

## U.S. Residential Television Service Provider Satisfaction Study

The **J.D. Power U.S. Residential Television Service Provider Satisfaction Study<sup>SM</sup>** measures key drivers of satisfaction among residential customers who currently subscribe to a television service. The study examines satisfaction across seven factors: Performance and Reliability, Cost of Service, Billing and Payment, Communications and Promotions, Programming, Features and Functionality, and Customer Service.

J.D. POWER DELIVERS ACTIONABLE INSIGHTS TO HELP YOU IMPROVE OVERALL CUSTOMER SATISFACTION, BRAND LOYALTY AND ADVOCACY, AND MARKET PENETRATION.



Benchmark your performance against other television service providers



Align strategic planning and improvement initiatives with customer expectations and performance metrics



Identify areas of opportunity and investment prioritization



Identify your strengths, weaknesses and opportunities



Determine drivers of customer churn and switching intent

### Deliverables

#### Deliverables at each wave:

- **Competitive data sets** via J.D. Power PowerSource, which provide detailed performance insights for comparison to best-in-class and industry trends, including the proprietary J.D. Power index model that rank orders what is most and least important to your customers
- **Net Promoter Score<sup>®</sup>** – J.D. Power NPS<sup>®</sup> is an independent measurement of NPS
- **SPSS Dataset** that allows you to perform additional analyses and pinpoint opportunities for improvement with diagnostic precision
- **Study Methodology**
- **Study Questionnaire**

#### Additional deliverables at final publish:

- **Executive presentation** delivered (onsite or virtual) by J.D. Power experts to prioritize drivers of satisfaction and develop action plans
- **Simulator** – Model the cause/effect of employing improvement initiatives and how this may impact overall customer satisfaction
- **Executive briefing** report that highlights industry trends, challenges and areas of opportunity
- **Calculator** – Identify improvement opportunities by executing what-if scenarios in order to model changes to one or more attributes; the simulator and calculator can be used jointly

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