



# CABLE NJ CONNECTION

The Newsletter of the New Jersey Cable Telecommunications Association



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## Cutting Edge Customer Service

**Technology puts cable's customer service ahead of the curve in New Jersey**

Since the 1990s, the member companies of the New Jersey Cable Telecommunications Association (NJCTA) have invested billions of dollars to build a state-of-the-art, fiber optic network that allows them to provide cutting-edge cable television, digital voice, and high-speed Internet services.

Today, New Jersey cable companies are investing just as aggressively in new, innovative systems that help ensure that their subscribers enjoy a more efficient and more effective customer service experience.

From cutting-edge software to sophisticated command centers to expanded and improved training and hiring programs, cable is taking its commitment to innovation seriously when it comes to customer service.

As reported earlier this year in the *Wall Street Journal*, cable companies are investing in software that makes scheduling easier and narrows appointment windows from all-day to two to four hours. They're also building sophisticated systems that monitor high-speed data transmissions that allow problems to be diagnosed before customers even notice.

"Everyone knows about all the cutting-edge products cable has to offer, now we're educating people about our cutting-edge customer service programs, too," observed Adam Falk, Chairman of the NJCTA and Cablevision's Vice President for Government and Public Affairs. "We spend just as much

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# Cable NJ News Briefs

## Time Warner Debuts International Calling Plan

Time Warner Cable recently introduced a new service for its residential digital voice customers in New Jersey: a flat rate, international calling plan that provides for international calling to about 100 countries, representing more than 80 percent of the world's population.

For \$19.95 per month, Time Warner Cable's Digital Phone customers can add International OnePrice™ to their existing phone service, when purchased as part of a bundle with video or high-speed data. This new international calling plan provides international calling to anyone who regularly dials overseas to connect with friends and family members.

The *Latina Style* announcement was especially well-received in New Jersey which, according to the 2000 U.S. Census, has the seventh largest Latino population in the country.

Earlier this year Comcast was given the "Corporate Leadership Award" by the Hispanic Federation and has been recognized as one of the "Top 60 Companies for Hispanics" by *Hispanic Business Magazine* two years in a row.

## Cablevision Issues The Challenge to NJ High School Students

Cablevision recently announced that *The Challenge*, its award-winning high school quiz show, will expand in the upcoming season. The show will continue to include schools and students from New Jersey and



Gina LaPlaca of the Assembly Majority Office and Eugene Lepore of the Senate Majority Office receive a briefing on cable's investment in cutting-edge customer service during a tour of Comcast's Voorhees, NJ facility.

## Comcast One of 50 Best Companies for Latinas

According to a recent edition of *Latina Style Magazine*, Comcast is one of the 50 best companies in the country for Latinas looking for competitive opportunities, support, and benefits. In their "Latina Style 50" report, the magazine saluted Comcast based on its assessment of workplace issues that readers identified as important to them, including number of Latina executives, mentoring programs, educational opportunities, dependent/child care support, employee benefits, and affinity groups.

will now expand into the rest of the company's service area as well.

More than 150 tri-state area high schools are set to compete in the upcoming season of the show. Teams are typically made up of students who are at the top of their class who vie for the championship based on their knowledge of history, arts and literature, math, and science. Viewers can play along and watch *The Challenge* on News 12 every Saturday and Sunday at 6:30 p.m. and 9:30 p.m. beginning on November 10, 2007, and anytime through the convenience of video on demand (VOD) through News 12 Interactive, located on iO TV Channel 612. ■



## Message From the Chairman

When you hear the words "Customer Service" the first thing you probably think of is an 800 number, or the service desk at a department store where you go to make returns.

But to the members of the New Jersey Cable Telecommunications Association, customer service is about a lot more than that.

First and foremost, customer service is about the direct, one-on-one interaction between a cable company and its customers. It's not just about solving problems, although that's its primary function. It's also about presenting customers with a real, friendly, knowledgeable company representative. Someone they can count on to listen and respond accordingly. Customer service is an opportunity to earn our customers' loyalty and trust.

Customer service is about being able to identify potential problems and troubleshoot them before customers even know they're there. In our feature story in this edition of *Cable Connection* you'll read about some of the significant technology and software investments we've made that allow us to track our networks and solve problems before they begin.

Customer service is about investing the time and the resources necessary to develop a skilled, knowledgeable staff. That means teaching our representatives to think creatively about problem solving and act respectfully when they're working with a customer.

Customer service also means giving parents the tools they need to create positive, constructive environments for their families. That's why we offer state-of-the-art parental controls that allow parents to filter television content using their cable remote. That's also why we provide tips and training on Internet safety to help parents keep their kids safe when they're online.

As you can see, cable customer service has evolved well beyond basic 800 numbers and help desks.

In the 21st Century, cable customer service is about innovating, investing, and connecting and that's what New Jersey's cable companies do best.

- Adam E. Falk

time and resources investing in new ways to deliver more effective, more efficient customer service as we do developing new products. The fact is, cable never stops looking for new ways to use technology to improve the customer experience.”

Cablevision, for example, operates a 55,000 square foot call center in the heart of revitalized downtown Newark. They have 600 employees at the center (97% of them are New Jersey residents) who undergo 30 days worth of training when they're first hired and receive a total of 2,000 hours per month of enhancement training to improve product knowledge and customer relation skills.

The result? Cable-vision has received numerous awards, and post-call customer satisfaction surveys indicate than nearly 90 percent of participants rate them as “exceeding expectations.”



*Mary Ann La Sardo, Cablevision's Vice President for Customer Service, discusses her company's significant investment in customer service training and technology.*

Meanwhile, Comcast recently hosted a tour of their impressive Voorhees facility for New Jersey Senate and Assembly staff to show off their innovative South Jersey customer service center.

Among the tour highlights was “The Bridge,” so-named for its resemblance to the command center on Star Trek's starship *Enterprise*. In this case, though, instead of fighting Klingons, The



*During a briefing for New Jersey Senate and Assembly staff members, Phil Ronkin, Comcast's Director of IP Support, highlights the cutting-edge features at the Voorhees, NJ customer service command center that help diagnose and resolve problems before they begin.*

Bridge gives Comcast a sophisticated, high-tech command center that tracks incoming customer calls, system performance, and staff response time.

“We give our customer service team the best technology and the newest tools and they never disappoint,” said William J. Kettleon, Regional Vice President for Government and Community Affairs for Comcast Cable in New Jersey. “We're proud to show off our service centers and all they have to offer because it's part of what makes the experience so great for our customers.” ■

## Connecting with Cable's Customer Service Specialists

### Cablevision

(877) 922-2532 | [www.cablevision.com](http://www.cablevision.com)

### Comcast

(800) COMCAST | [www.comcast.com](http://www.comcast.com)

### Patriot Media

(866) PAT-1776 | [www.patmedia.net](http://www.patmedia.net)

### Service Electric Cable TV of New Jersey

(800) 992-0132 | [www.secable.com](http://www.secable.com)

### Time Warner Cable

(201) 886-0900 | [www.timewarnercable.com/nynj](http://www.timewarnercable.com/nynj)

### US Cable

(201) 576-9292 | [www.paramus.uscable.com](http://www.paramus.uscable.com)

# New Website Design for Cable Association

Recently, the New Jersey Cable Telecommunications Association redesigned its website and updated its content to include more information about the contributions and investments NJCTA member companies are making in the Garden State.

The newly designed site - located at [www.cablenj.org](http://www.cablenj.org) - is organized around the NJCTA's three guiding principles: Innovating, Investing, and Connecting.

Site visitors can keep track of the innovative features NJCTA member companies continually roll out, the investments the companies are making in technology and customer service, and the ways in which cable helps to connect parents to children, legislators to their constituents, and New Jersey to the rest of the world. ■



# New Jersey Cable Companies Connect Customers to Garden State Charities

They say charity starts at home, and for the member companies of the New Jersey Cable Telecommunications Association that means working with local organizations all over the state to help make a difference in their communities.

As reported recently in *Multichannel News*, Comcast of New Jersey has launched a campaign to provide a new pair of gloves or mittens to Holiday Express, a non-profit group that collects supplies for less fortunate families, for every triple play bundle the company sells. Call it “bundling up with bundles,” this is Comcast’s second such effort in 2007. According to *Multichannel News*, last February Comcast provided 7,000 coats to Holiday Express in a similar effort.

“We take great pride in the communities we serve,” said William J. Kettleon, Regional Vice President for Government and Community Affairs for Comcast Cable in New Jersey. “Like any good community partner, we want to make the New Jersey towns where we live and work the best they can be. That’s why we’re

always looking for new, innovative ways to contribute.”

Meanwhile, Cablevision has been working with New Jersey-based non-profit organizations to record, edit, and produce public service announcements (PSAs) to help the groups promote their efforts. The PSAs run on New Jersey cable systems and help remind residents of the opportunities that exist to get involved and help local charities.

And, like Comcast, Cablevision has run coat, clothing, and toy drives to help the needy during the holiday season. This year the company is sending hundreds of local area kids, seniors, and families to a special, free performance of the Radio City Christmas Spectacular.

“We think of ourselves as a member of the community,” explained Adam Falk, Chairman of the NJCTA and Cablevision’s Vice President for Government and Public Affairs. “That means we get involved, we make contributions, and we help our neighbors. It’s not out of the ordinary, it’s just the way we operate.” ■



## NJCTA Member Companies:

Cablevision  
Comcast  
Service Electric Cable  
Time Warner Cable  
US Cable

## NJCTA Board of Directors:

**Chairman** Adam E. Falk  
**Vice Chairman** Brien Kelley  
**Secretary** Mary Tassini  
**Treasurer** Elizabeth Murray  
**Officers** Joseph Appio,  
David R. Breidinger, William J. Kettleon,  
Cherie LoPresti

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