



Comcast.net Evolution Beta - Voice of the Customer Report

Analysis of Customer Feedback Emails from 9/8 to 9/11

Version 1.0

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Emerging Themes

42.5% of customer feedback dealt with the desire or expectation of some level of homepage **personalization**.

There was an overall sense that although the beta was better in terms of being easier to read and had a fresher look, the site had shifted from “what they wanted to see” to what Comcast wanted them to see.

Also, more people use the Assistant and customize content on comcast.net than perceived. Those that customize are also the most passionate about it.

“I know that you cannot be all things to all people, but give us a choice to pick out the things we want to see up front. Not everyone is interested in voice mail or celebrity news. I’m retired and not the least bit interested in smart career tips, just give us a choice on how our home page looks”. – Dorothy Brent

Breakdown of interest in support of homepage personalization:

Wanted ability to customize content or layout: **15.5%** (59)

Assistant missing modules or functionality, like bookmarks: **14%** (55)

Didn’t like white background or wanted ability to change color: **7.5%** (28)

Content didn’t appeal to them (eg, celeb-focus was bad): **5.5%** (22)

18% of customer feedback directly mentioned the **cleaner, brighter** and **easier to read** design.

“I like the format and the white background makes reading and finding sections easier on the eyes.” – draudsonp

8% of customer feedback liked the beta enough to want to **make it their homepage** right away.

“Fantastic! I love it.....how can I make it my default? I don’t want to go back to the original!” – Allissa Beeler

5.5% of customer feedback commented on their **dissatisfaction with advertising** on the page (prominence, etc.)

Some editorial and promotional areas of the page were perceived as “ads”, attempts to sell the customer on something (eg, try something different, download software, etc.).

“This change is not necessary nor do I like the fact that you have created more space for advertising and less space for the paying customer...” -- Craig van Gundy

Emails factored into analysis: 385 (out of 411 total*)

Largely positive comments: 59%

Largely negative comments: 41%

Emails with quality and constructive feedback: 68.5%**

Emails with simply “I love it” or “I hate it”: 26.5%

* 27 out of 411 emails did not provide enough feedback to be analyzed.

** These emails were the most effective feedback for our analysis.

More Customer Soundbites

“The new comcast page is great. It is larger and more clear, the email is easier to access. Great Job!” -- Monica Myslinski

“Much better than the old home page the new wide page goes much better with my wide screen computer, but where do I customize the page?” – sunworldart

“...I sure hope that it's customizable because much of the new site is of no use to me. I don't play games so the large 'ad' on the lower right of the page is a waste. I use a Mac so the large 'ads' for the toolbar and McAfee services are useless...” -- JP Dwyer

“I used to have my start page set up the way I liked it but you didn't care for science or electronics or technology. You seem to think that I would like hollywood or tv idiots along with uninteresting sports jerks, you call them jocks! I don't need that stuff at all and if there was a way of deleting them I most certainly would at the first chance.” – Idustychuck

“Too busy. And too much emphasis on celebrity stuff although that seems to be the case with the original as well. I didn't see my

“assistant” available with the new one and I do like that as I can easily glance at my stocks, mail status, etc...I don't like it. James Culbertson

“Since we are already paying for Comcast why are ads on the Comcast.Net beta page. Ads are something that belong on the free home pages, not one that I pay for as a customer.”

“I understand that the new beta page will be customizable, but I am not impressed. it looks too busy, too confusing.” -- Cindy McAuliffe

“I don't like the white background. I do like the little box on the left with the mail, voice mail, alerts, tv. Would like to be able to rearrange the order of the sections like msn and to pick my own color combinations or themes.” – Catcala@comcast.net

“I find the new Comcast betapage cleaner and not as cluttered, but that is the only thing I like about it. I am sooooo tired of celebrity this - celebrity that, whogives a hoot?” – Pat

Recommendations

Home Page Personalization

Tracking on existing personalization capabilities on Classic comcast.net is limited and does not provide enough insight into the relevance and desirability of content personalization. (Numbers indicate 'low usage' due to infrequent customization, but doesn't shed any light into the "one-time customization" that may happen, which engages users into relevant content over time). The recent Evolution Beta feedback suggests that comcast.net users consider content personalization as a core value of comcast.net.

Quick Wins:

1. Establish functional and content parity between Classic Assistant and Evolution Assistant.
2. Present News content in the first cover in the rotation order of the cover display area.

Next Steps:

Evolution Beta does not include the same level of customization as Classic comcast.net. The Classic site has an interesting balance of editorially-driven and customizable areas on the Home Page.

Now that we have better data that indicate users' desire for content personalization we should identify what content will be useful for customers. Additionally, we need to continue to investigate users desirability for content customization to inform decisions that will determine content usefulness and usability.

Note: The purpose of this ongoing analysis is to inform future decision-making to improve the quality of the .net iterations. 'Quick Wins' describe lower-effort/higher-value opportunities that we can act on immediately relating emerging themes that will require further investigation for longer-term solutions.

Advertising Perception

Since some editorial and promotional areas of the Beta homepage were perceived as "ads" as in, "attempts to sell the customer on something" (eg, try something different, download software, etc.), their perception was the Evolution Beta had more ads (no significant positive or negative feedback on the display ads on this first batch of user feedback).

Quick Wins:

1. Focus home page promotional areas on desirable content (versus promotional marketing messaging) to reduce the perception that these are also 'ads' or trying to sell the customer on an idea or tool.
2. Look into the ability to gauge customer reaction about display ads to verify that ads served are more relevant.

Next Steps:

Identify a better system to handle promotions that targets to customers in a more relevant manner and that standardizes them and improves the perception of them.

For example: Do not present McAfee Download call to action when the user is on a Mac; Recognize user preferences and serve shopping options accordingly; Omit covers focusing on topics the user has indicated no interest in; present toolbar download prompts when a user is identified as on Windows using IE and who doesn't have Toolbar installed yet.