for more than five minutes
- Bill was difficult to understand
- Experienced problem with your equipment

III. Customer Service Contacts: Installation

- Completing the work in one visit
- Being courteous and helpful
- Placing cable in location of your choice
- Leaving your home neat
- Installation within a reasonable time
- Arriving when expected
- Installation at a convenient time

IV. Customer Service Contact: Telephone Contacts

- Resolving your problems promptly
- Showing concern for your needs
- Being well informed of company policy
- Not being put on hold
- Able to reach the office on first try

V. Customer Service Contacts: Repair Service

- Resolving your problem on initial visit
- Arriving when expected
- Being courteous and helpful
- Knowledgeable about your problem

This tracking survey is broken down into three columns that measure our customer rating of our efforts. The first column is the current year "1990 Column". This represents the current measurement by our customers.

The second column is last year's measure "1989". Lastly is the "1990 Cluster Average". This is the average score of other systems our size with similar demographics across the United States.

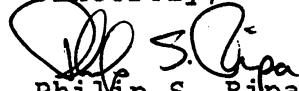
The columns of 1988 and 1986 are blank because of the merger between Continental and American and the decision to use a different vendor than the one American had been using in previous years.

In addition to our Customer Service tracking study we have developed our own customer opinion survey which is distributed to all of our customers each time they are visited by one of our installers or service people.

I decided to introduce this survey to Cambridge because I wanted to stay current with our customer's perceptions of us and did not wish to rely solely on data that was possibly nine months old. A copy of the survey recaps will be sent to your office on a quarterly basis.

I hope this information and the quarterly recaps to follow in the future satisfy the requests of the City Council. If you need further explanation or wish to discuss any details please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "P. S. Ripa". The signature is stylized with a large, looping initial "P" and a cursive "S".

Philip S. Ripa
General Manager

A. OVERALL EVALUATION OF CAMBRIDGE/ARLINGTON, MA

This table summarizes the extent to which your subscribers indicate good ratings (8, 9 or 10 on a scale of 1 to 10) on the overall evaluative measures.

	% Good Ratings				1990 Cluster Av.	Differences	
	1990	1989	1988	1986		1990 vs. 1989	1990 vs. Cl Av.
- Overall Repair	82.4	59.8	--	--	80.7	22.6	1.7
- Overall Telephone Representative Contact	76.6	62.0	--	--	69.5	9.6	7.1
- Overall Customer Service	73.3	68.4	--	--	69.0	4.9	4.3
- Overall Installation	72.0	74.3	--	--	79.3>	-2.3	-7.3
- Overall Rating	58.0	50.4	--	--	56.4	7.6	1.6
- Value For the Money	47.3	45.3	--	--	48.5	2.0	-1.2

- > This figure is significantly above your 1990 figure.
- < This figure is significantly below your 1990 figure.

- o The 1990 customer ratings for Cambridge/Arlington is significantly lower than the 1990 cluster average in the following area:

- Overall installation

APPENDIX

C. CUSTOMER SERVICE PROBLEMS

This table summarizes the frequency with which your subscribers experienced various customer service problems.

	% Experiencing Problem					Differences	
	1990	1989	1988	1986	1990 Cluster Av.	1990 vs. 1989	1990 vs. Cl Av.
- Poor Quality Reception	54.0	52.9	--	--	46.8<	-3.9	7.2
- Outage Longer Than Five Minutes	42.7	45.1	--	--	59.8>	-2.4	-17.1
- Problem With Converter/Remote	36.0	32.9	--	--	19.7<	3.1	16.3
- Unable To Get Through	16.7	25.1	--	--	23.1>	-8.4	-6.4
- Bill Was Incorrect	16.0	8.2	--	--	9.3<	7.8	6.7
- Bill Was Difficult To Understand	15.3	2.9	--	--	8.9<	7.4	6.4
- Bill Arrived Late	12.7	16.0	--	--	15.4	-3.3	-2.7
- Dissatisfied With Program Guide	10.0	17.4	--	--	12.4	-7.4	-2.4

> This figure is significantly above your 1990 figure.

< This figure is significantly below your 1990 figure.

The problems in bold have a significant impact on overall customer evaluation.

Frequency of Outages of More Than Five Minutes (of those who experienced an outage)

	<u>89</u>	<u>1990</u>	<u>Variance</u>
One time	25.9	26.6	.7
Two times	22.4	35.9	13.5
Three times	16.1	21.9	5.8
Four times		7.8	-3.1
Five or more times	10.9	6.3	-4.6
	23.3		

D. CUSTOMER SERVICE CONTACTS: INSTALLATION

This table illustrates the extent to which your subscribers indicate good ratings (8, 9 or 10 on a scale of 1 to 10) for the listed attributes.

	% Good Ratings					Differences	
	1990	1989	1988	1986	1990 Cluster Av.	1990 vs. 1989	1990 vs. Cl Av.
- Installer Left Home Neat and Orderly	86.0	81.0	--	--	87.1	--	-1.1
- Installer Was Courteous/ Helpful	86.0	83.6	--	--	82.9	--	3.1
- Work Completed In One Visit	80.0	82.0	--	--	86.8	--	-6.8
- Cable Placed In Location Of Choice	80.0	85.2	--	--	80.9	--	-.9
- Installer Arrived When Expected	72.0	75.3	--	--	72.6	--	-.6
- Installation At a Convenient Time/Date **	68.0	69.0	--	--	70.3	--	-2.3
- Installer Was Knowledgeable	66.0	58.3	--	--	71.5	--	-5.5
- Installation Within a Reasonable Time	66.0	76.3	--	--	70.4	--	-4.4
- Installer Explained Use Of Equipment	64.0	73.3	--	--	68.9	--	-4.9

> This figure is significantly above your 1990 figure.

< This figure is significantly below your 1990 figure.

	% Yes Responses				1990 Cluster Av.	1990 vs. 1989	1990 vs. Cl Av.
	1990	1989	1988	1986	Av.	1989	Cl Av.
- Installer Left Printed Information	62.0	71.5	--	--	72.3	--	-10.3

The attributes in bold have a significant impact on overall customer evaluation.
 ** Slightly different wording from previous year.

D. CUSTOMER SERVICE CONTACTS: TELEPHONE CONTACTS

This table summarizes the extent to which your subscribers indicate good ratings (8, 9 or 10 on a scale of 1 to 10) for the listed attributes.

	% Good Ratings				Differences		
	1990	1989	1988	1986	1990 Cluster Av.	1990 vs. 1989	1990 vs. Cl Av.
- Telephone Reps Were Courteous/Helpful	80.2	69.5	--	--	76.9	--	3.3
- Telephone Reps Show Concern For Needs	72.1	64.3	--	--	68.6	--	3.5
- Telephone Reps Were Knowledgeable	67.6	60.5	--	--	63.6	--	4.0
- Telephone Reps Informed Of Company Policy	65.8	58.8	--	--	63.6	--	2.2
- Telephone Reps Resolve Problems Promptly	64.0	58.8	--	--	63.3	--	0.7
- Able To Reach Office On First Try **	55.9	35.1	--	--	52.3	--	3.6
- Not Being Put On Hold **	53.2	36.2	--	--	60.1	--	-6.9
- Telephone Reps Answer Calls Within 30 Sec. **	43.2	43.3	--	--	50.8	--	-7.6

- > This figure is significantly above your 1990 figure.
- < This figure is significantly below your 1990 figure.

The attributes in bold have a significant impact on overall telephone contact evaluation.

** Slightly different wording from previous year.

B. SERVICE ELEMENTS AND PROCESSES

This table summarizes the extent to which your subscribers indicate good ratings (8, 9 or 10 on a scale of 1 to 10) for the listed attributes.

	% Good Ratings					Differences		
	1990	1989	1988	1986	1990 Cluster Av.	1990	1990	
						vs. 1989	vs. Cl Av.	
- Helpful and Courteous Employees	82.7	73.9	--	--	73.4<	8.8	9.3	
- Overall Repair	82.4	59.8	--	--	80.7	22.6	1.7	
- Accurate and Easy To Understand Bills	78.0	80.9	--	--	78.3	-2.9	-.3	
- Easy To Use Convertor Boxes/Remote Controls	76.7	72.6	--	--	68.5<	-4.1	8.2	
- Overall Telephone Representative Contact	76.6	62.0	--	--	69.5	9.6	7.1	
- Uninterrupted Cable Service, 24 Hours a Day	74.7	--	--	--	62.0<	--	12.7	
- Overall Installation	72.0	74.3	--	--	79.3>	-2.3	-7.3	
- Variety Of Programming	68.0	68.8	--	--	64.0	-4.8	4.0	
- Employee Knowledgeable About Cable Products	66.0	56.2	--	--	62.1	9.8	3.9	
- Resolving Problems Quickly	66.0	53.6	--	--	60.8	12.4	5.2	
- Convenient Telephone and Office Hours	62.7	55.6	--	--	60.1	7.1	2.6	
- High Quality Programming	60.7	--	--	--	57.5	--	3.2	
- Quick Repair Service	60.0	42.5	--	--	56.6	11.5	3.4	
- High Quality Reception	56.7	52.9	--	--	61.6	3.8	-4.9	
- Information About Company Policies	52.7	51.2	--	--	53.9	1.5	-1.2	
- Able To Get Through By Phone Quickly **	50.0	43.3	--	--	49.3	6.7	0.7	

D. CUSTOMER SERVICE CONTACTS: REPAIR SERVICE

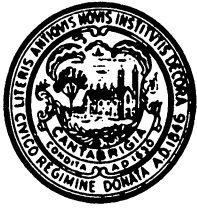
This table summarizes the extent to which your subscribers indicate good ratings (8, 9 or 10 on a scale of 1 to 10) for the listed attributes.

	% Good Ratings				Differences	
	1990	1989	1988	1986	1990	1990
					Cluster Av.	vs. 1989 Cl Av.
- Service Person Courteous/ Helpful	85.7	88.7	--	--	84.9	-- 0.8
- Service Person Knowledge- able About Products	76.8	67.3	--	--	71.5	-- 5.3
- Service Person Knowledge- able About Problem	76.8	74.6	--	--	75.2	-- 1.6
- Service Person Resolved Problem On First Visit	75.0	64.1	--	--	76.6	-- -1.6
- Service Person Neat/ Professional Appearance	73.2	78.1	--	--	79.0	-- -5.8
- Service Person Arrived When Expected	66.1	69.8	--	--	69.3	-- -3.2
- Schedule Service At Convenient Date/Time **	64.3	63.5	--	--	64.7	-- -.4

- > This figure is significantly above your 1990 figure.
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The attributes in bold have a significant impact on the overall repair service evaluation.

** Slightly different wording from previous year.



CITY OF CAMBRIDGE

CAMBRIDGE, MASSACHUSETTS 02139

TEL. 498-9011

FAX. 868-8159

EXECUTIVE DEPARTMENT
ROBERT W. HEALY
City Manager

RICHARD C. ROSSI
Deputy City Manager

December 10, 1990

To The Honorable, The City Council:

In response to Council Order No. 4, dated October 1, 1990, relative to subscriber satisfaction/dissatisfaction with the quality of programming at Continental Cablevision, please find attached a report submitted by Philip Ripa, General Manager.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy", written in a cursive style.

Robert W. Healy
City Manager

RWH/mev
attachment

Agenda #16

S-1237

RE: City Council Order # 4 dated
October 1, 1990, regarding subscriber
satisfaction/dissatisfaction with the
quality of programming at Continental
Cablevision.

In City Council,

December 10, 1990

*Referred to
Cable TV Committee
Copy sent to Cable TV
Committee 12/14/90*