

Punctuality Key to Telecom In-Home Service Satisfaction, but Performance Gaps Persist, J.D. Power Finds

[DISH Network Achieves Highest Level of Customer Satisfaction with In-Home Service](#)

COSTA MESA, Calif.: 22 March 2018 — Long, imprecise service windows have been the bad joke of the telecommunications industry ever since Jim Carrey caricatured a crazy service technician in “The Cable Guy.” Despite widespread awareness, the problem persists for many telecommunications companies. According to the inaugural J.D. Power U.S. Telecom In-Home Service Technician Study,SM released today, longer service windows and late or early arrival times have a negative effect on customer satisfaction.

The study evaluates customer perceptions of on-site service technician visits for installation and post-install service of residential wireline products, which include high-speed data, phone and TV services. The study measures overall satisfaction with on-site service technician visits based on six single-attribute factors: quality of work; timeliness of completing work; knowledge of technician; courtesy of technician; professionalism of technician; and scheduling an appointment.

“The more flexible telecom companies can be with offering service windows that work with their customers’ schedules and the more precise they are at hitting those target times, the higher levels of customer satisfaction they can realize,” said **Peter Cunningham, Technology, Media, and Telecommunications Practice Lead at J.D. Power**. “Though this may seem like common sense, there are huge performance gaps among the different providers. Those that are getting it right have developed strong skill sets in both managing customer expectations and delivering on them.”

Following are key findings of the 2018 study:

- **Shorter service windows associated with higher satisfaction:** Scheduling an appointment satisfaction is 49 points higher among customers with service windows of one hour or less than among those with a two-hour window. That gap jumps to 104 points when customers are given a four-hour window.
- **Showing up on the wrong day:** Overall satisfaction among customers whose technician arrived on time is 871. That score drops to 819 when technicians arrived early and to 683 when they arrived late. Despite the huge importance customers place on timeliness, 12% of technicians arrived outside of their service window (5% were early and 7% were late). Among the 7% of technicians who arrived late, 20% were at least two days late.
- **Fixing it right the first time:** More than one-fourth (26%) of customers indicate that not all of their issues were fixed on the first technician visit. Overall satisfaction scores are 112 points higher when the issues are fixed on the first visit. Customers whose issues are not fixed correctly the first time are more than twice as likely to indicate they “definitely will” or “probably will” switch providers than those whose issues are fixed during the first technician visit.

- **The value of a heads-up:** Scheduling an appointment satisfaction among customers who were contacted prior to the arrival of the technician arrival is 138 points higher than among those who were not contacted.
- **Online scheduling drives higher customer satisfaction:** When it comes to the mechanism used to schedule a service appointment, satisfaction is much higher among customers who used a digital channel—such as website unassisted (834)—to schedule an appointment than among those who used a phone (761).

Study Rankings

DISH Network ranks highest in telecommunications in-home service technician satisfaction with a score of 885. **Charter Spectrum** ranks second (860), **AT&T/DIRECTV** (859) ranks third and **Verizon** (856) ranks fourth. The industry average is 853.

The 2018 U.S. Telecom In-Home Service Technician Study was fielded in December 2017-January 2018, collecting 3,744 responses. To be eligible to participate, respondents needed to have an in-home telecom service technician visit in the past six months.

For more information about the 2018 U.S. Telecom In-Home Service Technician Study, visit <http://www.jdpower.com/resource/us-telecom-home-service-technician-study>.

See the online press release at <http://www.jdpower.com/pr-id/2018035>.

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Media Relations Contacts

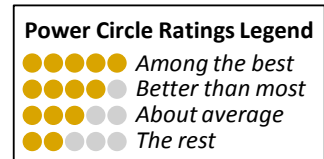
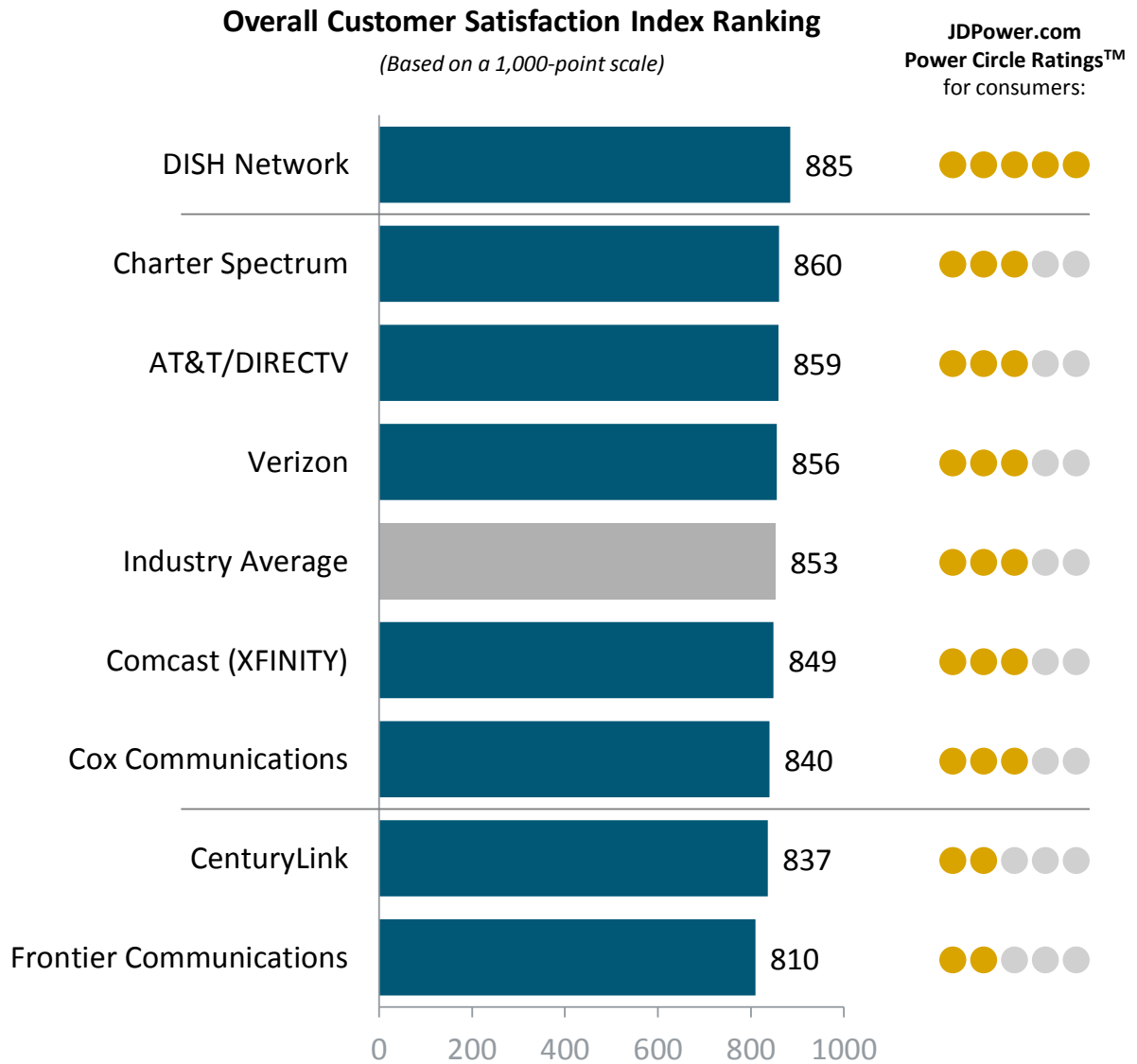
Geno Effler; Costa Mesa, Calif.; 714-621-6224; media.relations@jdpa.com
John Roderick; St. James, N.Y.; 631-584-2200; john@jroderick.com

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NOTE: Two charts follow.

J.D. Power 2018 U.S. Telecom In-Home Service Technician StudySM



Source: J.D. Power 2018 U.S. Telecom In-Home Service Technician StudySM

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2018 U.S. Telecom In-Home Service Technician StudySM

Award-Eligible Wireline Providers Included in the Study

<u>Company</u>	<u>CEO</u>	<u>Company Location</u>
AT&T/DIRECTV	Randall Stephenson	Dallas, Texas
CenturyLink	Glen Post III	Monroe, La.
Charter Spectrum	Tom Rutledge	Stamford, Conn.
Comcast (XFINITY)	David N. Watson	Philadelphia, Pa.
Cox Communications	John Dyer	Atlanta, Ga.
DISH Network	Charlie Ergen	Englewood, Colo.
Frontier Communications	Daniel J. McCarthy	Norwalk, Conn.
Verizon	Lowell McAdam	New York, N.Y.

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